



IAPD Report

WILLIAM PAUL BELCHER

CRD# 1421712

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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 PAUL BELCHER (CRD# 1421712)

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 ADVISORS LLC	CRD# 10299	12/16/2024
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	12/17/2024

QUALIFICATIONS

This representative is currently registered in **1** 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	SUWANEE, GA	02/14/2018 - 12/19/2024
IA	LPL FINANCIAL LLC	6413	SUWANEE, GA	02/14/2018 - 12/19/2024
IA	INVEST FINANCIAL CORPORATION	12984	BUFORD, GA	04/11/2011 - 02/14/2018

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
Financial	1
Judgment/Lien	4



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 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **CETERA ADVISORS LLC**
Main Address: 5299 DTC BLVD #800
GREENWOOD VILLAGE, CO 80111
Firm ID#: 10299

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	12/16/2024
	FINRA	Invest. Co and Variable Contracts	Approved	12/16/2024
	Georgia	Agent	Approved	12/17/2024

Branch Office Locations

CETERA ADVISORS LLC
530 HIGHLAND STATION DR., STE. 1004
SUWANEE, GA 30024

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
	Georgia	Investment Adviser Representative	Approved	12/17/2024

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
530 HIGHLAND STATION DR., STE. 1004
SUWANEE, GA 30024



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

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	10/28/1997

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	10/20/1997
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/29/1985

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	12/17/1996
B	Uniform Securities Agent State Law Examination (S63)	Series 63	05/15/1986



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
B	02/14/2018 - 12/19/2024	LPL FINANCIAL LLC	CRD# 6413	SUWANEE, GA
IA	02/14/2018 - 12/19/2024	LPL FINANCIAL LLC	CRD# 6413	SUWANEE, GA
IA	04/11/2011 - 02/14/2018	INVEST FINANCIAL CORPORATION	CRD# 12984	BUFORD, GA
B	04/06/2011 - 02/14/2018	INVEST FINANCIAL CORPORATION	CRD# 12984	BUFORD, GA
B	03/02/2009 - 07/12/2010	AMERITAS INVESTMENT CORP.	CRD# 14869	SUWANEE, GA
IA	08/30/2007 - 03/02/2009	USA FINANCIAL SECURITIES CORPORATION	CRD# 103857	DULUTH, GA
B	08/23/2007 - 03/02/2009	USA FINANCIAL SECURITIES CORPORATION	CRD# 103857	DULUTH, GA
IA	08/23/2007 - 08/24/2007	USA FINANCIAL SECURITIES CORPORATION	CRD# 103857	DULUTH, GA
IA	05/02/2003 - 08/24/2007	TRANSAMERICA FINANCIAL ADVISORS, INC.	CRD# 3600	DULUTH, GA
B	10/14/1997 - 08/24/2007	TRANSAMERICA FINANCIAL ADVISORS, INC.	CRD# 3600	DULUTH, GA
B	05/15/1996 - 10/15/1997	WMA SECURITIES, INC.	CRD# 32625	DULUTH, GA
B	10/26/1995 - 05/02/1996	1717 CAPITAL MANAGEMENT COMPANY	CRD# 4082	NEWARK, DE
B	06/27/1994 - 12/02/1995	WALNUT STREET SECURITIES, INC.	CRD# 15840	EL SEGUNDO, CA
B	10/30/1985 - 05/31/1994	EQUICO SECURITIES, INC.	CRD# 6627	NEW YORK, NY
B	10/30/1985 - 05/31/1994	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	CRD# 4039	NEW YORK, NY



Registration & Employment History

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	CETERA ADVISORS LLC	REGISTERED REP	Y	ST CLOUD, MN, United States
12/2024 - Present	CETERA INVESTMENT ADVISERS	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
02/2018 - 12/2024	LPL FINANCIAL LLC	Mass Transfer	Y	BUFORD, GA, United States
04/2011 - 12/2024	INVEST FINANCIAL CORPORATION	REGISTERED REP	Y	Tampa, FL, United States
02/2009 - 12/2024	AVIVA USA CORPORATION	AGENT	Y	DES MOINES, IA, United States
10/1997 - 12/2024	W.S. JONES & ASSOCIATES	AGENT	Y	SUWANEE, 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.

1. NAME OF OTHER BUSINESS: INFINITY WEALTH MANAGEMENT GROUP
INVESTMENT RELATED: YES
ADDRESS: SAME AS REGISTERED LOCATION
NATURE OF BUSINESS: FINANCIAL ADVISORY SERVICES
START DATE: 01/2014
POSITION/TITLE/RELATIONSHIP: FINANCIAL ADVISOR
APX NUMBER OF HOURS PER WEEK: 20
APX NUMBER OF HOURS DURING TRADING HOURS: 20
BRIEF DESCRIPTION OF DUTIES: GIVING FINANCIAL ADVICE AND MANAGING ASSETS;
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: 09/1985
POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT
APX NUMBER OF HOURS PER WEEK: 15
APX NUMBER OF HOURS DURING TRADING HOURS: 5
BRIEF DESCRIPTION OF DUTIES: SALES OF FIXED INSURANCE PRODUCTS;



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
Financial	1
Judgment/Lien	4

Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source: Individual

Action Type: Compromise

Action Date: 10/25/2024

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: BARCLAYS BANK DELAWARE/MASTER CARD

Original Amount Owed: \$9,139.07

Terms Reached with Creditor: ORIGINAL AMOUNT OWED WAS \$9,139.07 WAS SETTLED FOR \$4,113



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 4

Reporting Source: Individual
Judgment/Lien Holder: JP MORGAN CHASE BANK, N.A.
Judgment/Lien Amount: \$7,893.30
Judgment/Lien Type: Civil
Date Filed with Court: 03/25/2024
Date Individual Learned: 10/25/2024
Type of Court: State Court
Name of Court: STATE COURT OF GWINNETT COUNTY
Location of Court: GWINNETT COUNTY, GA
Docket/Case #: 23-C-08192-S5
Judgment/Lien Outstanding? Yes

Disclosure 2 of 4

Reporting Source: Individual
Judgment/Lien Holder: AMERICAN EXPRESS NATIONAL BANK
Judgment/Lien Amount: \$4,287.10
Judgment/Lien Type: Civil
Date Filed with Court: 06/06/2024
Date Individual Learned: 10/25/2024
Type of Court: State Court
Name of Court: STATE COURT OF GWINNETT COUNTY
Location of Court: GWINNETT COUNTY, GA
Docket/Case #: 23-C-05897-S5
Judgment/Lien Outstanding? Yes

Disclosure 3 of 4

Reporting Source: Individual
Judgment/Lien Holder: WELLS FARGO BANK, N.A.
Judgment/Lien Amount: \$5,984.91
Judgment/Lien Type: Civil
Date Filed with Court: 08/23/2024
Date Individual Learned: 10/25/2024
Type of Court: State Court
Name of Court: STATE COURT OF GWINNETT COUNTY



Location of Court: GWINNETT COUNTY, GA

Docket/Case #: 24-C-01508-S1

Judgment/Lien Outstanding? Yes

Disclosure 4 of 4

Reporting Source: Individual

Judgment/Lien Holder: AMERICAN EXPRESS NATIONAL BANK

Judgment/Lien Amount: \$4,500.17

Judgment/Lien Type: Civil

Date Filed with Court: 06/10/2024

Date Individual Learned: 10/25/2024

Type of Court: State Court

Name of Court: STATE COURT OF GWINNETT COUNTY

Location of Court: GWINNETT COUNTY, GA

Docket/Case #: 23-C-03118-S7

Judgment/Lien Outstanding? Yes



End of Report

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