User Guidance

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IAPD Report

WILLIAM BURK ROSENTHAL

CRD# 2030765

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 BURK ROSENTHAL (CRD# 2030765)

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 **12/19/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	BEACON POINTE ADVISORS, LLC	CRD# 119290	11/26/2021

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
B	PURSHE KAPLAN STERLING INVESTMENTS	35747	Fort Worth, TX	11/02/2021 - 12/05/2024
IA	ROSENTHAL ADVISORY SERVICES, L.P.	114533	FORT WORTH, TX	09/12/2005 - 02/16/2022
B	LPL FINANCIAL LLC	6413	FORT WORTH, TX	11/29/2017 - 11/05/2021

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

Employment 1 of 1

Firm Name: **BEACON POINTE ADVISORS, LLC**

Main Address: 24 CORPORATE PLAZA
SUITE 150
NEWPORT BEACH, CA 92660

Firm ID#: 119290

	Regulator	Registration	Status	Date
IA	Texas	Investment Adviser Representative	Approved	11/26/2021

Branch Office Locations

BEACON POINTE ADVISORS, LLC
1408 MONGOMERY ST
FORT WORTH, TX 76107

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

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	02/06/1996

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	04/19/1995
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	03/14/1990

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/03/1990

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **2** professional designation(s).

Certified Financial Planner

Chartered Financial Consultant

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
B	11/02/2021 - 12/05/2024	PURSHE KAPLAN STERLING INVESTMENTS	CRD# 35747	Fort Worth, TX
IA	09/12/2005 - 02/16/2022	ROSENTHAL ADVISORY SERVICES, L.P.	CRD# 114533	FORT WORTH, TX
B	11/29/2017 - 11/05/2021	LPL FINANCIAL LLC	CRD# 6413	FORT WORTH, TX
IA	11/29/2017 - 09/21/2018	LPL FINANCIAL LLC	CRD# 6413	FORT WORTH, TX
IA	12/10/2007 - 12/06/2017	NATIONAL PLANNING CORPORATION ("NPC OF AMERICA" IN FL & NY)	CRD# 29604	FORTH WORTH, TX
B	12/03/2007 - 11/29/2017	NATIONAL PLANNING CORPORATION	CRD# 29604	FORTH WORTH, TX
B	10/31/1995 - 12/04/2007	SECURITIES AMERICA, INC.	CRD# 10205	FT WORTH, TX
B	06/02/1994 - 10/31/1995	FSC SECURITIES CORPORATION	CRD# 7461	ATLANTA, GA
B	05/21/1993 - 06/06/1994	SIGNAL SECURITIES, INC.	CRD# 15916	FORT WORTH, TX
B	12/03/1990 - 06/07/1993	PRUCO SECURITIES CORPORATION	CRD# 5685	NEWARK, NJ
B	12/03/1990 - 06/07/1993	THE PRUDENTIAL INSURANCE COMPANY OF AMERICA	CRD# 680	NEWARK, NJ
B	03/15/1990 - 11/13/1990	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	CRD# 6363	MINNEAPOLIS, MN
B	03/15/1990 - 11/13/1990	IDS LIFE INSURANCE COMPANY	CRD# 6321	MINNEAPOLIS, MN

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
11/2021 - Present	BEACON POINTE INSURANCE SERVICES	AGENT	N	FORT WORTH, TX, United States

Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/2020 - Present	ROSENTHAL CAPITAL ASSETS, LLC	MEMBER	Y	FORT WORTH, TX, United States
11/2021 - 12/2024	Purshe Kaplan Sterling Investments	Registered Representative	Y	Albany, NY, United States
11/2017 - 10/2021	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	IRVING, TX, United States
01/2005 - 10/2021	ROSENTHAL ADVISORY SERVICES, LP	PRESIDENT, CHIEF COMPLIANCE OFFICER, INVESTMENT ADVISOR REPRESENATITIVE	Y	FORT WORTH, TX, United States
01/2005 - 10/2021	ROSENTHAL MANAGEMENT SERVICES	PRESIDENT	N	FORT WORTH, TX, United States
11/1990 - 10/2021	WILLIAM BURK ROSENTHAL	GENERAL LINES AGENT	N	FORT WORTH, TX, United States
11/2017 - 09/2018	LPL FINANCIAL LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	FORT WORTH, TX, United States
12/2007 - 11/2017	NATIONAL PLANNING CORPORATION	REGISTERED REPRESENTATIVE	Y	FORT WORTH, 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) BEACON POINTE INSURANCE SERVICES, LLC. Not Investment Related. Main office located at 24 Corporate Plaza Dr., STE., 150, Newport Beach CA, 92660. Nature - Insurance. Position - Agent. Start - 11/2021. 10 hours per month, all during trading hours. Duties - Sale of insurance products (life/health/accident)

2) FIXED INSURANCE. Investment related. Located at 249 Sugar Highland Blvd, Houma, LA 70360. Nature - Fixed / Traditional Insurance. Position - Agent. Start - 11/2021. 4 hours per month, all during trading hours. Duties - Sales of Fixed / Traditional insurance products.

