



IAPD Report

VICTOR LOUIS LAROSA

CRD# 1487558

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 6
Registration and Employment History	8 - 9
Disclosure Information	10

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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

VICTOR LOUIS LAROSA (CRD# 1487558)

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 **10/21/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	01/11/2019
IA	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	01/11/2019

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **40** 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	MORGAN STANLEY	149777	PEORIA, AZ	06/01/2009 - 01/15/2019
IA	MORGAN STANLEY	149777	PEORIA, AZ	06/01/2009 - 01/15/2019
B	MORGAN STANLEY & CO. INCORPORATED	8209	SURPRISE, AZ	03/14/2008 - 06/01/2009

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 **40** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **ROBERT W. BAIRD & CO. INCORPORATED**
Main Address: 777 E. WISCONSIN AVENUE
MILWAUKEE, WI 53202-5391
Firm ID#: 8158

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	01/11/2019
B FINRA	General Securities Sales Supervisor	Approved	01/11/2019
B NYSE American LLC	General Securities Representative	Approved	01/11/2019
B NYSE American LLC	General Securities Sales Supervisor	Approved	01/11/2019
B Nasdaq Stock Market	General Securities Representative	Approved	01/11/2019
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	01/11/2019
B New York Stock Exchange	General Securities Representative	Approved	01/11/2019
B New York Stock Exchange	General Securities Sales Supervisor	Approved	01/11/2019
B Alaska	Agent	Approved	01/11/2019
B Arizona	Agent	Approved	01/11/2019
IA Arizona	Investment Adviser Representative	Approved	01/11/2019
B California	Agent	Approved	01/11/2019
B Colorado	Agent	Approved	01/11/2019



Qualifications

Regulator	Registration	Status	Date
B Connecticut	Agent	Approved	10/25/2019
B Delaware	Agent	Approved	01/11/2019
B District of Columbia	Agent	Approved	11/12/2020
B Florida	Agent	Approved	01/11/2019
IA Florida	Investment Adviser Representative	Approved	01/14/2019
B Georgia	Agent	Approved	01/11/2019
B Hawaii	Agent	Approved	01/11/2019
B Illinois	Agent	Approved	01/23/2019
B Louisiana	Agent	Approved	07/16/2021
B Maine	Agent	Approved	01/11/2019
B Maryland	Agent	Approved	07/30/2019
B Massachusetts	Agent	Approved	01/11/2019
B Michigan	Agent	Approved	01/11/2019
B Minnesota	Agent	Approved	01/16/2019
B Mississippi	Agent	Approved	07/16/2021
B Missouri	Agent	Approved	01/11/2019
B Montana	Agent	Approved	01/11/2019
B Nebraska	Agent	Approved	12/08/2021
B Nevada	Agent	Approved	01/11/2019



Qualifications

Regulator	Registration	Status	Date
B New Hampshire	Agent	Approved	01/11/2019
B New Jersey	Agent	Approved	01/11/2019
B New Mexico	Agent	Approved	07/02/2020
B New York	Agent	Approved	01/11/2019
B North Carolina	Agent	Approved	01/11/2019
B Ohio	Agent	Approved	01/11/2019
B Oregon	Agent	Approved	01/11/2019
B Pennsylvania	Agent	Approved	01/11/2019
B South Carolina	Agent	Approved	01/11/2019
B South Dakota	Agent	Approved	05/28/2019
B Tennessee	Agent	Approved	10/21/2025
B Texas	Agent	Approved	01/11/2019
IA Texas	Investment Adviser Representative	Restricted Approval	01/11/2019
B Utah	Agent	Approved	01/11/2019
B Vermont	Agent	Approved	01/11/2019
B Virginia	Agent	Approved	01/11/2019
B Washington	Agent	Approved	01/11/2019
B West Virginia	Agent	Approved	01/11/2019



Qualifications

Regulator	Registration	Status	Date
B Wisconsin	Agent	Approved	01/11/2019

Branch Office Locations

ROBERT W. BAIRD & CO. INCORPORATED
16155 North 83rd Ave. Ste 205
Peoria, AZ 85382






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



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/02/2023
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/02/2023
 General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	04/28/1998

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Futures Managed Funds Examination (S31)	Series 31	12/01/2008
 National Commodity Futures Examination (S3)	Series 3	02/25/1999
 General Securities Representative Examination (S7)	Series 7	04/19/1986

