



IAPD Report

HERBERT WILLIAM MORGAN

CRD# 1770152

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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

HERBERT WILLIAM MORGAN (CRD# 1770152)

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 **03/19/2026**.

CURRENT EMPLOYERS

This individual is not currently registered as an Investment Adviser Representative.

QUALIFICATIONS

This individual is not currently registered as an Investment Adviser Representative.

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	CANTOR FITZGERALD INVESTMENT ADVISORS	159296	NEW YORK, NY	03/10/2017 - 03/19/2026
IA	EFFICIENT MARKET ADVISORS, LLC	132188	LA JOLLA, CA	03/24/2017 - 10/10/2017
IA	EFFICIENT MARKET ADVISORS, LLC	132188	LA JOLLA, CA	09/03/2004 - 03/24/2017

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?

No



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 not currently registered as an Investment Adviser Representative.



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

10/13/2000



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	03/10/2017 - 03/19/2026	CANTOR FITZGERALD INVESTMENT ADVISORS	CRD# 159296	NEW YORK, NY
IA	03/24/2017 - 10/10/2017	EFFICIENT MARKET ADVISORS, LLC	CRD# 132188	LA JOLLA, CA
IA	09/03/2004 - 03/24/2017	EFFICIENT MARKET ADVISORS, LLC	CRD# 132188	LA JOLLA, CA
IA	12/17/2002 - 01/02/2004	LINSCO/PRIVATE LEDGER CORP.	CRD# 6413	SAN DIEGO, CA

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
03/2017 - Present	CANTOR FITZGERALD INVESTMENT ADVISORS LP	Senior Managing Director and Chief Investment Officer	Y	SAN DIEGO, CA, United States
07/2004 - Present	EFFICIENT MARKET ADVISORS, LLC	PRESIDENT / CEO	Y	SAN DIEGO, CA, United States
01/2004 - Present	MORGAN FINANCIAL ENTERPRISES, INC.	CEO	Y	SAN DIEGO, CA, 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) THETA CHI INVESTMENT HOLDING COMPANY; INVESTMENT RELATED; 865 WEST CARMEL DRIVE CARMEL, IN 46032 HOLDING COMPANY FOR THE INVESTMENT ASSETS OF THETA CHI FRATERNITY, INC.; MEMBER OF THE BOARD OF DIRECTORS OF THETA CHI FRATERNITY, INC. IN THE MIDST OF AN ASSET PROTECTION RESTRUCTURING.; DIRECTOR; 01/01/2021; .2 HRS/MTH; 0 HRS DURING TRADING HOURS
- 2) WILDCAT BROTHERS AT GATOR COVE, INC; 2601 SE EVANGELINE TRWY, LAFAYETTE, LA; NON-INVESTMENT RELATED; START DATE: 11/12/2020; RUM DISTILLERY; DIRECTOR / QUARTERLY MEETINGS; BOARD OF DIRECTORS; 2 HOURS DEVOTED TO BUSINESS PER MONTH; 0 HOURS DEVOTED TO BUSINESS DURING TRADING HOURS.
- 3) HOPEFUL SUSPENSE LLC; INVESTMENT RELATED; 8035 CACHE DRIVE #10 PARK CITY, UT 84060; START DATE: 11/27/2024; OWNER MANAGER; HOLDING COMPANY FOR MY PERSONAL INVESTMENTS; 5 HOURS DEVOTED TO BUSINESS PER MONTH; 1 HOURS DEVOTED TO BUSINESS DURING TRADING HOURS.



End of Report

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