IAPD Report

WILLIAM LOUIS RUPNICK

CRD# 1362040

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

WILLIAM LOUIS RUPNICK (CRD# 1362040)

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 **04/15/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	06/09/2021
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	06/29/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **7** 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	CETERA ADVISOR NETWORKS LLC	13572	EL SEGUNDO, CA	06/09/2021 - 06/29/2023
IA	VOYA FINANCIAL ADVISORS, INC.	2882	OSHKOSH, WI	03/11/2006 - 06/09/2021
B	VOYA FINANCIAL ADVISORS, INC.	2882	OSHKOSH, WI	01/01/2004 - 06/09/2021

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 **7** 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
B	FINRA	Direct Participation Programs	Approved	06/09/2021
B	FINRA	Invest. Co and Variable Contracts	Approved	06/09/2021
B	FINRA	General Securities Representative	Approved	08/24/2023
B	Arizona	Agent	Approved	01/02/2026
B	California	Agent	Approved	05/10/2024
B	Florida	Agent	Approved	01/06/2026
B	Iowa	Agent	Approved	01/02/2026
B	Michigan	Agent	Approved	01/05/2024
B	Missouri	Agent	Approved	06/09/2021
B	Wisconsin	Agent	Approved	06/09/2021

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
2380 HWY 44 STE B
OSHKOSH, WI 54904

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**

Qualifications

Main Address: 1450 AMERICAN LANE
6TH FLOOR, SUITE 650
SCHAUMBURG, IL 60173-2096

Firm ID#: 105644

	Regulator	Registration	Status	Date
IA	Wisconsin	Investment Adviser Representative	Approved	06/29/2023

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
2380 HWY 44 STE B
OSHKOSH, WI 54904

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 1 state securities law exam.

Principal/Supervisory Exams

	Exam	Category	Date
B	Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	08/28/1997

General Industry/Product Exams

	Exam	Category	Date
B	General Securities Representative Examination (S7TO)	Series 7TO	08/23/2023
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	Direct Participation Programs Representative Examination (S22)	Series 22	11/01/1985
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/10/1985

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	06/24/1985

PROFESSIONAL DESIGNATIONS

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

Chartered Financial Consultant

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	06/09/2021 - 06/29/2023	CETERA ADVISOR NETWORKS LLC	CRD# 13572	EL SEGUNDO, CA
IA	03/11/2006 - 06/09/2021	VOYA FINANCIAL ADVISORS, INC.	CRD# 2882	OSHKOSH, WI
B	01/01/2004 - 06/09/2021	VOYA FINANCIAL ADVISORS, INC.	CRD# 2882	OSHKOSH, WI
B	01/01/2002 - 01/01/2004	LOCUST STREET SECURITIES, INC.	CRD# 1703	DES MOINES, IA
B	08/16/2000 - 01/01/2002	BMA FINANCIAL SERVICES, INC.	CRD# 7943	KANSAS CITY, MO
B	07/02/1997 - 08/17/2000	HARBOUR INVESTMENTS, INC.	CRD# 19258	MADISON, WI
B	02/01/1990 - 05/30/1997	SECURA INVESTMENTS, INC.	CRD# 2225	APPLETON, WI
B	05/13/1985 - 02/28/1990	MML INVESTORS SERVICES, INC.	CRD# 10409	SPRINGFIELD, MA

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
06/2025 - Present	CORE FINANCIAL CONSULTANTS	Owner/President	Y	Oshkosh, WI, United States
06/2023 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
06/2021 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EL SEGUNDO, CA, United States
09/2014 - 06/2021	VOYA FINANCIAL ADVISORS	REG REP	Y	OSHKOSH, WI, 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 ENTITY: William Rupnick and Associates; Yes; 1173 S WASHBURN ST #K; OSHKOSH; WI; 54904; DBA for tax purposes; owner; 1/1/2002; 0; 0; DBA for tax purposes|

2) NAME OF ENTITY: INDEPENDENT INSURANCE AGENT; Yes; 1173 S WASHBURN ST #K; OSHKOSH; WI; 54904; fixed insurance sales; independent insurance agent; 1/1/2002; 160; 160; sales of fixed insurance products|

