



IAPD Report

ROBERT STIRLING PHIPPS III

CRD# 1676726

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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 STIRLING PHIPPS III (CRD# 1676726)

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 **11/30/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	PER STIRLING CAPITAL MANAGEMENT, LLC	CRD# 151671	11/24/2009

QUALIFICATIONS

This representative is currently registered in **0** 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
IA	CHOICE ADVISORY GROUP, INC.	135226	AUSTIN, TX	10/29/2009 - 12/31/2010
IA	CACH CAPITAL MANAGEMENT, LLC	142435	AUSTIN, TX	03/28/2007 - 09/30/2009
IA	CHOICE ADVISORY GROUP, INC.	135226	AUSTIN, TX	06/21/2005 - 04/19/2007

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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PER STIRLING CAPITAL MANAGEMENT, LLC**
Main Address: 4800 BEE CAVES ROAD
AUSTIN, TX 78746
Firm ID#: 151671

Regulator	Registration	Status	Date
 Texas	Investment Adviser Representative	Approved	11/24/2009

Branch Office Locations

PER STIRLING CAPITAL MANAGEMENT, LLC
4800 BEE CAVES ROAD
AUSTIN, TX 78746



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, 0 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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No information reported.

State Securities Law Exams

Exam	Category	Date
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IA	Uniform Investment Adviser Law Examination (S65)	Series 65	12/18/2003
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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	10/29/2009 - 12/31/2010	CHOICE ADVISORY GROUP, INC.	CRD# 135226	AUSTIN, TX
IA	03/28/2007 - 09/30/2009	CACH CAPITAL MANAGEMENT, LLC	CRD# 142435	AUSTIN, TX
IA	06/21/2005 - 04/19/2007	CHOICE ADVISORY GROUP, INC.	CRD# 135226	AUSTIN, TX
IA	06/21/2005 - 07/03/2006	CHOICE INVESTMENTS, INC.	CRD# 17665	AUSTIN, TX
IA	08/27/2003 - 07/18/2005	LUCIEN STIRLING & GRAY ADVISORY GROUP INC	CRD# 112641	AUSTIN, TX

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
12/2009 - Present	PER STIRLING CAPITAL MANAGEMENT, LLC	MANAGING DIRECTOR / INVESTMENT ADVISOR REPRESENTATIVE	Y	AUSTIN, TX, 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) RJ BEE CAVES, LLC - NOT-INVESTMENT RELATED; ADDRESS: 4800 BEE CAVES RD, AUSTIN, TX, 78746; NATURE: COMMERCIAL REAL ESTATE; POSITION: MANAGING MEMBER; START DATE: 03/2013; NUMBER OF HOURS: 3 HOURS/MONTH DURING NON-TRADING HOURS.
- 2) SS OVERLOOK - NON-INVESTMENT RELATED; ADDRESS: 4800 BEE CAVES RD, AUSTIN, TX, 78746; NATURE: COMMERCIAL REAL ESTATE; POSITION: ORGANIZER AND MANAGER; START DATE: 11/2016; NUMBER OF HOURS: 3 HOURS/MONTH DURING NON-TRADING HOURS.
- 3) PER STIRLING GROUP, LLC - NON-INVESTMENT RELATED; ADDRESS: 4800 BEE CAVES RD, AUSTIN, TX, 78746, NATURE: ENTITY USED FOR PAYING THE OPERATIONAL EXPENSES OF PER STIRLING CAPITAL MANAGEMENT, LLC; POSITION: MANAGING MEMBER; START DATE: 09/2011; NUMBER OF HOURS: 3 HOURS/MONTH DURING NON TRADING HOURS.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

4) PER STIRLING PRIVATE WEALTH - INVESTMENT RELATED; ADDRESS: 4800 BEE CAVES RD, AUSTIN, TX, 78746; NATURE: DBA OF PER STIRLING CAPITAL MANAGEMENT, LLC; POSITION: MANAGING MEMBER; STATE DATE: 3/2023; NUMBER OF HOURS PER MONTH: 20 TOTAL WITH 15 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	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: Regulator

Employing firm when activities occurred which led to the complaint: LUCIEN, STIRLING & GREY FINANCIAL CORP.

