



IAPD Report

ROBERT EUGENE LONG JR

CRD# 1522998

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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

ROBERT EUGENE LONG JR (CRD# 1522998)

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 **11/13/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	VAN CLEMENS & CO. INCORPORATED	CRD# 6914	09/13/2023
IA	VAN CLEMENS WEALTH MANAGEMENT, LLC	CRD# 297362	09/13/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **9** 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	THE OAK RIDGE FINANCIAL SERVICES GROUP, INC	42941	GOLDEN VALLEY, MN	08/30/2018 - 09/14/2023
B	THE OAK RIDGE FINANCIAL SERVICES GROUP, INC.	42941	GOLDEN VALLEY, MN	08/13/2018 - 09/14/2023
IA	FELTL ADVISORS	165244	MINNETONKA, MN	09/16/2013 - 09/07/2018

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
Customer Dispute	3



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

Employment 1 of 2

Firm Name: **VAN CLEMENS & CO. INCORPORATED**
Main Address: 900 SECOND AVE S
SUITE 1500
MINNEAPOLIS, MN 55402
Firm ID#: 6914

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	09/13/2023
B Arizona	Agent	Approved	09/13/2023
B California	Agent	Approved	09/14/2023
B Florida	Agent	Approved	09/13/2023
B Iowa	Agent	Approved	11/17/2023
B Minnesota	Agent	Approved	09/14/2023
B Nebraska	Agent	Approved	09/13/2023
B South Carolina	Agent	Approved	09/19/2023
B South Dakota	Agent	Approved	09/13/2023
B Texas	Agent	Approved	09/13/2023

Branch Office Locations


900 SECOND AVE S
SUITE 1500
MINNEAPOLIS, MN 55402



Qualifications

Employment 2 of 2

Firm Name: **VAN CLEMENS WEALTH MANAGEMENT, LLC**
Main Address: 900 2ND AVENUE SOUTH
SUITE 1500
MINNEAPOLIS, MN 55402
Firm ID#: 297362

Regulator	Registration	Status	Date
 Minnesota	Investment Adviser Representative	Approved	09/14/2023

Branch Office Locations

VAN CLEMENS WEALTH MANAGEMENT, LLC
900 2ND AVENUE SOUTH
SUITE 1500
MINNEAPOLIS, MN 55402



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

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Futures Managed Funds Examination (S31)	Series 31	07/28/2003
General Securities Representative Examination (S7)	Series 7	01/21/1989

State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	04/29/2006
Uniform Securities Agent State Law Examination (S63)	Series 63	02/08/1989

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
IA	08/30/2018 - 09/14/2023	THE OAK RIDGE FINANCIAL SERVICES GROUP, INC	CRD# 42941	GOLDEN VALLEY, MN
B	08/13/2018 - 09/14/2023	THE OAK RIDGE FINANCIAL SERVICES GROUP, INC.	CRD# 42941	GOLDEN VALLEY, MN
IA	09/16/2013 - 09/07/2018	FELTL ADVISORS	CRD# 165244	MINNETONKA, MN
B	01/20/2012 - 09/07/2018	FELTL & COMPANY	CRD# 6905	MINNETONKA, MN
IA	08/13/2018 - 08/16/2018	THE OAK RIDGE FINANCIAL SERVICES GROUP, INC	CRD# 42941	GOLDEN VALLEY, MN
IA	06/06/2013 - 12/20/2013	FELTL ADVISORS	CRD# 6905	MINNETONKA, MN
B	01/11/2008 - 02/02/2012	OPPENHEIMER & CO. INC.	CRD# 249	MINNEAPOLIS, MN
IA	01/11/2008 - 02/02/2012	OPPENHEIMER & CO. INC.	CRD# 249	MINNEAPOLIS, MN
IA	01/04/2006 - 01/24/2008	RBC DAIN RAUSCHER INC.	CRD# 31194	MINNEAPOLIS, MN
B	01/28/2000 - 01/24/2008	RBC DAIN RAUSCHER INC.	CRD# 31194	MINNEAPOLIS, MN
B	04/20/1994 - 02/23/2000	DEAN WITTER REYNOLDS INC.	CRD# 7556	PURCHASE, NY
B	01/24/1989 - 05/03/1994	PIPER JAFFRAY INC.	CRD# 665	MINNEAPOLIS, MN

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
09/2023 - Present	Van Clemens & Co., Inc.	Registered Representative	Y	Minneapolis, MN, United States
09/2023 - Present	Van Clemens Insurance Associates	Insurance Agent	Y	Minneapolis, MN, United States
09/2023 - Present	Van Clemens Wealth Management, LLC	Investment Advisor	Y	Minneapolis, MN, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
08/2018 - 09/2023	THE OAK RIDGE FINANCIAL SERVICES GROUP, INC.	FINANCIAL ADVISOR	Y	GOLDEN VALLEY, MN, United States
01/2012 - 08/2018	FELTL AND COMPANY	INVESTMENT EXECUTIVE	Y	MINNEAPOLIS, MN, 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.

the name of the other business; Robert Long Jr & Assoc
 whether the business is investment-related ; No
 the address of the other business; 1511 W 28th St Minneapolis, MN 55408
 the nature of the other business; Rental Property
 your position; Owner
 title, or relationship with the other business; Owner
 the start date of your relationship; 1990
 the approximate number of hours/month you devote to the other business; 2-3
 the number of hours you devote to the other business during securities trading hours; 0
 and briefly describe your duties relating to the other business; Management/Oversight