3) NAME OF OTHER BUSINESS: CORE FINANCIAL CONSULTANTS;
INVESTMENT RELATED: YES;
ADDRESS: SAME AS REGISTERED LOCATION;
NATURE OF BUSINESS: FINANCIAL SERVICES;
START DATE: 06/2025;
POSITION/TITLE/RELATIONSHIP: OWNER/PRESIDENT;
APX NUMBER OF HOURS PER WEEK: 30;
APX NUMBER OF HOURS DURING TRADING HOURS: 30;
BRIEF DESCRIPTION OF DUTIES: PROVIDE ASSET MANAGEMENT AND FINANCIAL PLANNING SERVICES;

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
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:	Individual
Regulatory Action Initiated By:	WISCONSIN COMMISSIONER OF INSURANCE
Sanction(s) Sought:	Civil and Administrative Penalt(ies) /Fine(s)
Other Sanction(s) Sought:	
Date Initiated:	05/23/1991
Docket/Case Number:	91-C21836
Employing firm when activity occurred which led to the regulatory action:	MML INVESTORS SERVICES INC
Product Type:	Annuity(ies) - Fixed
Other Product Type(s):	FRONT END LOAD WITHIN A FIXED ANNUITY
Allegations:	FAILURE TO NOTIFY CLIENT OF FRONT END LOAD ANNUITY
Current Status:	Final
Resolution:	Stipulation and Consent
Resolution Date:	07/26/1991
Sanctions Ordered:	Monetary/Fine $1,000.00
Other Sanctions Ordered:	
Sanction Details:	FORFEITURE OF $1,000.00 PAYABLE TO THE STATE OF WISCONSIN. THE FORTEITURE WAS PAID BY $100.00 ACCOMPANYING THE STIPULATION AND $100.00 ON OR BEFORE THE THE 1ST OF EACH FOLLOWING MONTH UNTIL

	PAID IN FULL ON 04/01/1992.
Broker Statement	THE PENSION SPECIALIST FOR MASS MUTUAL ASSISTED IN PUTTING A PENSION PLAN IN PLACE FOR A CLIENT OF MINE IN 1985. HE USED A FRONT LOAD ANNUITY. HE DISGUISED THE LOAD ON REPORTS. I DISCOVERED THIS IN 1987 AND FAILED TO NOTIFY CLIENT. IN 1989 MASS MUTUAL WAS NOTIFIED BY THE PLAN ADMINISTRATOR OF THE DISCREPANCY. THE CLIENT WAS MADE AWARE BY MASS MUTUAL AND I REIMBURSED MASS MUTUAL. THE SPECIALIST WAS REPORTED TO COMMISSIONER AND I WAS INTERVIEWED. THE FINDINGS WERE THAT I SHOULD HAVE NOTIFIED WHEN I FOUND DISCREPANCY. PRODUCT WAS A FIXED ANNUITY.

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:	Individual
Firm Name:	MML INVESTORS SERVICES, INC.
Termination Type:	Discharged
Termination Date:	01/05/1990
Allegations:	ALLEGEDLY WITHHELD INFORMATION FROM POLICYHOLDERS AND PROVIDED INACCURATE INFORMATION TO POLICYHOLDERS WITH RESPECT TO ANNUITY PRODUCTS SOLD THROUGH PARENT COMPANY, MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY.
Product Type:	Annuity(ies) - Fixed
Other Product Types:	FRONT END LOAD WITHIN A FIXED ANNUITY
Broker Statement	TERMINATION WAS RELEASED BY MASSACHUSETTS MUTUAL AND SUBSEQUENTLY BY MML INVESTORS SERVICES, INC. FOR FAILING TO NOTIFY CLIENT OF A FRONT END LOAD WITHIN A FIXED ANNUITY POLICY. FRONT END LOAD WAS DISGUISED ON PENSION REPORTS ISSUED BY THE PENSION ADMINISTRATOR. COMPANY WAS NOTIFIED BY ADMINISTRATOR. I REPORTED THE PROBLEM TO THE CLIENT AND MADE THEM WHOLE.

End of Report

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