



IAPD Report

DANIEL WILLIAM MURDOCK

CRD# 1350939

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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

DANIEL WILLIAM MURDOCK (CRD# 1350939)

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 **12/18/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	EQUITABLE ADVISORS, LLC	CRD# 6627	01/05/2011
IA	EQUITABLE ADVISORS, LLC	CRD# 6627	01/05/2011

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **11** 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	AXA ADVISORS, LLC	6627	SALT LAKE CITY, UT	04/14/1997 - 01/05/2011
B	AXA ADVISORS, LLC	6627	SALT LAKE CITY, UT	07/01/1996 - 01/05/2011
B	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	4039	NEW YORK, NY	07/01/1996 - 01/05/2000

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	2



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

Employment 1 of 1

Firm Name: **EQUITABLE ADVISORS, LLC**
Main Address: 1345 AVENUE OF THE AMERICAS
NEW YORK, NY 10105
Firm ID#: 6627

	Regulator	Registration	Status	Date
B	FINRA	Direct Participation Programs	Approved	01/05/2011
B	FINRA	General Securities Representative	Approved	01/05/2011
B	FINRA	Invest. Co and Variable Contracts	Approved	01/05/2011
B	Arizona	Agent	Approved	09/11/2015
B	California	Agent	Approved	01/05/2011
B	Colorado	Agent	Approved	01/05/2011
B	Hawaii	Agent	Approved	01/24/2020
B	Idaho	Agent	Approved	01/05/2011
B	Nevada	Agent	Approved	02/03/2020
B	Oregon	Agent	Approved	01/05/2011
B	Tennessee	Agent	Approved	09/27/2024
B	Utah	Agent	Approved	01/05/2011
IA	Utah	Investment Adviser Representative	Approved	01/11/2011



Qualifications

Regulator	Registration	Status	Date
B Washington	Agent	Approved	03/25/2013
B Wyoming	Agent	Approved	01/05/2011

Branch Office Locations

EQUITABLE ADVISORS, LLC
2825 E COTTONWOOD PARKWAY
SUITE 430
SALT LAKE CITY, UT 84121

EQUITABLE ADVISORS, LLC
SOUTH JORDAN, UT




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



Principal/Supervisory Exams

Exam	Category	Date
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	12/04/1997

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	08/12/1999
 Direct Participation Programs Representative Examination (S22)	Series 22	12/12/1985
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	06/18/1985

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	08/05/1993
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/17/1985

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities



Administrators Association at <http://www.nasaa.org>



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	04/14/1997 - 01/05/2011	AXA ADVISORS, LLC	CRD# 6627	SALT LAKE CITY, UT
B	07/01/1996 - 01/05/2011	AXA ADVISORS, LLC	CRD# 6627	SALT LAKE CITY, UT
B	07/01/1996 - 01/05/2000	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	CRD# 4039	NEW YORK, NY
B	06/01/1992 - 07/18/1996	MIMLIC SALES CORPORATION	CRD# 15296	ST. PAUL, MN
B	06/20/1985 - 06/02/1992	NYLIFE SECURITIES INC.	CRD# 5167	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
07/1996 - Present	EQUITABLE ADVISORS, LLC	REGISTERED REPRESENTATIVE	Y	NEW YORK, NY, United States
07/1996 - 06/2020	AXA ADVISORS,LLC	REGISTERED REPRESENTATIVE	Y	NEW YORK, NY, 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.RIGHT MANAGEMENT, 525 W MONROE ST #1500, CHICAGO, IL 60661-3649; NOT INVESTMENT RELATED. SENIOR EXECUTIVE COACH. PROVIDES TRAINING AND DEVELOPMENT TO EXECUTIVES AND TEAMS; START DATE 01/01/2009; APPROX. 5 HRS PER MONTH; APPROX. \$1,000 ANNUAL COMPENSATION.

2. APPROVED DBA MURDOCK FINANCIAL. APPROVED TO OFFER P&C THROUGH HAGGERTY INSURANCE AGENCY AS OF JANUARY 2016. APPROVED AS OF JULY 2012 TO SELL HEALTH AND DISABILITY ON BEHALF OF CARRIERS OTHER THAN EQUITABLE OR EQUITABLE NETWORK, PROTECT YOUR PROFITS.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

3. APPOINTED TO SELL OUTSIDE EQUITABLE NETWORK INSURANCE BUSINESS.



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	2

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 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: AXA ADVISORS

Allegations: CLIENT ALLEGES THAT THE ADVISORY FEES AND FUND EXPENSES ON THE SALE OF A 2003 BROKERAGE ACCOUNT WERE NOT DISCLOSED PROPERLY. CLIENT ALLEGES SHE WAS NEVER TOLD HOW MUCH SHE WOULD BE PAYING FOR YEARLY ADVICE AND THE STEEP FEES ASSOCIATED WITH THE MUTUAL FUND PRODUCTS. CLIENT FURTHER ALLEGES THE TAX MANAGED/TAX FREE PRODUCTS WERE INAPPROPRIATE IN LIGHT OF HER MOTHER'S MODEST TAX BRACKET. CLIENT IS REQUESTING COMPENSATION FOR THE FAILURE TO CLEARLY & EXPLICITLY DISCLOSE ALL FEES AND EXPENSES. DAMAGES ARE UNSPECIFIED.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 10/11/2005

Complaint Pending? No

Status: Denied

Status Date: 11/07/2005

Settlement Amount:

Individual Contribution Amount:



Broker Statement THE FIRM FOUND NO BASIS TO THE CUSTOMER COMPLAINT.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: AXA ADVISORS

Allegations: CLIENT ALLEGES THERE WAS MISREPRESENTATION DURING THE SALE OF HIS 2005 VARIABLE ANNUITY. CLIENT ALLEGES THE AGENTS REPRESENTED TO HIM THAT HE WOULD BE ABLE TO INDEPENDENTLY VERIFY, ON A DAILY BASIS, THE VALUE ON EACH OF HIS HOLDINGS. CLIENT IS REQUESTING TO CLOSE HIS ACCOUNTS AND HAVE THE PENALTY WAIVED. DAMAGES ARE UNSPECIFIED.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 06/08/2005

Complaint Pending? No

Status: Denied

Status Date: 06/29/2005

Settlement Amount:

Individual Contribution Amount:

Broker Statement THE FIRM FOUND NO BASIS TO THE CUSTOMER'S COMPLAINT.



End of Report

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