3) ROSENTHAL CAPITAL ASSETS. Not Investment Related. Located at 6813 Laurel Valley Drive, Fort Worth, TX 76132. Nature - Real Estate Investment. Position - Managing Member. Start - 06/2020. 4 hours per month, all during trading hours. Duties - Property Management

4) ROSENTHAL RETIREMENT PLANNING. Investment Related. Located at 1408 Montgomery Street, Fort Worth, TX 76107. Nature - Supporting Entity for Advisory Business. Position - President. Start - 11/2004. 4 hours per month, all during trading hours. Duties - handle local accounting functions for Beacon Pointe Advisors - Fort Worth office; submit expenses for reimbursement.

Registration & Employment History

OTHER BUSINESS ACTIVITIES

5) ROSENTHAL PROPERTY HOLDINGS LLC. Not Investment Related. Located at 6813 Laurel Valley Drive, Fort Worth, TX 76132. Nature - Vacation Real Estate Rental. Position - President and Sole Managing Member. Start - 4/2022. 2 hours per month, all during trading hours. Duties - Manage property, coordinate maintenance and repairs.

6) ROSENTHAL MANAGEMENT SERVICES LLC. Not Investment Related. Located at 1408 Montgomery Street, Fort Worth, TX 76107. Nature - General Partner for Rosenthal Retirement Planning LP. Position - President. Start - 1/2005. 1 hour per month not during trading hours. Duties - Oversee activities with the assistance of my CPA.

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: Regulator

Employing firm when activities occurred which led to the complaint: ROSENTHAL RETIREMENT PLANNING, L.P.

Allegations: BREACH OF FIDUCIARY DUTY; FAILURE TO PROTECT AGAINST RISK BY DIVERSIFICATION; NEGLIGENCE; SUITABILITY

Product Type: Annuity-Variable

Alleged Damages: $575,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: FINRA - CASE #09-01724

Date Notice/Process Served: 03/25/2009

Arbitration Pending? No

Disposition: Award

Disposition Date: 06/17/2010

Disposition Detail: AMENDED AWARD: RESPONDENT IS JOINTLY AND SEVERALLY LIABLE FOR AND SHALL PAY TO CLAIMANTS THE SUM OF $52,600 IN COMPENSATORY DAMAGES PLUS INTEREST.

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint:	ROSENTHAL RETIREMENT PLANNING AND SECURITIES AMERICA, INC.
Allegations:	IN EARLY 2001, CLAIMANTS ALLEGE REPRESENTATIVE INVESTMENT THEIR RETIREMENT SAVINGS IN UNSUITABLE VARIABLE ANNUITIES. ALLEGATIONS INCLUDE UNSUITABILITY, BREACH OF FIDUCIARY DUTY, AND NEGLIGENCE.
Product Type:	Annuity-Variable
Alleged Damages:	$500,000.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	09-01724
Date Notice/Process Served:	06/09/2009
Arbitration Pending?	No
Disposition:	Award to Customer
Disposition Date:	06/22/2010
Monetary Compensation Amount:	$52,600.00
Individual Contribution Amount:	$5,000.00
Firm Statement	RESPONDENT IS JOINTLY AND SEVERALLY LIABLE FOR AND SHALL PAY TO CLAIMANTS THE SUM OF $52,600 IN COMPENSATORY DAMAGES AND INTEREST AT THE RATE OF 5% PER ANNUM FROM AND INCLUDING MAY 12, 2010 THROUGH AND INCLUDING THE DATE THE AWARD IS PAID IN FULL.

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	SECURITIES AMERCA INC.
Allegations:	CLAIMANTS ALLEGE BREACH OF FIDUCIARY DUTY, UNSUITABILITY, AND NEGLIGENCE.
Product Type:	Annuity-Variable
Alleged Damages:	$500,000.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	09-01724
Date Notice/Process Served:	04/28/2009
Arbitration Pending?	No
Disposition:	Award to Customer

Disposition Date:	05/24/2010
Monetary Compensation Amount:	$52,600.00
Individual Contribution Amount:	$5,000.00
Broker Statement	I DENY ALL ALLEGATIONS AND THE CLAIMS ARE FALSE. INVESTMENT ALTERNATIVES WERE PRESENTED AND EXTENSIVE DISCLOSURES WERE MADE. CLIENTS SIGNED STATEMENTS ACKNOWLEDGING THESE FACTS. UPDATE: THERE WERE NO FINDINGS OF FAULT ON MY PART IN THIS MATTER.

End of Report

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