



## IAPD Report

# WILLIAM JOSEPH ROGERS

CRD# 2237708

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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 JOSEPH ROGERS (CRD# 2237708)

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 **04/22/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	06/25/1992
<b>IA</b>	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	04/01/2003

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **32** 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>B</b>	IDS LIFE INSURANCE COMPANY	6321	MINNEAPOLIS, MN	06/25/1992 - 07/03/2006

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

### Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**  
Main Address: 901 3RD AVENUE SOUTH  
MINNEAPOLIS, MN 55402  
Firm ID#: 6363

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Representative	Approved	06/25/1992
<b>B</b>	Alabama	Agent	Approved	09/14/2022
<b>B</b>	Arizona	Agent	Approved	01/29/2024
<b>B</b>	Arkansas	Agent	Approved	08/18/2009
<b>B</b>	California	Agent	Approved	05/15/2001
<b>B</b>	Colorado	Agent	Approved	07/30/2002
<b>B</b>	Connecticut	Agent	Approved	04/22/2026
<b>B</b>	Florida	Agent	Approved	06/22/2000
<b>B</b>	Georgia	Agent	Approved	06/25/1992
<b>IA</b>	Georgia	Investment Adviser Representative	Approved	04/01/2003
<b>B</b>	Hawaii	Agent	Approved	04/12/2016
<b>B</b>	Idaho	Agent	Approved	06/21/2004
<b>B</b>	Illinois	Agent	Approved	06/28/2019



## Qualifications

	Regulator	Registration	Status	Date
B	Indiana	Agent	Approved	04/25/2024
B	Iowa	Agent	Approved	08/13/2009
B	Kentucky	Agent	Approved	10/11/2004
B	Maryland	Agent	Approved	11/03/2016
B	Massachusetts	Agent	Approved	01/02/2020
B	Michigan	Agent	Approved	09/09/2021
B	Minnesota	Agent	Approved	10/12/2004
B	Montana	Agent	Approved	07/01/1999
B	Nevada	Agent	Approved	03/26/2004
B	New York	Agent	Approved	02/12/2018
B	North Carolina	Agent	Approved	01/08/1998
B	Oklahoma	Agent	Approved	04/17/2023
B	Pennsylvania	Agent	Approved	07/24/2024
B	Rhode Island	Agent	Approved	04/22/2026
B	South Carolina	Agent	Approved	02/23/1993
B	South Dakota	Agent	Approved	05/22/2020
B	Tennessee	Agent	Approved	01/18/2011
B	Texas	Agent	Approved	02/10/2017
IA	Texas	Investment Adviser Representative	Restricted Approval	02/13/2017



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Virginia	Agent	Approved	03/14/2018
<b>B</b> Washington	Agent	Approved	10/21/2019
<b>B</b> Wisconsin	Agent	Approved	06/21/2000
<b>IA</b> Wisconsin	Investment Adviser Representative	Approved	08/02/2024

### Branch Office Locations

**AMERIPRISE FINANCIAL SERVICES, LLC**  
Thomson, GA

**AMERIPRISE FINANCIAL SERVICES, LLC**  
New Auburn, WI

**AMERIPRISE FINANCIAL SERVICES, LLC**  
116 Cooper Dr Ste B  
Augusta, GA 30907-0007



## 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
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No information reported.

#### General Industry/Product Exams

Exam	Category	Date
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<b>B</b> Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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<b>B</b> General Securities Representative Examination (S7)	Series 7	06/23/1992
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#### State Securities Law Exams

Exam	Category	Date
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<b>IA</b> Uniform Investment Adviser Law Examination (S65)	Series 65	07/14/1997
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<b>B</b> Uniform Securities Agent State Law Examination (S63)	Series 63	06/24/1992
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### 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
B	06/25/1992 - 07/03/2006	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
03/2020 - Present	Ameriprise Financial Services, LLC	Registered Rep	Y	Evans, GA, United States
09/2005 - 03/2020	Ameriprise Financial Services, Inc.	Registered Rep	Y	Evans, GA, 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.

