



IAPD Report

HOWARD RUSSELL GERSHKOWITZ

CRD# 1305921

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	7 - 8
Disclosure Information	9



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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

HOWARD RUSSELL GERSHKOWITZ (CRD# 1305921)

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 **12/22/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	12/09/2024
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	12/11/2024

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **19** 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	MML INVESTORS SERVICES, LLC	10409	SCOTTSDALE, AZ	08/16/2021 - 12/16/2024
B	MML INVESTORS SERVICES, LLC	10409	SCOTTSDALE, AZ	03/25/2017 - 12/16/2024
B	MSI FINANCIAL SERVICES, INC.	14251	TEMPE, AZ	09/27/2006 - 03/25/2017

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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**

Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245

Firm ID#: 13572

	Regulator	Registration	Status	Date
	FINRA	General Securities Principal	Approved	12/09/2024
	FINRA	General Securities Representative	Approved	12/09/2024
	FINRA	General Securities Sales Supervisor	Approved	12/09/2024
	FINRA	Invest. Co and Variable Contracts	Approved	12/09/2024
	Alabama	Agent	Approved	02/27/2025
	Arizona	Agent	Approved	12/09/2024
	California	Agent	Approved	12/09/2024
	Colorado	Agent	Approved	12/09/2024
	Connecticut	Agent	Approved	12/09/2024
	Florida	Agent	Approved	03/25/2025
	Georgia	Agent	Approved	12/09/2024
	Minnesota	Agent	Approved	12/09/2024
	Montana	Agent	Approved	01/10/2025



Qualifications

	Regulator	Registration	Status	Date
B	Nebraska	Agent	Approved	12/09/2024
B	New Mexico	Agent	Approved	12/09/2024
B	New York	Agent	Approved	12/09/2024
B	North Carolina	Agent	Approved	12/09/2024
B	Oregon	Agent	Approved	12/09/2024
B	Pennsylvania	Agent	Approved	02/11/2025
B	Texas	Agent	Approved	03/05/2025
B	Vermont	Agent	Approved	02/04/2025
B	Virginia	Agent	Approved	12/09/2024
B	Wisconsin	Agent	Approved	03/21/2025

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
1430 E MISSOURI AVE
STE B111
PHOENIX, AZ 85014

CETERA ADVISOR NETWORKS LLC
1430 E MISSOURI AVE
STE B111
PHOENIX, AZ 85014

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
Main Address: 1450 AMERICAN LANE
6TH FLOOR, SUITE 650
SCHAUMBURG, IL 60173-2096
Firm ID#: 105644

	Regulator	Registration	Status	Date
IA	Arizona	Investment Adviser Representative	Approved	12/11/2024
IA	Texas	Investment Adviser Representative	Approved	03/05/2025



Qualifications

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
1430 E MISSOURI AVE
STE B111
PHOENIX, AZ 85014

CETERA INVESTMENT ADVISERS LLC
1430 E MISSOURI AVE
STE B111
PHOENIX, AZ 85014



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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	07/15/2002
	General Securities Sales Supervisor - General Module Examination (S10)	Series 10	02/13/2001
	General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/18/2001

General Industry/Product Exams

	Exam	Category	Date
	Investment Company Products/Variable Contracts Representative Examination (S6TO)	Series 6TO	01/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	10/20/1984

State Securities Law Exams

	Exam	Category	Date
	 Uniform Combined State Law Examination (S66)	Series 66	11/23/2024
	 Uniform Securities Agent State Law Examination (S63)	Series 63	11/05/1984

PROFESSIONAL DESIGNATIONS

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

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked



and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	08/16/2021 - 12/16/2024	MML INVESTORS SERVICES, LLC	CRD# 10409	SCOTTSDALE, AZ
B	03/25/2017 - 12/16/2024	MML INVESTORS SERVICES, LLC	CRD# 10409	SCOTTSDALE, AZ
B	09/27/2006 - 03/25/2017	MSI FINANCIAL SERVICES, INC.	CRD# 14251	TEMPE, AZ
B	09/27/2006 - 07/09/2007	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	MESA, AZ
B	03/14/1991 - 09/27/2006	METLIFE SECURITIES INC.	CRD# 14251	MESA, AZ
B	03/14/1991 - 09/27/2006	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	MESA, AZ
B	10/26/1984 - 01/04/1991	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY

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
12/2024 - Present	ALLWEALTH PLANNING	CO-FOUNDER	Y	CHANDLER, AZ, United States
12/2024 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
12/2024 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EL SEGUNDO, CA, United States
06/2011 - Present	HOWARD GERSHKOWITZ, AUTHOR	AUTHOR	N	CHANDLER, AZ, United States
03/2017 - 12/2024	MML INVESTORS SERVICES, LLC	Mass Transfer	Y	SCOTTSDALE, AZ, United States
07/2016 - 12/2024	Massachusetts Mutual Life Insurance Company	Registered Rep	Y	SCOTTSDALE, AZ, United States
12/1990 - 03/2017	METLIFE SECURITIES INC.	NOT PROVIDED	Y	SCOTTSDALE, AZ, United States



Registration & 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. NAME OF OTHER BUSINESS: ALLWEALTH PLANNING

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: FINANCIAL PLANNING

START DATE: 12/2024

POSITION/TITLE/RELATIONSHIP: CO-FOUNDER

APX NUMBER OF HOURS PER WEEK: 40

APX NUMBER OF HOURS DURING TRADING HOURS: 40

BRIEF DESCRIPTION OF DUTIES: MANAGE PRIVATE WEALTH CLIENTS

2. NAME OF OTHER BUSINESS: FIXED INSURANCE WITH VARIOUS COMPANIES

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: FIXED INSURANCE

START DATE: 09/1984

POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT

APX NUMBER OF HOURS PER WEEK: 10

APX NUMBER OF HOURS DURING TRADING HOURS: 0

BRIEF DESCRIPTION OF DUTIES: SALES OF FIXED INSURANCE PRODUCTS

3. NAME OF OTHER BUSINESS: HOWARD GERSHKOWITZ, AUTHOR

INVESTMENT RELATED: NO

ADDRESS: CHANDLER, AZ

NATURE OF BUSINESS: BOOK AUTHOR

START DATE: 06/2011

POSITION/TITLE/RELATIONSHIP: AUTHOR

APX NUMBER OF HOURS PER WEEK: 10

APX NUMBER OF HOURS DURING TRADING HOURS: 0

BRIEF DESCRIPTION OF DUTIES: PUBLISHED AUTHOR AND POET. SELL BOOKS ON AMAZON AND BOOK FAIRS IN ARIZONA



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
Customer Dispute	1

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:	METLIFE SECURITIES
Allegations:	CUSTOMER ALLEGED THAT THE REPRESENTATIVE'S INVESTMENT STRATEGIES FOR DOWNSIDE PROTECTION HAVE NOT WORKED WELL IN HIS ADVISORY ACCOUNTS SINCE APRIL 2011. NO SPECIFIC COMPENSATORY DAMAGES WERE ALLEGED.
Product Type:	Mutual Fund Other: ETF
Alleged Damages:	\$0.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	11/23/2011
Complaint Pending?	No
Status:	Denied
Status Date:	02/07/2012
Settlement Amount:	



**Individual Contribution
Amount:**



End of Report

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