User Guidance

www.adviserinfo.sec.gov

IAPD Report

GEORGE EDWIN RALL JR

CRD# 1170826

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

GEORGE EDWIN RALL JR (CRD# 1170826)

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 **03/13/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	LOFTIN WEALTH PARTNERS	CRD# 305359	03/06/2020

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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
B	LPL FINANCIAL LLC	6413	JOHNS CREEK, GA	08/08/2023 - 03/13/2026
B	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	20804	DULUTH, GA	10/15/2009 - 08/16/2023
IA	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	20804	DULUTH, GA	10/15/2009 - 08/16/2023

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
Termination	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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name:	**LOFTIN WEALTH PARTNERS**
Main Address:	6470 E JOHNS CROSSING SUITE 230 JOHNS CREEK, GA 30097
Firm ID#:	305359

	Regulator	Registration	Status	Date
IA	Georgia	Investment Adviser Representative	Approved	03/06/2020

Branch Office Locations

LOFTIN WEALTH PARTNERS
6470 E JOHNS CROSSING
SUITE 230
JOHNS CREEK, GA 30097

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 1 principal/supervisory exam, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	12/16/1997

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	08/20/1983

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	08/14/2011
B	Uniform Securities Agent State Law Examination (S63)	Series 63	12/01/1983

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
B	08/08/2023 - 03/13/2026	LPL FINANCIAL LLC	CRD# 6413	JOHNS CREEK, GA
B	10/15/2009 - 08/16/2023	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	DULUTH, GA
IA	10/15/2009 - 08/16/2023	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	DULUTH, GA
IA	10/28/2019 - 12/31/2019	GER LOFTIN WEALTH ADVISORS, LLC	CRD# 305359	CUMMING, GA
IA	01/02/2009 - 10/13/2009	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC	CRD# 149018	SAINT PETERSBURG, F
B	11/07/1997 - 10/09/2009	RAYMOND JAMES FINANCIAL SERVICES, INC.	CRD# 6694	ATLANTA, GA
IA	09/21/2005 - 01/02/2009	RAYMOND JAMES FINANCIAL SERVICES	CRD# 6694	ATLANTA, GA
IA	04/30/2003 - 12/31/2004	GER WEALTH ADVISORS, LLC	CRD# 126227	ATLANTA, GA
B	02/15/1990 - 11/10/1997	SECURITIES AMERICA, INC.	CRD# 10205	LAVISTA, NE
B	08/31/1988 - 02/17/1990	GUARDIAN INVESTOR SERVICES CORPORATION	CRD# 6635	NEW YORK, NY
B	09/11/1985 - 09/02/1988	FSC SECURITIES CORPORATION	CRD# 7461	
B	08/24/1983 - 09/17/1985	IDS FINANCIAL SERVICES INC.	CRD# 6320	
B	08/24/1983 - 09/17/1985	IDS MARKETING CORPORATION	CRD# 6363	

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
08/2023 - Present	LPL Financial LLC	REG REP	Y	Johns Creek, GA, United States
01/2022 - Present	GER Financial LLC	President	N	MARIETTA, GA, United States

Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2010 - Present	GER LOFTIN WEALTH ADVISORS, LLC	OFFICER / AGENT	Y	ATLANTA, GA, United States
10/2009 - 08/2023	UNITED PLANNERS' FINANCIAL SERVICES	REG REP	Y	SCOTTSDALE, AZ, United States

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) 08/01/2023 - GER FINANCIAL LLC - Business Entity For Tax/Investment Purposes Only - GA 30328 - Non investment related - 1 Hour per month - Start date: 06/01/2022.
2) 08/17/2023 - LOFTIN WEALTH PARTNERS - Registered Investment Advisor Hybrid - IAR - Investment Related At Reported Business Location(s) - Start Date 10/01/2019 - 160 Hours Per Month/ 40 Hours During Trading - Time Spent 100% - I provide investment advisory services through LOFTIN WEALTH PARTNERS, an independent investment advisor firm. I started this business activity in 10/2019. I expect to spend approximately 160 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.

