



IAPD Report

William Dan Gotses

CRD# 1894852

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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 Dan Gotses (CRD# 1894852)

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 **08/26/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	COLORADO FINANCIAL SERVICE CORPORATION	CRD# 104343	05/17/2017
IA	COLORADO FINANCIAL SERVICE CORPORATION	CRD# 104343	05/18/2017

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **12** 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	SILBER BENNETT FINANCIAL, INC.	156435	La Jolla, CA	02/24/2017 - 05/24/2017
B	SILBER BENNETT FINANCIAL, INC.	156435	ENCINO, CA	02/23/2017 - 05/24/2017
B	U.S. BANCORP INVESTMENTS, INC.	17868	SAN DIEGO, CA	11/22/2011 - 12/15/2016

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

Employment 1 of 1

Firm Name: **COLORADO FINANCIAL SERVICE CORPORATION**

Main Address: 188 INVERNESS DRIVE WEST
STE 100
CENTENNIAL, CO 80112

Firm ID#: 104343

Regulator	Registration	Status	Date
 FINRA	General Securities Representative	Approved	05/17/2017
 Arizona	Investment Adviser Representative	Approved	09/25/2017
 Arizona	Agent	Approved	02/15/2019
 California	Agent	Approved	05/17/2017
 California	Investment Adviser Representative	Approved	05/18/2017
 Colorado	Agent	Approved	09/25/2017
 Colorado	Investment Adviser Representative	Approved	09/25/2017
 Florida	Investment Adviser Representative	Approved	05/18/2017
 Florida	Agent	Approved	08/14/2017
 Idaho	Agent	Approved	08/11/2017
 Nevada	Agent	Approved	01/19/2021
 New York	Agent	Approved	05/08/2021
 North Carolina	Investment Adviser Representative	Approved	09/11/2023



Qualifications

Regulator	Registration	Status	Date
B North Carolina	Agent	Approved	09/13/2023
B Oregon	Agent	Approved	06/04/2021
IA Oregon	Investment Adviser Representative	Approved	06/04/2021
B Texas	Agent	Approved	01/04/2021
IA Texas	Investment Adviser Representative	Approved	07/14/2023
B Utah	Agent	Approved	09/08/2017
IA Washington	Investment Adviser Representative	Approved	10/12/2017
B Washington	Agent	Approved	01/05/2021

Branch Office Locations

COLORADO FINANCIAL SERVICE CORPORATION
LA JOLLA, CA



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, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	12/17/1988

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	03/17/1998
B Uniform Securities Agent State Law Examination (S63)	Series 63	01/04/1989

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	02/24/2017 - 05/24/2017	SILBER BENNETT FINANCIAL, INC.	CRD# 156435	La Jolla, CA
B	02/23/2017 - 05/24/2017	SILBER BENNETT FINANCIAL, INC.	CRD# 156435	ENCINO, CA
B	11/22/2011 - 12/15/2016	U.S. BANCORP INVESTMENTS, INC.	CRD# 17868	SAN DIEGO, CA
IA	11/22/2011 - 12/15/2016	U.S. BANCORP INVESTMENTS, INC.	CRD# 17868	SAN DIEGO, CA
B	10/23/2009 - 11/28/2011	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SAN DIEGO, CA
IA	10/23/2009 - 11/28/2011	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SAN DIEGO, CA
B	07/12/1999 - 10/23/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	CRD# 16361	ENCINITAS, CA
IA	05/12/1998 - 10/23/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	CRD# 16361	ENCINITAS, CA
B	04/03/1997 - 07/12/1999	BA INVESTMENT SERVICES, INC.	CRD# 12965	OAKLAND, CA
B	11/19/1993 - 02/21/1997	WELLS FARGO SECURITIES INC.	CRD# 17438	SAN FRANCISCO, CA
B	12/03/1990 - 11/19/1993	MARKETING ONE SECURITIES, INC.	CRD# 16611	PORTLAND, OR
B	04/16/1990 - 12/14/1990	PAMCO SECURITIES AND INSURANCE SERVICES	CRD# 11028	
B	04/17/1990 - 12/06/1990	GAF FINANCIAL AND INSURANCE SERVICES	CRD# 14123	
B	08/10/1989 - 12/13/1989	J. W. GANT & ASSOCIATES, INC.	CRD# 7963	
B	01/05/1989 - 08/08/1989	L.F. THOMPSON & COMPANY	CRD# 21820	



