



IAPD Report

GEORGE EDWARD DIAMANTIS

CRD# 1311320

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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

GEORGE EDWARD DIAMANTIS (CRD# 1311320)

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 **02/02/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	08/26/2011
IA	LPL FINANCIAL LLC	CRD# 6413	08/30/2011

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **26** 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	BAY FINANCIAL ADVISORS, INC.	130576	CHAMBLEE, GA	03/11/2014 - 12/31/2021
IA	AXA ADVISORS, LLC	6627	ATLANTA, GA	12/19/2003 - 09/01/2011
B	AXA ADVISORS, LLC	6627	ATLANTA, GA	01/29/1985 - 09/01/2011

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	3



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

Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**
Main Address: 1055 LPL WAY
FORT MILL, SC 29715
Firm ID#: 6413

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	08/26/2011
B	FINRA	General Securities Representative	Approved	08/26/2011
B	FINRA	Invest. Co and Variable Contracts	Approved	08/26/2011
B	FINRA	Municipal Securities Principal	Approved	08/26/2011
B	FINRA	Municipal Securities Representative	Approved	08/26/2011
B	Alabama	Agent	Approved	05/28/2013
B	Arizona	Agent	Approved	09/15/2011
B	Colorado	Agent	Approved	10/29/2018
B	Florida	Agent	Approved	12/02/2011
B	Georgia	Agent	Approved	08/26/2011
IA	Georgia	Investment Adviser Representative	Approved	08/30/2011
B	Illinois	Agent	Approved	03/23/2017
B	Indiana	Agent	Approved	04/08/2015



Qualifications

Regulator	Registration	Status	Date
B Iowa	Agent	Approved	01/03/2019
B Massachusetts	Agent	Approved	03/15/2019
B Minnesota	Agent	Approved	10/21/2021
B New Hampshire	Agent	Approved	10/27/2020
B New Jersey	Agent	Approved	10/04/2016
B New Mexico	Agent	Approved	02/25/2016
B New York	Agent	Approved	01/10/2017
B North Carolina	Agent	Approved	09/15/2011
B Ohio	Agent	Approved	07/21/2016
B Oklahoma	Agent	Approved	01/14/2016
B Pennsylvania	Agent	Approved	09/15/2011
B Rhode Island	Agent	Approved	01/29/2020
B South Carolina	Agent	Approved	05/09/2013
B Texas	Agent	Approved	01/24/2024
IA Texas	Investment Adviser Representative	Restricted Approval	01/24/2024
B Vermont	Agent	Approved	05/04/2017
B Washington	Agent	Approved	02/03/2026
B West Virginia	Agent	Approved	09/12/2024



Qualifications

Regulator	Registration	Status	Date
B Wisconsin	Agent	Approved	11/12/2025
B Wyoming	Agent	Approved	01/19/2016

Branch Office Locations

LPL FINANCIAL LLC
900 ASHWOOD PARKWAY STE 330
ATLANTA, GA 30338



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 2 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
Municipal Securities Principal Examination (S53)	Series 53	10/01/2008
General Securities Principal Examination (S24)	Series 24	07/27/1992

General Industry/Product Exams

Exam	Category	Date
Municipal Securities Representative Examination (S52TO)	Series 52TO	09/25/2025
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	08/16/1986
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/28/1985

State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	04/01/1999
Uniform Securities Agent State Law Examination (S63)	Series 63	02/06/1989

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	03/11/2014 - 12/31/2021	BAY FINANCIAL ADVISORS, INC.	CRD# 130576	CHAMBLEE, GA
IA	12/19/2003 - 09/01/2011	AXA ADVISORS, LLC	CRD# 6627	ATLANTA, GA
B	01/29/1985 - 09/01/2011	AXA ADVISORS, LLC	CRD# 6627	ATLANTA, GA
B	01/29/1985 - 01/05/2000	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	CRD# 4039	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
08/2011 - Present	LPL FINANCIAL LLC	Registered Representative	Y	Chamblee, GA, United States
03/2014 - 12/2021	Bay Financial Advisors, Inc.	Investment Adviser Representative	Y	Chamblee, GA, 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.

