



IAPD Report

RICHARD HARRY PANCHOOKIAN

CRD# 1814861

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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

RICHARD HARRY PANCHOOKIAN (CRD# 1814861)

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 **10/22/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	WORLD INVESTMENTS, LLC	CRD# 20626	06/18/2012
IA	WORLD INVESTMENT ADVISORS, LLC	CRD# 208512	11/12/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **7** 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	WORLD ADVISORY SERVICES	20626	ORLANDO, FL	07/11/2012 - 12/03/2025
IA	ALTA VISTA WEALTH MANAGEMENT, LLC	161086	ORLANDO, FL	01/03/2013 - 10/28/2015
IA	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	144426	ORLANDO, FL	09/30/2011 - 12/31/2011

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

Employment 1 of 2

Firm Name: **WORLD INVESTMENT ADVISORS, LLC**
Main Address: 24 E. COTA STREET
SUITE 200
SANTA BARBARA, CA 93101
Firm ID#: 208512

Regulator	Registration	Status	Date
IA Florida	Investment Adviser Representative	Approved	11/12/2025

Branch Office Locations

WORLD INVESTMENT ADVISORS, LLC
14 E. WASHINGTON STREET
SUITE 410
ORLANDO, FL 32801

Employment 2 of 2

Firm Name: **WORLD INVESTMENTS, LLC**
Main Address: 437 NEWMAN SPRINGS ROAD
LINCROFT, NJ 07738
Firm ID#: 20626

Regulator	Registration	Status	Date
B FINRA	General Securities Principal	Approved	06/18/2012
B FINRA	General Securities Representative	Approved	06/18/2012
B FINRA	General Securities Sales Supervisor	Approved	06/18/2012
B FINRA	Municipal Securities Principal	Approved	06/18/2012
B FINRA	Municipal Securities Representative	Approved	06/18/2012
B Florida	Agent	Approved	07/11/2012



Qualifications

Regulator	Registration	Status	Date
B Georgia	Agent	Approved	01/05/2021
B Maryland	Agent	Approved	11/15/2024
B Massachusetts	Agent	Approved	01/10/2024
B New York	Agent	Approved	01/08/2022
B Pennsylvania	Agent	Approved	01/05/2021
B Washington	Agent	Approved	11/26/2024

Branch Office Locations

WORLD ADVISORY SERVICES
14 EAST WASHINGTON STREET
SUITE 410
ORLANDO, FL 32801








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


Principal/Supervisory Exams

Exam	Category	Date
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/02/2023
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/02/2023
 Municipal Securities Principal Examination (S53)	Series 53	07/30/2007
 General Securities Principal Examination (S24)	Series 24	09/13/2005
 General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	07/01/1991

General Industry/Product Exams

Exam	Category	Date
 Municipal Securities Representative Examination (S52TO)	Series 52TO	09/25/2025
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	04/16/1988

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/22/1988



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	07/11/2012 - 12/03/2025	WORLD ADVISORY SERVICES	CRD# 20626	ORLANDO, FL
IA	01/03/2013 - 10/28/2015	ALTA VISTA WEALTH MANAGEMENT, LLC	CRD# 161086	ORLANDO, FL
IA	09/30/2011 - 12/31/2011	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	CRD# 144426	ORLANDO, FL
B	05/04/2011 - 12/31/2011	INTERNATIONAL ASSETS ADVISORY, LLC	CRD# 10645	ORLANDO, FL
IA	09/27/2007 - 05/03/2011	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	CRD# 144426	ORLANDO, FL
B	02/16/2005 - 05/03/2011	INTERNATIONAL ASSETS ADVISORY, LLC	CRD# 10645	ORLANDO, FL
IA	01/07/2008 - 05/19/2009	GLOBAL ASSETS ADVISORS, LLC	CRD# 119016	ORLANDO, FL
B	07/16/2008 - 01/12/2009	FIVE X SECURITIES, INC	CRD# 8193	OAKTON, VA
B	10/27/1988 - 12/02/2004	CHARLES SCHWAB & CO., INC.	CRD# 5393	WESTLAKE, 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
10/2025 - Present	WORLD INVESTMENT ADVISORS, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SANTA BARBARA, CA, United States
06/2012 - Present	WORLD INVESTMENTS, LLC	REGISTERED REPRESENTATIVE	Y	LINCROFT, NJ, United States
01/2012 - Present	ALTA VISTA WEALTH MANAGEMENT, LLC	PRESIDENT	Y	ORLANDO, FL, United States



Registration & Employment History



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.

