



IAPD Report

WILLIAM BELTZHOOVER CONNER

CRD# 2158220

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5 - 6
Disclosure Information	7



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 BELTZHOOPER CONNER (CRD# 2158220)

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 **06/26/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	05/23/2012
IA	ITRUST ASSET MANAGEMENT, LLC	CRD# 164193	03/21/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **16** 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	LPL FINANCIAL LLC	6413	LEXINGTON, KY	01/18/2023 - 04/05/2023
IA	ITRUST ASSET MANAGEMENT, LLC	164193	LEXINGTON, KY	05/25/2012 - 12/31/2022
IA	MORGAN KEEGAN & COMPANY, INC.	4161	LEXINGTON, KY	03/22/2004 - 05/23/2012

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	4



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

Employment 1 of 2

Firm Name: **LPL FINANCIAL LLC**
Main Address: 1055 LPL WAY
FORT MILL, SC 29715
Firm ID#: 6413

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	05/23/2012
B	Alabama	Agent	Approved	09/26/2012
B	California	Agent	Approved	05/23/2012
B	Florida	Agent	Approved	05/23/2012
B	Georgia	Agent	Approved	06/18/2014
B	Indiana	Agent	Approved	05/23/2012
B	Kentucky	Agent	Approved	05/23/2012
B	Maryland	Agent	Approved	05/23/2012
B	Michigan	Agent	Approved	07/27/2012
B	Mississippi	Agent	Approved	05/23/2012
B	Montana	Agent	Approved	07/09/2025
B	North Carolina	Agent	Approved	07/01/2025
B	Ohio	Agent	Approved	05/23/2012



Qualifications

Regulator	Registration	Status	Date
B South Carolina	Agent	Approved	02/15/2024
B Tennessee	Agent	Approved	09/17/2020
B Virginia	Agent	Approved	05/23/2012
B Wisconsin	Agent	Approved	06/20/2025

Branch Office Locations

LPL FINANCIAL LLC
 3320 TATES CREEK ROAD, STE 100
 LEXINGTON, KY 40502

Employment 2 of 2

Firm Name: **ITRUST ASSET MANAGEMENT, LLC**
 Main Address: 3320 TATES CREEK ROAD
 SUITE 100
 LEXINGTON, KY 40502
 Firm ID#: 164193

Regulator	Registration	Status	Date
IA Kentucky	Investment Adviser Representative	Approved	03/21/2023

Branch Office Locations

ITRUST ASSET MANAGEMENT, LLC
 3320 TATES CREEK ROAD
 SUITE 100
 LEXINGTON, KY 40502



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	08/31/2001

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Futures Managed Funds Examination (S31)	Series 31	01/20/2004
General Securities Representative Examination (S7)	Series 7	08/30/1991

State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	11/15/1999
Uniform Securities Agent State Law Examination (S63)	Series 63	09/13/1991

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	01/18/2023 - 04/05/2023	LPL FINANCIAL LLC	CRD# 6413	LEXINGTON, KY
IA	05/25/2012 - 12/31/2022	ITRUST ASSET MANAGEMENT, LLC	CRD# 164193	LEXINGTON, KY
IA	03/22/2004 - 05/23/2012	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	LEXINGTON, KY
B	08/02/2002 - 05/23/2012	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	LEXINGTON, KY
B	09/03/1991 - 08/05/2002	J.J.B. HILLIARD, W.L. LYONS, INC.	CRD# 453	LOUISVILLE, KY

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
05/2012 - Present	ITRUST ASSET MANAGEMENT, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	LEXINGTON, KY, United States
05/2012 - Present	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	LEXINGTON, KY, United States
05/2007 - 07/2024	AARONS SALES & LEASE OWNERSHIP	OWNER/ PROPRIETOR/ PARTNER (INCLUDING LIMITED PARTNER)	N	MAYSVILLE, KY, 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.

- 05/29/2012: iTrust Asset Management - Registered Investment Advisor Hybrid - DBA: iTrustAssetManagement - Investment Related - At Reported Business Location(s) - 50% Time Spent - Portfolio Management, Asset Management, Pension Consulting, Financial Planning
- 01/18/2013: iTrust Asset Management LLC - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s)
- 01/29/2013: WILLIAM B CONNER - Non-Variable Insurance - Investment Related - At Reported Business Location(s) - 2% Time Spent - INDEPENDENT INSURANCE AGENT: Life, Health, Disability, LTC



Registration & Employment History



OTHER BUSINESS ACTIVITIES

4. 07/02/2013: Nina Farm LLC - Farm - Investment Related - At Reported Business Location(s) - No Time Spent - owner of farm property
5. 11/11/2016: CATAHOULA LAND PLANTATION, INC - Family Business - Not Investment Related - 3320 TATES CREEK ROAD LEXINGTON, KY 40502 - Start 01/01/1997 - 1 Hr/Mo; 0 Hour(s) During Securities Trading - Co-owner
6. 11/08/2019 - Green Leaves, Inc. - Not investment related - 303 S Rankins St., Natchez, MS 39120 - Business Entity For Tax/Investment Purposes Only - start date:01/01/2012 - 1 hr/mo - 0 hrs during trading.
7. 4/6/2020 - WILLSON PROPERTY, LLC - Investment Related - Morehead, KY 40351 & Mt Sterling, KY 40353 - Real Estate Rental - Started 05/01/2012 - 1 Hour Per Month/0 Hours During Securities Trading - WILLSON PROPERTY LLC OWNS ONE COMMERCIAL BUILDING, and a commercial building lot.



