



IAPD Report

ROBERT MORSE ELLIS

CRD# 1510253

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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

ROBERT MORSE ELLIS (CRD# 1510253)

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 **02/05/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	09/07/2016
IA	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	09/09/2016

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **10** 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	COMMONWEALTH FINANCIAL NETWORK	8032	LAGRANGE, GA	11/15/2012 - 09/07/2016
IA	COMMONWEALTH FINANCIAL NETWORK	8032	LAGRANGE, GA	11/15/2012 - 09/07/2016
IA	LPL FINANCIAL LLC	6413	LAGRANGE, GA	03/13/2003 - 11/27/2012

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

Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**
Main Address: 901 3RD AVENUE SOUTH
MINNEAPOLIS, MN 55402
Firm ID#: 6363

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	09/07/2016
B	FINRA	General Securities Representative	Approved	09/07/2016
B	Alabama	Agent	Approved	09/07/2016
B	California	Agent	Approved	09/07/2016
B	Colorado	Agent	Approved	03/14/2025
B	Florida	Agent	Approved	09/07/2016
B	Georgia	Agent	Approved	09/07/2016
IA	Georgia	Investment Adviser Representative	Approved	09/09/2016
B	North Carolina	Agent	Approved	09/07/2016
B	South Carolina	Agent	Approved	07/30/2025
B	Tennessee	Agent	Approved	09/07/2016
B	Texas	Agent	Approved	01/09/2018
IA	Texas	Investment Adviser Representative	Restricted Approval	09/13/2017



Qualifications

Regulator	Registration	Status	Date
B Virginia	Agent	Approved	09/07/2016

Branch Office Locations

AMERIPRISE FINANCIAL SERVICES, LLC
107 Vernon St
La Grange, GA 30240

AMERIPRISE FINANCIAL SERVICES, LLC
La Grange, GA



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 1 state securities law exam.

Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	04/17/1987

General Industry/Product Exams

	Exam	Category	Date
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	Futures Managed Funds Examination (S31)	Series 31	07/27/2006
	General Securities Representative Examination (S7)	Series 7	05/17/1986

State Securities Law Exams

	Exam	Category	Date
	Uniform Securities Agent State Law Examination (S63)	Series 63	05/28/1986

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	11/15/2012 - 09/07/2016	COMMONWEALTH FINANCIAL NETWORK	CRD# 8032	LAGRANGE, GA
IA	11/15/2012 - 09/07/2016	COMMONWEALTH FINANCIAL NETWORK	CRD# 8032	LAGRANGE, GA
IA	03/13/2003 - 11/27/2012	LPL FINANCIAL LLC	CRD# 6413	LAGRANGE, GA
B	11/08/2002 - 11/27/2012	LPL FINANCIAL LLC	CRD# 6413	LAGRANGE, GA
B	07/17/1990 - 11/11/2002	EDWARD JONES	CRD# 250	ST. LOUIS, MO
B	03/03/1989 - 07/23/1990	INTERSTATE/JOHNSON LANE CORPORATION	CRD# 431	CHARLOTTE, NC
B	07/02/1987 - 03/20/1989	KIDDER, PEABODY & CO. INCORPORATED	CRD# 7613	
B	05/22/1986 - 08/19/1987	BLINDER, ROBINSON & CO., INC.	CRD# 5096	

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
09/2016 - Present	Ameriprise Financial Services, LLC	Registered Rep	Y	La Grange, GA, United States
09/2016 - 03/2020	Ameriprise Financial Services, Inc.	Registered Rep	Y	Atlanta, GA, United States
11/2012 - 09/2016	COMMONWEALTH FINANCIAL NETWORK	REGISTERED REP	Y	WALTHAM, MA, United States
11/2012 - 09/2016	ELLIS & ELLIS INVESTMENT MANAGEMENT, LLC	OWNER	Y	LAGRANGE, 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.

Business Ownership; Ellis & Ellis Reality; ; Ameriprise office; 210 Broome StLaGrange Ga. 30240, ; Investment-Related; 09/12/2016; 1 to 9 hours per month; 0 during trading hours / Ellis & Ellis Agency; ; Captures insurance trails from previous B/D(LPL); Insurance trails, ; Not Investment-Related; 11/15/2012; 0 hours per month; 0 during trading hours / Ellis & Ellis Reality;



Registration & Employment History



OTHER BUSINESS ACTIVITIES

Co-owner; Real Estate; 107 Vernon Street, , LaGrange, GA, 30240; Not Investment-Related; 09/01/2019; 0 hours per month; 0 during trading hours.