Allegations: BREACH OF FIDUCIARY DUTY, OMISSIONS, SUITABILITY, NEGLIGENCE

Product Type: Annuity(ies) - Variable

Alleged Damages: \$500,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [NASD - CASE #04-04195](#)

Date Notice/Process Served: 06/15/2004

Arbitration Pending? No

Disposition: Settled

Disposition Date: 03/24/2005

Disposition Detail: ON MARCH 24, 2005, CLAIMANT'S NOTIFIED NASD THAT THEY HAVE SETTLED ALL CLAIMS AGAINST RESPONDENT

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: LUCIEN, STIRLING & GRAY FINANCIAL CORPORATION



Allegations: IMPROPER RECOMMENDATION OF LIFE INSURANCE AND ANNUITY IN SPRING OF 2000. IMPROPER MANAGEMENT.

Product Type: Insurance

Other Product Type(s): ANNUITY

Alleged Damages: \$52,000.00

Customer Complaint Information

Date Complaint Received: 08/10/2004

Complaint Pending? No

Status: Settled

Status Date: 03/29/2005

Settlement Amount: \$7,000.00

Individual Contribution Amount: \$7,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [NASD DISPUTE RESOLUTION CASE NUMBER 04-04195](#)

Date Notice/Process Served: 08/10/2004

Arbitration Pending? No

Disposition: Settled

Disposition Date: 03/29/2005

Monetary Compensation Amount: \$7,000.00

Individual Contribution Amount: \$7,000.00

Broker Statement

REP COMMENTS: MY INCLUSION IN THE ARBITRATION SUIT BROUGHT BY SUE ELLEN YOUNG KNOLLE IS BOTH INAPPROPRIATE AND UNJUSTIFIABLE. I WAS NEITHER HER REGISTERED REPRESENTATIVE NOR HER INVESTMENT ADVISOR, AND MY ONLY INTERACTION WITH THE CLIENT WAS IN MY ROLE AS CIO FOR THE COMPANIES. MY ATTORNEY FILED A MOTION FOR DISMISSAL BASED UPON THESE FACTS, WHICH THE ARBITRATION PANEL OPTED NOT TO RULE ON PRIOR TO THE HEARING ITSELF. AS SUCH, WHEN I WAS OFFERED THE OPPORTUNITY TO SETTLE MY PORTION OF THIS ARBITRATION FOR ESSENTIALLY THE SAME AMOUNT OF MONEY THAT I WOULD HAVE NEEDED TO PAY MY ATTORNEY TO DEFEND ME, I ACCEPTED THIS "COST OF DEFENSE" SETTLEMENT OFFER. I PAID TO SUE ELLEN YOUNG KNOLLE (THROUGH HER ATTORNEY) A SUM OF \$7,000.00. MRS. KNOLLE DISMISSED ALL CLAIMS AGAINST ME INDIVIDUALLY WITH PREJUDICE, AND WITH THE WRITTEN ACKNOWLEDGEMENT THAT THIS PAYMENT SHALL NOT "BE CONSTRUED TO BE AN ADMISSION OF LIABILITY, WHICH IS EXPRESSLY DENIED BY PHIPPS". (RSP)

Disclosure 2 of 2

Reporting Source: Individual



Employing firm when activities occurred which led to the complaint:	LUCIEN STIRLING & GRAY ADVISORY GROUP, INC.
Allegations:	PLAINTIFF ALLEDGED THAT THE IA AND THE REP PROVIDED UNSUITABLE AND FRAUDULENT INVESTMENT ADVICE LEADING TO MARKET LOSSES BETWEEN MAY 2000 AND MARCH 2001
Product Type:	No Product
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?	Yes
Arbitration/Reparation forum or court name and location:	250 DISTRICT COURT, TRAVIS COUNTY, TX
Docket/Case #:	GN301476
Filing date of arbitration/CFTC reparation or civil litigation:	05/13/2003
Customer Complaint Information	
Date Complaint Received:	05/13/2003
Complaint Pending?	No
Status:	Settled
Status Date:	02/23/2004
Settlement Amount:	\$100,000.00
Individual Contribution Amount:	\$0.00
Civil Litigation Information	
Type of Court:	COUNTY
Name of Court:	250 DISTRICT COURT
Location of Court:	TRAVIS COUNTY, TEXAS
Docket/Case #:	GN301476
Date Notice/Process Served:	05/13/2003
Litigation Pending?	No
Disposition:	Settled
Disposition Date:	02/24/2004
Monetary Compensation Amount:	\$100,000.00
Individual Contribution Amount:	\$0.00
Broker Statement	CLAIM AGAINST REP WAS DISMISSED, AND PLAINTIFF ENTERED A TAKE-NOTHING JUDGEMENT.



End of Report

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