



IAPD Report

WILLIAM REINHARDT HAESE

CRD# 1549272

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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 REINHARDT HAESE (CRD# 1549272)

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 **10/09/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	SUPERIOR FINANCIAL SERVICES, INC.	CRD# 104165	10/18/2000
IA	HAESE FINANCIAL GROUP INC	CRD# 108980	08/16/2001

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **14** 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	FIRST MIDWEST SECURITIES, INC.	21786	BLOOMINGTON, IL	11/02/1989 - 10/20/2000
B	HYDRA SECURITIES CORPORATION	16095	BLOOMINGTON, IL	02/09/1989 - 11/06/1989
B	THE STUART-JAMES COMPANY, INCORPORATED	11691	BLOOMINGTON, IL	09/05/1986 - 12/16/1988

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

Employment 1 of 2

Firm Name: **SUPERIOR FINANCIAL SERVICES, INC.**
Main Address: N168 W21931 MAIN STREET
JACKSON, WI 53037
Firm ID#: 104165

	Regulator	Registration	Status	Date
B	FINRA	Financial and Operations Principal	Approved	10/18/2000
B	FINRA	General Securities Principal	Approved	10/18/2000
B	FINRA	General Securities Representative	Approved	10/18/2000
B	FINRA	Municipal Securities Principal	Approved	10/18/2000
B	FINRA	Municipal Securities Representative	Approved	10/18/2000
B	FINRA	Registered Options Principal	Approved	10/18/2000
B	FINRA	Operations Professional	Approved	12/12/2011
B	FINRA	Compliance Officer	Approved	10/01/2018
B	Alabama	Agent	Approved	03/03/2023
B	Arizona	Agent	Approved	11/13/2000
B	California	Agent	Approved	11/15/2000
B	Florida	Agent	Approved	11/07/2000
B	Georgia	Agent	Approved	03/06/2023



Qualifications

Regulator	Registration	Status	Date
B Illinois	Agent	Approved	10/23/2000
B Iowa	Agent	Approved	12/14/2000
B Massachusetts	Agent	Approved	02/23/2023
B Michigan	Agent	Approved	11/17/2000
B South Dakota	Agent	Approved	08/25/2020
B Texas	Agent	Approved	01/01/2001
B Utah	Agent	Approved	10/30/2000
B Washington	Agent	Approved	12/05/2017
B Wisconsin	Agent	Approved	10/20/2000

Branch Office Locations

N168 W21931 MAIN STREET
JACKSON, WI 53037

N168 W21931 MAIN ST
PO BOX 139
JACKSON, WI 53037

Employment 2 of 2

Firm Name: **HAESE FINANCIAL GROUP INC**
 Main Address: N168 W21931 MAIN STREET
 JACKSON, WI 53037
 Firm ID#: 108980

Regulator	Registration	Status	Date
IA Illinois	Investment Adviser Representative	Approved	05/16/2017
IA Wisconsin	Investment Adviser Representative	Approved	08/16/2001

Branch Office Locations

HAESE FINANCIAL GROUP INC



Qualifications

N168 W21931 MAIN STREET
JACKSON, WI 53037








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



Principal/Supervisory Exams

Exam	Category	Date
 Compliance Officer Examination (S14)	Series 14	01/02/2023
 Municipal Securities Principal Examination (S53)	Series 53	08/01/2000
 Financial and Operations Principal Examination (S27)	Series 27	07/05/2000
 General Securities Principal Examination (S24)	Series 24	05/30/2000
 Registered Options Principal Examination (S4)	Series 4	11/23/1993

General Industry/Product Exams

Exam	Category	Date
 Municipal Securities Representative Examination (S52TO)	Series 52TO	09/25/2025
 Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	08/16/1986

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	06/29/1995
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/08/1987



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	11/02/1989 - 10/20/2000	FIRST MIDWEST SECURITIES, INC.	CRD# 21786	BLOOMINGTON, IL
B	02/09/1989 - 11/06/1989	HYDRA SECURITIES CORPORATION	CRD# 16095	
B	09/05/1986 - 12/16/1988	THE STUART-JAMES COMPANY, INCORPORATED	CRD# 11691	

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
04/2000 - Present	SUPERIOR FINANCIAL SERVICES, INC.	PRES, TREAS, SROP/CROP, FINOP, CCO	Y	JACKSON, WI, United States
01/2000 - Present	HAESE FINANCIAL GROUP, INC.	OWNER, PRES., SECRETARY	Y	JACKSON, WI, 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.

No information reported.



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:	Individual
Employing firm when activities occurred which led to the complaint:	Superior Financial Services, Inc. was William Haese's employing firm when the activities that led to the arbitration occurred.
Allegations:	Customer purchased bonds through an investment advisory firm and a dually registered representative that is associated with Superior Financial Services, Inc. Customer subsequently brought claims alleging the bonds were not suitable, Haese disputes Customer's allegations and arbitration is ongoing.
Product Type:	Debt-Asset Backed
Alleged Damages:	\$431,011.89
Arbitration Information	
Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	22-00872
Date Notice/Process Served:	04/22/2022
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	08/08/2023
Monetary Compensation Amount:	\$195,000.00



Individual Contribution Amount:

\$0.00

Broker Statement

The firm and Mr. Haese believed the complaint to be without merit and had meritorious defenses dating back to 07/27/2012 (when customer initially purchased "said assets" from original unrelated investment advisor). To avoid the uncertainty and expense of the litigation, the firm and Mr. Haese, without admitting to any allegations or liability, entered into a settlement agreement with the Customers to take ownership of said asset - completely and permanently resolving all disputes between the parties.



End of Report

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