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*.
    - o A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
    - o A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
    - o 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*.
    - o 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.
    - o 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.
    - o 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
Termination	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:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Other: N/A
Date Initiated:	05/14/2012
Docket/Case Number:	2009020031501
Employing firm when activity occurred which led to the regulatory action:	RAYMOND JAMES FINANCIAL SERVICES, INC.,
Product Type:	No Product
Allegations:	FINRA RULE 2010, NASD RULES 2110, 2510(B): DURING SEVERAL MONTHS FROM APPROXIMATELY LATE 2008 THROUGH EARLY 2009, RALL EXERCISED DISCRETION IN APPROXIMATELY TWELVE CUSTOMERS' ACCOUNTS. SOME OF THE CUSTOMERS VERBALLY AUTHORIZED RALL TO MAKE TRADES IN THEIR ACCOUNTS WITHOUT REQUIRING HIM TO CONTACT THEM ON THE SAME DAY OF THE TRADE. OTHER CUSTOMERS AUTHORIZED RALL TO FOLLOW AN AGREED-UPON INVESTMENT STRATEGY, BUT HE DID NOT ALWAYS EFFECT THE TRADES ON THE SAME DAY AS HIS DISCUSSION WITH THE CUSTOMERS. NONE OF THE CUSTOMERS HAD PROVIDED WRITTEN AUTHORIZATION TO RALL TO EXERCISE SUCH DISCRETION AND HE DID NOT HAVE PRIOR WRITTEN ACCEPTANCE OF ANY DISCRETIONARY ACCOUNT BY HIS MEMBER FILM.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)

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:	05/14/2012
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?	No
(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?	
(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or	

(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?	
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	ALL CAPACITIES
Duration:	10 BUSINESS DAYS
Start Date:	06/04/2012
End Date:	06/15/2012
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$5,000.00
Portion Levied against individual:	$5,000.00
Payment Plan:	
Is Payment Plan Current:	No
Date Paid by individual:	05/29/2012
Was any portion of penalty waived?	No
Amount Waived:	
Regulator Statement	WITHOUT ADMITTING OR DENYING THE FINDINGS, RALL CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS FINED $5,000 AND SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ALL CAPACITIES FOR 10 BUSINESS DAYS. THE SUSPENSION IS IN EFFECT FROM JUNE 4, 2012, THROUGH JUNE 15, 2012. FINE PAID IN FULL ON MAY 29, 2012.

Reporting Source:	Individual
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s) Suspension

Date Initiated:	05/14/2012
Docket/Case Number:	2009020031501
Employing firm when activity occurred which led to the regulatory action:	RAYMOND JAMES FINANCIAL SERVICES, INC.,
Product Type:	No Product
Allegations:	FINRA RULE 2010, NASD RULES 2110, 2510(B): DURING SEVERAL MONTHS FROM APPROXIMATELY LATE 2008 THROUGH EARLY 2009, RALL EXERCISED DISCRETION IN APPROXIMATELY TWELVE CUSTOMERS' ACCOUNTS. SOME OF THE CUSTOMERS VERBALLY AUTHORIZED RALL TO MAKE TRADES IN THEIR ACCOUNTS WITHOUT REQUIRING HIM TO CONTACT THEM ON THE SAME DAY OF THE TRADE. OTHER CUSTOMERS AUTHORIZED RALL TO FOLLOW AN AGREED-UPON INVESTMENT STRATEGY, BUT HE DID NOT ALWAYS EFFECT THE TRADES ON THE SAME DAY AS HIS DISCUSSION WITH THE CUSTOMERS. NONE OF THE CUSTOMERS HAD PROVIDED WRITTEN AUTHORIZATION TO RALL TO EXERCISE SUCH DISCRETION AND HE DID NOT HAVE PRIOR WRITTEN ACCEPTANCE OF ANY DISCRETIONARY ACCOUNT BY HIS MEMBER FIRM.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
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:	05/14/2012
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	ALL CAPACITIES
Duration:	10 BUSINESS DAYS
Start Date:	06/04/2012
End Date:	06/15/2012
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$5,000.00
Portion Levied against individual:	$5,000.00
Payment Plan:	
Is Payment Plan Current:	Yes
Date Paid by individual:	05/21/2012

Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	WITHOUT ADMITTING OR DENYING THE FINDINGS, MR. RALL CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS.

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source:	Firm
Firm Name:	RAYMOND JAMES FINANCIAL SERVICES, INC
Termination Type:	Discharged
Termination Date:	10/08/2009
Allegations:	UNAUTHORIZED USE OF DISCRETION
Product Type:	No Product

Reporting Source:	Individual
Firm Name:	RAYMOND JAMES FINANCIAL SERVICES, INC.
Termination Type:	Discharged
Termination Date:	10/08/2009
Allegations:	UNAUTHORIZED USE OF DISCRETION
Product Type:	No Product

End of Report

This page is intentionally left blank.