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 12/20/1988 - 01/18/1989	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
05/2017 - Present	COLORADO FINANCIAL SERVICE CORPORATION	REGISTERED REPRESENTATIVE	Y	CENTENNIAL, CO, United States
02/2017 - 04/2017	Silber Bennett Financial, Inc.	REGISTERED REP	Y	Encino, CA, United States
12/2016 - 02/2017	Unemployed	Unemployed	N	La Jolla, CA, United States
10/2009 - 11/2016	U.S. BANCORP INVESTMENTS, INC.	FINANCIAL ADVISOR	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) Gotses Financial Services, LLC, La Jolla, CA; created for DBA; Start Date: 2/2017; Position: Managing Member; Time Spent: 0 per month / 0 during trading hours;
- (2) INSURANCE IMOS - INSUREMARK, ADVISORS EXCEL, PACIFIC SOUTHWEST FINANCIAL, ROCKY MOUNTAIN INSURANCE NETWORK / NOT INVESTMENT RELATED / 7907 CAMINITO DEL CID LA JOLLA, CA 92037 / 20 HOURS PER MONTH / INSURANCE PRODUCTS AND SERVICES
- (3) WILLIAM D GOTSES LLC; INVESTMENT-RELATED; SAN DIEGO, CA; PROPERTY OWNER IN LLC; MEMBER OF LLC; MEMBER; 1/2008; 0 HOURS/MONTH; 0 HOURS/TRADING; REAL ESTATE/PROPERTY OWNER.
- (4) NIPSY PROPERTIES 1 LLC; INVESTMENT-RELATED; SAN DIEGO, CA; REAL ESTATE; MEMBERSHIP INTEREST IN LLC WHICH OWNS REAL ESTATE; MEMBER OF LLC; 2000; 0 HOURS/MONTH; 0 HOURS/TRADING; BUY/SELL REAL ESTATE.
- (5) ADRIATIC VENTURES LLC / NOT INVESTMENT RELATED / REAL ESTATE HOLDING ENTITY / 15 GLITTERING SKY, ALISO VIEJO, CA 92656 / 15 HOURS OUTSIDE MARKET HOURS / OWNER AND MEMBER
- (6) HIGH PERFORMANCE MOTORSPORTS LLC, DBA: HIGH PERFORMANCE MOTORSPORTS; NOT INVESTMENT-RELATED; SAN DIEGO CA; USED CAR DEALERSHIP/RACING CO.; MANAGING MEMBER; MANAGING MEMBER; 7/2007; 5 HOURS/MONTH; 0 HOURS/TRADING; SELL CARS, MOTORSPORTS RACING.
- (7) HOA PRESIDENT / NOT INVESTMENT RELATED / LA JOLLA, CA / BILL'S OWN PROPERTY HOA



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:	BANC OF AMERICA INVESTMENT SERVICES, INC. AND MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations:	THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS AND UNAUTHORIZED TRADING. COMPENSATORY DAMAGES ARE NOT SPECIFIED.
Product Type:	Other: STRUCTURED PRODUCTS
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:	04/24/2011
Complaint Pending?	No
Status:	Denied
Status Date:	06/03/2011
Settlement Amount:	
Individual Contribution Amount:	

**Broker Statement****RESPONSE FROM REPRESENTATIVE WILLIAM GOTSES:**

IN FEBRUARY, 2011, A CONFERENCE CALL WAS INITIATED BY MERRILL LYNCH COMPLIANCE, MANAGEMENT, THE CLIENT, THE CLIENT'S DAUGHTER, A LICENSED ADVISOR/ASSISTANT AND REPRESENTATIVE WILLIAM GOTSES. DURING THIS CALL, THE CLIENT ACKNOWLEDGED THAT THEY HAD OVER A MILLION DOLLAR GAIN IN THE ACCOUNT AND WERE CONCERNED THAT IF THE STOCK MARKET FELL, THEY WOULD LOSE MONEY. COMPLIANCE, MANAGEMENT AND REPRESENTATIVE WILLIAM GOTSES CONFIRMED THAT THERE WERE GAINS AND ASKED THE CLIENT AND HER DAUGHTER IF THEY WANTED TO LOCK IN THE GAINS OR REMAIN IN THE STOCK MARKET. THE CLIENT CONFIRMED THAT SHE WOULD BE UPSET IF SHE LOST THESE GAINS CREATED BY REPRESENTATIVE WILLIAM GOTSES AND DID NOT CARE IF SHE MADE MORE MONIES; THEREFORE, THE CLIENT GAVE LEGAL DIRECTIVES TO SELL. THE SELL ORDERS WERE READ BACK BY REPRESENTATIVE WILLIAM GOTSES AND BEFORE THE SELL ORDERS WERE TAKEN, THE CLIENT AND HER DAUGHTER ACKNOWLEDGED THE CONFIRMS FROM MANAGEMENT, COMPLIANCE AND REPRESENTATIVE WILLIAM GOTSES. THE SELL ORDERS WERE MADE AND CONFIRMED ON THE SAME CALL, BOTH THE DAUGHTER AND THE CLIENT WERE EXTREMELY RELIEVED AND PLEASED. WHEN ANOTHER DAUGHTER, WHO WAS NOT PRESENT FOR ANY CONVERSATIONS, FOUND OUT THERE WERE SELL ORDERS ON HER MOTHER'S ACCOUNT SHE WROTE A SLANDEROUS, LIBELOUS AND UNSUBSTANTIATED COMPLAINT LETTER ALLEGING THE TRADES WERE MADE WITHOUT HER MOTHER'S CONSENT, STEMMING FROM AN ASSUMPTION THAT IF THESE POSITIONS WERE HELD UNTIL THE DEATH OF THE CLIENT, THERE COULD HAVE BEEN AN ADJUSTED COST BASIS BENEFITTING THIS DAUGHTER. THIS LETTER ASKED THAT THE TRADES BE REINSTATED SO THAT FUTURE ADJUSTED COST BASIS CALCULATIONS COULD BE MADE. MERRILL LYNCH IMMEDIATELY DENIED THIS LETTER AS THERE WAS NO MONETARY LOSS, THERE WERE MILLIONS OF DOLLARS OF GAINS AND MOREOVER, THERE WERE NO DAMAGES. REPRESENTATIVE WILLIAM GOTSES ALSO HELPED THE ATTORNEYS AND CPA SAVE THE CLIENT \$26 MILLION IN TAXES DUE TO HIS INVESTMENT STRATEGIES.

IT IS UNCLEAR WHY THE COMPLAINT WAS REPORTED AS NO AMOUNT OF COMPENSATORY DAMAGES WERE ALLEGED.

AFTER THE LETTER, THE [CUSTOMER] FAMILY EXPRESSED A CONTINUED DESIRE TO RETAIN REPRESENTATIVE WILLIAM GOTSES AS THEIR FINANCIAL ADVISOR AND ASKED HIM TO INVEST ANOTHER \$2 MILLION.



End of Report

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