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	03/15/1994
 Uniform Securities Agent State Law Examination (S63)	Series 63	11/18/1986



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
B	06/01/2009 - 01/15/2019	MORGAN STANLEY	CRD# 149777	PEORIA, AZ
IA	06/01/2009 - 01/15/2019	MORGAN STANLEY	CRD# 149777	PEORIA, AZ
B	03/14/2008 - 06/01/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	SURPRISE, AZ
IA	03/14/2008 - 06/01/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	SURPRISE, AZ
IA	09/12/2006 - 03/26/2008	UBS FINANCIAL SERVICES INC.	CRD# 8174	SURPRISE, AZ
B	08/12/2006 - 03/26/2008	UBS FINANCIAL SERVICES INC.	CRD# 8174	SURPRISE, AZ
B	08/08/2003 - 08/12/2006	PIPER JAFFRAY & CO.	CRD# 665	SURPRISE, AZ
B	07/01/2003 - 08/18/2003	WACHOVIA SECURITIES, LLC	CRD# 19616	ST. LOUIS, MO
B	09/05/1986 - 07/01/2003	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	04/24/1986 - 10/16/1986	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	

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
01/2019 - Present	ROBERT W BAIRD	FINANCIAL ADVISOR	Y	PEORIA, AZ, United States
01/2015 - 01/2019	MORGAN STANLEY PRIVATE BANK, N.A.	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
06/2009 - 01/2019	MORGAN STANLEY	FINANCIAL ADVISOR	Y	PEORIA, 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.

EAGLE RIDGE HOMEOWNERS ASSOCIATION VICE PRESIDENT; RENTAL PROPERTY; 60TH AVE, GLENDALE AZ; INVESTMENT RELATED; 1 HOUR OUTSIDE OFFIE OURS; OWNER

Name/Address: VMLR TRUST 16257 N 60th Ave Glendale AZ 85306

Start date: 5/2010

Hours spent: 0-3 hours/month

Hours spent during trading Hours: Zero

Role/Responsibility: Owner of rental property in Arizona. Start date 3/8/19

Non Investment related. Hours spent: 0-2/month Hours spent during trading hours: Zero.



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: UBS FINANCIAL SERVICES INC.

Allegations: CLIENT ALLEGES THAT THE INVESTMENT RECOMMENDATIONS MADE BY THE FINANCIAL ADVISOR WERE UNSUITABLE. CLIENT FURTHER ALLEGES THAT THERE WAS TOO MUCH RISK IN THE FORM OF CONCENTRATION IN JUST A FEW SPECIALIZED SECTOR MUTUAL FUNDS. TIME FRAME: JUNE 2001 TO PRESENT. ALLEGED DAMAGES ESTIMATED TO BE IN EXCESS OF \$5,000.

Product Type: Mutual Fund(s)

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 06/19/2007

Complaint Pending? No

Status: Denied

Status Date: 09/11/2007

Settlement Amount:

Individual Contribution Amount:

Disclosure 2 of 2



Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: PIPER JAFFRAY & CO.

Allegations: CLIENT'S SON ALLEGING THAT INVESTMENTS WERE MADE THAT WERE NOT SUITABLE FOR HIS ELDERLY FATHER. IN PARTICULAR, MUTUAL FUNDS WITH BACK END LOADS (B SHARES). CLIENT REQUESTING THAT CDSCS AND COMMISSIONS BE RETURNED.

Product Type: Mutual Fund(s)

Alleged Damages: \$35,125.91

Customer Complaint Information

Date Complaint Received: 10/04/2004

Complaint Pending? No

Status: Denied

Status Date: 08/02/2005

Settlement Amount:

Individual Contribution Amount:

Broker Statement MY CLIENT'S SON BELIEVES THAT FULL SERVICE BROKERAGE ADVICE IS TOO EXPENSIVE. HOWEVER, MY CLIENT HAS ALWAYS BEEN AWARE THAT HE PAID FOR SERVICES FROM A FULL SERVICE BROKERAGE FIRM AND HAS NEVER TAKEN ISSUE WITH THE RESULTING EXPENSES. WHENEVER POSSIBLE I CHOOSE THE MOST COST EFFICIENT INVESTMENT VEHICLES AVAILABLE, THAT INCLUDED THE USE OF CLASS "B" MUTUAL FUNDS WITH NO UP FRONT FEE AND A SURVIVOR PROVISION WAIVING SURRENDER CHARGES IN THE EVENT OF DEATH.



End of Report

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