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	3

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 3

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	OPPENHEIMER & CO. INC.
Allegations:	CLIENT ALLEGES THAT TRANSACTIONS WERE MADE IN HIS ACCOUNT FOR THE SOLE PURPOSE OF GENERATING COMMISSIONS. NO TIME PERIOD SPECIFIED, BUT ACCOUNTS BEGAN IN SEPTEMBER 2008 AND FA LEFT FIRM IN JANUARY 2012.
Product Type:	Debt-Government Equity-OTC Equity Listed (Common & Preferred Stock) Mutual Fund Oil & Gas
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	DAMAGES UNSPECIFIED, BUT BELIEVED TO BE OVER \$5000.00.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received: 02/21/2012



Complaint Pending? No

Status: Denied

Status Date: 04/04/2012

Settlement Amount:

Individual Contribution

Amount:

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: OPPENHEIMER & CO. INC.

Allegations: CLIENT ALLEGES THAT TRANSACTIONS WERE MADE IN HIS ACCOUNT FOR THE SOLE PURPOSE OF GENERATING COMMISSIONS. NO TIME PERIOD SPECIFIED, BUT THE ACCOUNTS BEGAN IN SEPTEMBER 2008 AND FA LEFT FIRM IN JANUARY 2012.

Product Type: Equity-OTC
Futures Commodity

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): DAMAGES UNSPECIFIED, BUT BELIEVED TO BE OVER \$5000.

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 02/21/2012

Complaint Pending? No

Status: Denied

Status Date: 04/04/2012

Settlement Amount:

Individual Contribution

Amount:

Disclosure 2 of 3

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: OPPENHEIMER & CO., INC.,

Allegations: NEGLIGENCE; CHURNING; AND SUITABILITY

Product Type: Annuity-Variable
Other: BONDS AND UNSPECIFIED STOCKS



Alleged Damages: \$167,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: FINRA - CASE #11-00703

Date Notice/Process Served: 02/15/2011

Arbitration Pending? No

Disposition: Award

Disposition Date: 04/30/2012

Disposition Detail: RESPONDENT ROBERT E. LONG, JR. IS JOINTLY AND SEVERALLY LIABLE FOR AND SHALL PAY TO CLAIMANT THE SUM OF \$100,000.00 IN COMPENSATORY DAMAGES;

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: OPPENHEIMER & CO. INC.

Allegations: CLAIMANT ALLEGES THAT DURING 3/2008 THROUGH 3/2009 RESPONDENTS MADE UNSUITABLE INVESTMENTS AND EXCESSIVE TRADES IN HER MOTHER'S ACCOUNT.

Product Type: Annuity-Variable
Equity Listed (Common & Preferred Stock)

Alleged Damages: \$100,000.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 11-00703

Date Notice/Process Served: 02/28/2011

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 04/30/2012

Monetary Compensation Amount: \$100,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: OPPENHEIMER & CO. INC.

Allegations: CLAIMANT ALLEGES THAT DURING MARCH 08 THROUGH MARCH 09 RESPONDENTS MADE UNSUITABLE INVESTMENTS AND MADE EXCESSIVE TRADES IN HER MOTHERS ACCOUNT,



Product Type: Annuity-Variable
Equity Listed (Common & Preferred Stock)
Mutual Fund

Alleged Damages: \$100,000.00

Is this an oral complaint? No

Is this a written complaint? Yes

**Is this an arbitration/CFTC
reparation or civil litigation?** No

Customer Complaint Information

Date Complaint Received: 11/23/2009

Complaint Pending? No

Status: Evolved into Arbitration/CFTC reparation (the individual is a named party)

Status Date: 01/19/2010

Settlement Amount:

**Individual Contribution
Amount:**

Arbitration Information

**Arbitration/CFTC reparation
claim filed with (FINRA, AAA,
CFTC, etc.):** FINRA

Docket/Case #: 11-00703

Date Notice/Process Served: 02/28/2011

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 04/30/2012

**Monetary Compensation
Amount:** \$100,000.00

**Individual Contribution
Amount:** \$0.00

Broker Statement RESPONDENTS VEHEMENTLY DENY CLAIMANTS ALLEGATIONS.

Disclosure 3 of 3

Reporting Source: Firm

**Employing firm when
activities occurred which led
to the complaint:** RBC CAPITAL MARKETS CORPORATION

Allegations: CUSTOMER CLAIMS THE RECOMMENDATIONS FOR HER FORMER ACCOUNT WITH THE FIRM WERE TOO RISKY. SPECIFIC DAMAGES UNSPECIFIED, HOWEVER, BELIEVED TO BE IN EXCESS OF \$5,000.00.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$0.00

Is this an oral complaint? No



Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 11/18/2008

Complaint Pending? No

Status: Denied

Status Date: 02/22/2010

Settlement Amount:

Individual Contribution Amount:

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: RBC CAPITAL MARKETS CORPORATION

Allegations: CUSTOMER CLAIMS THE RECOMMENDATIONS FOR HER FORMER ACCOUNT WITH THE FIRM WERE TOO RISKY. SPECIFIC DAMAGES UNSPECIFIED, HOWEVER, BELIEVED TO BE IN EXCESS OF \$5000.00

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$0.00

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 11/18/2008

Complaint Pending? No

Status: Denied

Status Date: 02/22/2010

Settlement Amount:

Individual Contribution Amount:



End of Report

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