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	4

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 4

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MORGAN KEEGAN & COMPANY, INC.
Allegations:	CLAIM ALLEGES UNSUITABILITY WITH REGARD TO MUTUAL FUNDS PURCHASED IN 2003.
Product Type:	Mutual Fund
Alleged Damages:	\$12,718.56
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:	FINRA
Docket/Case #:	09-06939
Filing date of arbitration/CFTC reparation or civil litigation:	12/10/2009

Customer Complaint Information

Date Complaint Received:	12/28/2009
Complaint Pending?	No



Status: Settled
Status Date: 06/16/2010
Settlement Amount: \$3,400.00
Individual Contribution Amount: \$0.00
Broker Statement REPRESENTATIVE WAS NOT NAMED IN THE CASE. THIS IS A SETTLEMENT BETWEEN CLIENT AND BROKER DEALER. THE REP WAS NOT ASKED AND DID NOT CONTRIBUTE TO THE SETTLEMENT.

Disclosure 2 of 4

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: MORGAN KEEGAN & COMPANY, INC.
Allegations: CLAIM ALLEGES MISREPRESENTATION AND UNSUITABILITY WITH REGARD TO MUTUAL FUNDS PURCHASED BETWEEN 12/02 AND 7/07.
Product Type: Mutual Fund
Alleged Damages: \$116,980.00
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: FINRA
Docket/Case #: 09-03107
Filing date of arbitration/CFTC reparation or civil litigation: 05/29/2009

Customer Complaint Information

Date Complaint Received: 07/20/2009
Complaint Pending? No
Status: Settled
Status Date: 10/04/2010
Settlement Amount: \$20,000.00
Individual Contribution Amount: \$0.00
Broker Statement REPRESENTATIVE WAS NOT NAMED IN THE CASE. THIS IS A SETTLEMENT BETWEEN CLIENT AND BROKER DEALER. THE REP WAS NOT ASKED AND DID NOT CONTRIBUTE TO THE SETTLEMENT.

Disclosure 3 of 4

Reporting Source: Individual



Employing firm when activities occurred which led to the complaint: MORGAN KEEGAN & COMPANY, INC.

Allegations: CLAIM ALLEGES MISREPRESENTATION AND UNSUITABILITY WITH REGARD TO MUTUAL FUNDS PURCHASED BETWEEN 12/02 AND 7/07.

Product Type: Mutual Fund

Alleged Damages: \$142,000.00

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: FINRA

Docket/Case #: 09-03096

Filing date of arbitration/CFTC reparation or civil litigation: 05/29/2009

Customer Complaint Information

Date Complaint Received: 07/08/2009

Complaint Pending? No

Status: Settled

Status Date: 02/22/2011

Settlement Amount: \$25,393.64

Individual Contribution Amount: \$0.00

Broker Statement REPRESENTATIVE WAS NOT NAMED IN THE CASE. THIS IS A SETTLEMENT BETWEEN CLIENT AND BROKER DEALER. THE REP WAS NOT ASKED AND DID NOT CONTRIBUTE TO THE SETTLEMENT.

Disclosure 4 of 4

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: J.J.B. HILLIARD W.L. LYONS, INC

Allegations: SUITABILITY; MISREPRESENTATION; OMISSION OF FACTS

Product Type:

Alleged Damages: \$1,468.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [UNKNOWN - CASE #94-01384](#)

Date Notice/Process Served: 05/16/1994



Arbitration Pending? No
Disposition: Other
Disposition Date: 06/28/1995
Disposition Detail: AWARD AGAINST PARTY ACTUAL/COMPENSATORY DAMAGES, RELIEF HAS BEEN AWARDED (PARTIAL OR FULL), AWARD AMOUNT \$1,121.43 JOINTLY AND SEVERALLY; INTEREST, RELIEF HAS BEEN AWARDED (PARTIAL OR FULL)

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: J.J.B. HILLIARD W.L. LYONS, INC
Allegations: SUITABILITY; MISREPRESENTATION; OMISSION OF FACTS.
Product Type: No Product
Alleged Damages: \$1,468.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): UNKNOWN
Docket/Case #: [94-01384](#)
Date Notice/Process Served: 05/16/1994
Arbitration Pending? No
Disposition: Award to Applicant (Agent/Representative)
Disposition Date: 06/28/1995
Monetary Compensation Amount: \$1,121.43
Individual Contribution Amount: \$1,121.43

Broker Statement AWARD AGAINST PARTY ACTUAL/COMPENSATORY DAMAGES, RELIEF HAS BEEN AWARDED (PARTIAL OR FULL), AWARD AMOUNT \$1,121.43 JOINTLY AND SEVERALLY; INTEREST, RELIEF HAS BEEN AWARDED (PARTIAL OR FULL).



End of Report

This page is intentionally left blank.