WORLD/TFS INSURANCE
437 NEWMAN SPRINGS ROAD, LINCROFT, NJ 07738
INSURANCE AGENT - 10/8/2025
INVESTMENT RELATED
SALES AND SERVICE OF NON-VARIABLE INSURANCE & ANNUITIES
10 HRS MONTH/10 HRS MONTH DURING MKT HRS



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: INTERNATIONAL ASSETS ADVISORY LLC

Allegations: CUSTOMER STACEY RUDNICK OPENED ACCOUNT WITH HER FATHER NORMAN HARRISON WHO IS AN ACCREDITED INVESTOR AND GAVE HIM LIMITED POWER OF ATTORNEY TO MAKE THE INVESTMENT DECISION FOR THE ACCOUNT. MR. HARRISON HAD ANOTHER ACCOUNT WITH FIRM WHERE IN HE ROUTINELY PURCHASED AUCTION RATE SECURITIES. IN SEPTEMBER OF 2006, MR. HARRISON PURCHASED ALLIANCE NATL MUNI AUCTION RATE SECURITIES FOR THE JOINT ACCOUNT (HE ALSO HAD PURCHASED THE SAME SECURITY IN AUGUST OF 2005 IN HIS PERSONAL ACCOUNT)AND IN FEBRUARY AND MARCH OF 2008 THE MARKETS STARTED TO BECOME ILLIQUID AND THERE HAVE NOT BEEN AUCTIONS IN THIS ARS. MR. HARRISON MADE THE COMPLAINT THROUGH HIS DAUGHTER STATING MR. PANCHOOKIAN MISREPRESENTED THE PRODUCT. FIRM DENIES CLAIM AS MR. HARRISON HAD YEARS OF EXPERIENCE INVESTING IN THE ARS MARKET AND ALSO FULLY UNDERSTOOD THE RISKS ASSOCIATED WITH THESE TYPES OF INVESTMENTS. MR. HARRISON HELD 11 OF THESE SECURITIES IN ANOTHER JOINT ACCOUNT WITH MS. RUDNICK AT INTERNATIONAL ASSETS ADVISORY LLC FOR A YEAR PRIOR TO PURCHASING THEM IN THE MS. RUDNICK'S. THE ARS ARE STILL TRIPLE A RATED BY MOODY'S AND STANDARD AND POOR AND CONTINUE TO EARN A RATE OF RETURN. IF HELD TO MATURITY THE INVESTOR WILL RECEIVE THEIR PROCEEDS BACK AND MAY EVEN BE CALLED BEFORE MATURITY. THEY MAY ALSO BECOME LIQUID AGAIN IN THE FUTURE. MR. PANCHOOKIAN DENIES THAT HE MISREPRESENTED OR EVEN SUGGESTED THAT MS. RUDNICK THROUGH HER FATHER PURCHASE THE PRODUCT IN QUESTION.



Product Type: Other: AUCTION

Alleged Damages: \$75,000.00

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: 10/12/2009

Complaint Pending? No

Status: Denied

Status Date: 10/26/2009

Settlement Amount:

**Individual Contribution
Amount:**

Broker Statement

CUSTOMER STACEY RUDNICK OPENED ACCOUNT WITH HER FATHER NORMAN HARRISON WHO IS AN ACCREDITED INVESTOR AND GAVE HIM LIMITED POWER OF ATTORNEY TO MAKE THE INVESTMENT DECISION FOR THE ACCOUNT. MR. HARRISON HAD ANOTHER ACCOUNT WITH FIRM WHERE IN HE ROUTINELY PURCHASED AUCTION RATE SECURITIES. IN SEPTEMBER OF 2006, MR. HARRISON PURCHASED ALLIANCE NATL MUNI AUCTION RATE SECURITIES FOR THE JOINT ACCOUNT (HE ALSO HAD PURCHASED THE SAME SECURITY IN AUGUST OF 2005 IN HIS PERSONAL ACCOUNT)AND IN FEBRUARY AND MARCH OF 2008 THE MARKETS STARTED TO BECOME ILLIQUID AND THERE HAVE NOT BEEN AUCTIONS IN THIS ARS. MR. HARRISON MADE THE COMPLAINT THROUGH HIS DAUGHTER STATING MR. PANCHOOKIAN MISREPRESENTED THE PRODUCT. FIRM DENIES CLAIM AS MR. HARRISON HAD YEARS OF EXPERIENCE INVESTING IN THE ARS MARKET AND ALSO FULLY UNDERSTOOD THE RISKS ASSOCIATED WITH THESE TYPES OF INVESTMENTS. MR. HARRISON HELD 11 OF THESE SECURITIES IN ANOTHER JOINT ACCOUNT WITH MS. RUDNICK AT INTERNATIONAL ASSETS ADVISORY LLC FOR A YEAR PRIOR TO PURCHASING THEM IN THE MS. RUDNICK'S. THE ARS ARE STILL TRIPLE A RATED BY MOODY'S AND STANDARD AND POOR AND CONTINUE TO EARN A RATE OF RETURN. IF HELD TO MATURITY THE INVESTOR WILL RECEIVE THEIR PROCEEDS BACK AND MAY EVEN BE CALLED BEFORE MATURITY. THEY MAY ALSO BECOME LIQUID AGAIN IN THE FUTURE. MR. PANCHOOKIAN DENIES THAT HE MISREPRESENTED OR EVEN SUGGESTED THAT MS. RUDNICK THROUGH HER FATHER PURCHASE THE PRODUCT IN QUESTION.



End of Report

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