- 08/26/2011: George E. Diamantis - Non-Variable Insurance - Investment Related - At Reported Business Location(s) - 7% Time Spent - Life, Health, DI, LTC and fixed annuities
- 10/02/2012: Peachtree Benefit Group - Non-Variable Insurance - Investment Related - At Reported Business Location(s) - 5% Time Spent - health, dental, life, DI, LTC
- 08/16/2016: BAY FINANCIAL ASSOCIATES - DBA for LPL Business (entity for LPL business) - Investment Related - 3850 PIERCE DRIVE, SUITE 100, CHAMBLEE, GA 30341 - Started 09/20/2011 - 160 Hr/Mo; 8 Hours During Securities Trading
- 08/17/2016: Peachtree Wealth Strategies, LLC - DBA for LPL Business (entity for LPL business) - Investment Related - 3580 Pierce Drive, Ste 100 Chamblee, GA 30341 - Started 08/26/2011 - 180 Hr/Mo; 210 Hours During Securities Trading
- 10/01/2025 - Acrisure - Investment Related - Non-Variable Insurance - At Reported Business Location(s) - Start Date:09/11/2011 - 1 Hrs/Mth - 1 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
Customer Dispute	3

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 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EQUITABLE LIFE

Allegations: CLIENT ALLEGES HE WAS TOLD A 1998 ISSUE VARIABLE ANNUITY WOULD PAY OUT ON EITHER THE DEATH OF THE ANNUITANT OR THE OWNER WITHOUT PENALTY. HOWEVER, AFTER THE DEATH OF THE OWNER A 6% PENALTY WAS INCURRED. THE CLIENT REQUESTED THE CANCELLATION OF THE POLICY WITHOUT THE 6% WITHDRAWAL PENALTY, BUT DID NOT SPECIFY ANY AMOUNT OF DAMAGES.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 01/18/2000

Complaint Pending? No

Status: Settled

Status Date: 02/03/2000

Settlement Amount: \$25,560.00

Individual Contribution Amount: \$0.00

Broker Statement EQUITABLE AGREED TO WAIVE THE CONTINGENT WITHDRAWAL CHARGE ASSOCIATED WITH THE SURRENDER OF THE CONTRACT. THIS RESULTED IN A LOSS OF \$25,560.00.

**Disclosure 2 of 3**

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EQUITABLE LIFE

Allegations: CLIENT ALLEGES I FAILED TO MAKE HIM AWARE OF VARIOUS TAX RAMIFICATIONS DURING THE PURCHASE OF A 1998 ISSUE VARIABLE ANNUITY. CLIENT REQUESTED A REFUND OF \$7,000.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$7,000.00

Customer Complaint Information

Date Complaint Received: 05/11/1999

Complaint Pending? No

Status: Closed/No Action

Status Date: 07/22/1999

Settlement Amount:

Individual Contribution Amount:

Broker Statement EQUITABLE FOUND NO LIABILITY ON THE PART OF GEORGE DIAMANTIS.

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EQUITABLE LIFE

Allegations: CUSTOMER ALLEGES DAMAGES OF APPROX \$25,000 IN CONNECTION WITH THE CONVERSION OF HIS TERM INSURANCE TO A VARIABLE LIFE POLICY AND CLAIMS THAT HE WOULD NOT HAVE CONVERTED HIS POLICY IF HE HAD BEEN AWARE OF THE CHARGES HE EVENTUALLY INCURRED.

Product Type: Insurance

Alleged Damages: \$25,000.00

Customer Complaint Information

Date Complaint Received: 02/02/1995

Complaint Pending? No

Status: Settled

Status Date: 02/16/1995

Settlement Amount: \$25,026.23

Individual Contribution Amount: \$0.00

Broker Statement THE FIRM CANCELLED THE POLICY AND REFUNDED THE



VALUES AS REQUESTED BY THE CUSTOMER. THE REFUNDED AMOUNT
WAS \$25,026.23.



End of Report

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