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	1

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 1

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: EDWARD JONES

Allegations: THE CLIENT STATED THAT SHE MOVED HER FUNDS FROM A FIXED ANNUITY (25% WAS IN A STOCK FUND) WITH GUARDIAN INSURANCE INTO A VARIABLE ANNUITY WITH THE HARTFORD IN OCTOBER 2000, AT THE ENCOURAGEMENT OF HER IR. CLIENT FURTHER STATED THE FUNDS WERE DCA'D INTO EQUITY FUNDS WITHIN THE VARIABLE ANNUITY AND THAT THE VALUE HAS DECLINED TO APPROXIMATELY \$51,000 FROM \$97,520 DURING THE PAST TWO AND ONE-HALF YEARS. CLIENT ALSO ADVISED THAT SHE HAS TAKEN WITHDRAWALS OF \$16,000 FROM THE ANNUITY. THE CLIENT DOES NOT FEEL THAT INVESTING TOTALLY IN EQUITY FUNDS WAS SUITABLE FOR HER AT HER AGE AND CLAIMS SHE INCURRED A NEW SEVEN-YEAR SURRENDER CHARGE WHEN SHE MOVED TO THE HARTFORD CONTRACT, IN ADDITION TO HIGHER FEES. THE CLIENT FEELS THAT THIS INVESTMENT WAS INAPPROPRIATE AND WANTS TO BE REIMBURSED. ALLEGED LOSSES EXCEED \$5,000.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 05/13/2003

Complaint Pending? No

Status: Denied

Status Date: 09/30/2003



Settlement Amount:

Individual Contribution Amount:

Firm Statement

THE CLIENT SIGNED THE REQUIRED DOCUMENT TO ESTABLISH THE DCA INTO THE SUB ACCOUNTS OVER A SIX-MONTH PERIOD. ON THE HARTFORD FORM THAT THE CLIENT SIGNED, CLIENT AUTHORIZED THE HARTFORD TO MOVE THE FUNDS FROM THE FIXED ACCOUNT INTO THE SMALL COMPANY FUND, THE CAPITAL APPRECIATION FUND, THE MIDCAP FUND, GLOBAL LEADERS FUND AND THE ADVISORS FUND. THE DECLINE IN THE CLIENT'S ACCOUNT APPEARED TO BE THE SAME AS THE OVERALL MARKET DURING THE PAST THREE YEARS. ADDITIONALLY, THE SUBACCOUNTS CHOSEN APPEAR TO BE WITHIN THE CLIENT'S INVESTMENT OBJECTIVES AS LISTED ON HER ACCOUNT. SINCE THE CLIENT RECEIVED THE PROSPECTUS AND THE CONTRACT AT THE TIME OF PURCHASE DISCLOSING THE RISKS ASSOCIATED WITH THIS INVESTMENT, THE CLIENT'S REQUEST FOR REIMBURSEMENT WAS DENIED.

Reporting Source:

Individual

Employing firm when activities occurred which led to the complaint:

EDWARD JONES

Allegations:

THE CLIENT STATED THAT SHE MOVED HER FUNDS FROM A FIXED ANNUITY (25% WAS IN A STOCK FUND) WITH GUARDIAN INSURANCE INTO A VARIABLE ANNUITY WITH THE HARTFORD IN OCTOBER 2000, AT THE ENCOURAGEMENT OF HER IR. CLIENT FURTHER STATED THE FUNDS WERE DCA'D INTO EQUITY FUNDS WITHIN THE VARIABLE ANNUITY AND THAT THE VALUE HAS DECLINED TO APPROXIMATELY \$51,000 FROM \$97,520 DURING THE PAST TWO AND ONE-HALF YEARS. CLIENT ALSO ADVISED THAT SHE HAS TAKEN WITHDRAWALS OF \$16,000 FROM THE ANNUITY. THE CLIENT DOES NOT FEEL THAT INVESTING TOTALLY IN EQUITY FUNDS WAS SUITABLE FOR HER AT HER AGE AND CLAIMS SHE INCURRED A NEW SEVEN-YEAR SURRENDER CHARGE WHEN SHE MOVED TO THE HARTFORD CONTRACT, IN ADDITION TO HIGHER FEES. THE CLIENT FEELS THAT THIS INVESTMENT WAS INAPPROPRIATE AND WANTS TO BE REIMBURSED. ALLEGED LOSSES EXCEED \$5,000.

Product Type:

Annuity(ies) - Variable

Alleged Damages:

\$5,000.00

Customer Complaint Information

Date Complaint Received:

05/13/2003

Complaint Pending?

No

Status:

Denied

Status Date:

09/30/2003

Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE CLIENT SIGNED THE REQUIRED DOCUMENT TO ESTABLISH THE DCA INTO THE SUB ACCOUNTS OVER A SIX-MONTH PERIOD. ON THE



HARTFORD FORM THAT THE CLIENT SIGNED, CLIENT AUTHORIZED THE HARTFORD TO MOVE THE FUNDS FROM THE FIXED ACCOUNT INTO THE SMALL COMPANY FUND, THE CAPITAL APPRECIATION FUND, THE MIDCAP FUND, GLOBAL LEADERS FUND AND THE ADVISORS FUND. THE DECLINE IN THE CLIENT'S ACCOUNT APPEARED TO BE THE SAME AS THE OVERALL MARKET DURING THE PAST THREE YEARS. ADDITIONALLY, THE SUBACCOUNTS CHOSEN APPEAR TO BE WITHIN THE CLIENT'S INVESTMENT OBJECTIVES AS LISTED ON HER ACCOUNT. SINCE THE CLIENT RECEIVED THE PROSPECTUS AND THE CONTRACT AT THE TIME OF PURCHASE DISCLOSING THE RISKS ASSOCIATED WITH THIS INVESTMENT, THE CLIENT'S REQUEST FOR REIMBURSEMENT WAS DENIED.



End of Report

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