



IAPD Report

GERALD GENE SCHUELKE

CRD# 1112588

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page
<http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

GERALD GENE SCHUELKE (CRD# 1112588)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **02/06/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	07/26/2019
IA	INTRUA FINANCIAL	CRD# 281554	11/13/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **4** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
IA	FREEDOM WEALTH ALLIANCE	170456	Brookfield, WI	08/06/2019 - 12/12/2023
IA	NORTHWESTERN MUTUAL INVESTMENT SERVICES,LLC	2881	MILWAUKEE, WI	06/07/2012 - 08/02/2019
B	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	MILWAUKEE, WI	09/03/1992 - 08/02/2019

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1
Customer Dispute	1



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with 4 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **LPL FINANCIAL LLC**

Main Address: 1055 LPL WAY
FORT MILL, SC 29715

Firm ID#: 6413

Regulator	Registration	Status	Date
 FINRA	General Securities Representative	Approved	07/26/2019
 FINRA	General Securities Sales Supervisor	Approved	07/26/2019
 Florida	Agent	Approved	07/26/2019
 Georgia	Agent	Approved	02/07/2025
 Illinois	Agent	Approved	08/07/2019
 Wisconsin	Agent	Approved	07/26/2019

Branch Office Locations

LPL FINANCIAL LLC
675 N. BARKER ROAD STE. 220
BROOKFIELD, WI 53045

Employment 2 of 2

Firm Name: **INTRUA FINANCIAL**

Main Address: 3737 BUFFALO SPEEDWAY
SUITE 400
HOUSTON, TX 77098

Firm ID#: 281554

Regulator	Registration	Status	Date
 Wisconsin	Investment Adviser Representative	Approved - Pending IAR CE	01/01/2026



Qualifications

Regulator	Registration	Status	Date
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Branch Office Locations

INTRUA FINANCIAL

675 North Barker Road
Suite 220
Brookfield, WI 53045



Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 3 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/02/2023
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/02/2023
 General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	01/18/1993

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	05/21/1988
 Direct Participation Programs Representative Examination (S22)	Series 22	10/23/1984
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	03/30/1983

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	06/20/2006
 Uniform Securities Agent State Law Examination (S63)	Series 63	11/06/1984



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
IA	08/06/2019 - 12/12/2023	FREEDOM WEALTH ALLIANCE	CRD# 170456	Brookfield, WI
IA	06/07/2012 - 08/02/2019	NORTHWESTERN MUTUAL INVESTMENT SERVICES,LLC	CRD# 2881	MILWAUKEE, WI
B	09/03/1992 - 08/02/2019	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	CRD# 2881	MILWAUKEE, WI
IA	03/28/2002 - 06/04/2012	NORTHWESTERN MUTUAL INVESTMENT SERVICES,LLC	CRD# 2881	MILWAUKEE, WI
B	09/03/1992 - 01/01/2002	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	MILWAUKEE, WI
B	11/06/1991 - 07/16/1992	B. C. ZIEGLER AND COMPANY	CRD# 61	CHICAGO, IL
B	09/04/1990 - 01/28/1991	KEMPER SECURITIES GROUP, INC.	CRD# 19616	ST. LOUIS, MO
B	04/07/1987 - 09/04/1990	BLUNT ELLIS & LOEWI INCORPORATED	CRD# 7580	
B	10/16/1984 - 04/21/1987	CONNECTICUT MUTUAL FINANCIAL SERVICES, INC.	CRD# 173	
B	03/31/1983 - 03/21/1984	NML EQUITY SERVICES, INC.	CRD# 2881	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/2019 - Present	Freedom Wealth Alliance, LLC	Financial Adviser	Y	Brookfield, WI, United States
07/2019 - Present	LPL FINANCIAL	REGISTERED REPRESENTATIVE	Y	BROOKFIELD, WI, United States
07/2007 - 07/2019	NORTHWESTERN MUTUAL WEALTH MANAGEMENT COMPANY	REPRESENTATIVE	Y	MILWAUKEE, WI, United States
07/1992 - 07/2019	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	NOT PROVIDED	Y	MILWAUKEE, WI, United States
07/1991 - 07/2019	NORTHWESTERN MUTUAL LIFE	AGENT - Agent	N	MILWAUKEE, WI, United States



Registration & Employment History

EMPLOYMENT HISTORY

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

1)07/2019 - Freedom Wealth Alliance, LLC - INVESTMENT RELATED - AT REPORTED BUSINESS LOCATION(S) - DBA for LPL Business (entity for LPL business) - STARTED: 7/12/2019 - 1 HR/MO DURING TRADING.

2)07/2019 - Freedom Wealth Alliance, LLC - INVESTMENT RELATED - AT REPORTED BUSINESS LOCATION(S) - NON-VARIABLE INSURANCE - INSURANCE AGENT - STARTED: 7/12/2019 - 4 HRS/MO; 1 HR DURING TRADING

3)01/22/2024 - INTRUA FINANCIAL - INV RELATED - AT REPORTED BUSINESS LOCATION(S) - REGISTERED INVESTMENT ADVISOR - IAR - STARTED: 11/13/2023 - 175 HRS/MO; 160 HRS DURING TRADING - I provide investment advisory services through Flintrua financial[REDACTED], an independent investment advisor firm. I started this business activity in 11/2023. I expect to spend approximately 175 hours per month on this activity. Please see the advisory firm's Form ADV for more information about its address, the nature of its business, its owners, and its services at <http://www.adviserinfo.sec.gov/IAPD>. The firm is separate from and independent of LPL Financial.

4)01/22/2024 - INTRUA FINANCIAL DBA Freedom Wealth Alliance - INV RELATED - AT REPORTED BUSINESS LOCATION(S) REGISTERED INVESTMENT ADVISOR DBA - IAR - STARTED: 8/1/2023 - 180 HRS/MO; 160 HRS DURING TRADING



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1
Customer Dispute	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Individual
Regulatory Action Initiated By:	WISCONSIN DIVISION OF SECURITIES
Sanction(s) Sought:	Revocation
Date Initiated:	06/04/2012
Docket/Case Number:	L1785105440
Employing firm when activity occurred which led to the regulatory action:	NMIS, LLC
Product Type:	No Product
Allegations:	WISCONSIN DIVISION OF SECURITIES REVOKED REPRESENTATIVE'S SECURITIES AGENT AND INVESTMENT ADVISER REPRESENTATIVE REGISTRATIONS DUE TO A WISCONSIN DEPARTMENT OF REVENUE TAX DELINQUENCY.
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	06/04/2012



Sanctions Ordered:

Revocation

Broker Statement

REPRESENTATIVE SATISFIED THE OUTSTANDING TAX DELINQUENCY IN FULL AND HIS SECURITIES AGENT AND INVESTMENT ADVISER REPRESENTATIVE LICENSES WERE REINSTATED EFFECTIVE JUNE 7, 2012.



Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 1

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: NMIS, LLC

Allegations: CUSTOMERS ALLEGE THAT, DURING A MEETING ON SEPTEMBER 11, 2008, THEY INSTRUCTED REPRESENTATIVE TO CHANGE THE MIX OF ASSETS IN THEIR MUTUAL FUND ACCOUNTS TO ONE THAT INVOLVED LESS RISK, AND THAT REPRESENTATIVE FAILED TO FOLLOW THOSE INSTRUCTIONS.

Product Type: Mutual Fund(s)

Alleged Damages: \$20,000.00

Customer Complaint Information

Date Complaint Received: 01/29/2009

Complaint Pending? No

Status: Denied

Status Date: 02/20/2009

Settlement Amount:

Individual Contribution Amount:



End of Report

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