Real Estate Ownership; Commercial; 601 N. Belair Square, STE 29, Evans GA 30809, ; Not Investment-Related; 11/01/1999 / Commercial; 11500 280th Ave, New Auburn, WI 54757, ; Not Investment-Related; 09/01/2018. Business Ownership; Evans Office LLC; ; This LLC will be used to manage staff and office costs of my Financial Advisory Franchise; 601 N Belair Square, STE 29 Evans, GA 30809, ; Not Investment-Related; 05/12/2014; 10 to 19 hours per month; 1 to 9 during trading hours / Hess Homes LLC; ; Real Estate holding company owning Apartment Complexes. This was previously disclosed in July of 2011 and per John J Quinn, Sales Supervision Manager - Outside Business Activities, CSU we are moving this disclosure from the Real Estate Ownership section to the Business ownership section.; Hess Street, Fairbanks AK, ; Investment-Related; 08/01/2011; 1 to 9 hours per month; 0 during trading hours / Monument Financial LLC; ; This is a holding company for the office rental property we own.; 601 N. Belair Office Sq. Ste 29 Evans, GA 30809, ; Not Investment-Related; 11/01/1999; 1 to 9 hours per month; 0 during trading hours. Other Business Activities; Homes For Our Troops; I am providing pro bono financial planning to a military family through Homes for Our Troops, a FPA-sponsored pro bono financial planning program. This activity involves no use of Ameriprise-branded materials and no sale of Ameriprise products.; Foundation for Financial Planning 1425 K Street NW, Suite 750 Wa, ; ; 09/23/2016; 1 to 9 hours per month; 1 to 9 during trading hours / Authoring a book; I would like to write a short book identifying how the reader could improve their financial life. I would go into both financial concepts and emotional or psychological concepts in my writing. The intended audience for the book is the general public, but since I plan to offer the book to fellow advisors, clients and prospective clients I feel this would need to be signed off on by ACMR (who needs OBA approval before I can submit to them). I plan to market the book via media appearances, a web site dedicated for the book (not my Ameriprise web site) and my personal social media. The core advice would come down to having the reader identify their core values. With their core values in mind to develop goals consistent with their values in the areas of Financial Wealth, Physical Wealth, Personal Health Wealth and Time Wealth. If possible, I would like to share experiences I've had with clients and even include client written descriptions of their experiences with me about the emotional side of identifying what's truly important to them. Topics to cover would include: Identifying core values Defining wealth Finding an Accountability Partner Overcoming Fear Dealing with emotions The interviewing process between a client and financial advisor, and how important it is for the advisor the reader decides to work with needs to understand more than just the numbers. Goal setting with heart (recognizing emotion goals, not so much financial goals). I've put together an outline of what I'd like to write (essentially what's above). but I do not have a title or anything finished at this time. I placed the start date as tomorrow as I'd like to begin in earnest putting this together. There is not a web site for the book, but I would like to create one if possible. ; 6413 Rousseau Creek Road, ,



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

Thomson, GA, 30824; Not Investment-Related; 03/21/2025; 1 to 9 hours per month; 0 during trading hours



## 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

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	AMERIPRISE FINANCIAL SERVICES, INC.
<b>Allegations:</b>	THE CLIENT ALLEGED SHE WAS INVESTED OUTSIDE OF HER RISK TOLERANCE, THE VUL PURCHASED IN 1997 AND 2004 WERE INAPPROPRIATE AND SHE WAS CHARGED EXCESSIVE FEES FROM 1993-2009.
<b>Product Type:</b>	Insurance
<b>Alleged Damages:</b>	\$85,098.93
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

### Customer Complaint Information

<b>Date Complaint Received:</b>	11/12/2009
<b>Complaint Pending?</b>	No
<b>Status:</b>	Denied
<b>Status Date:</b>	03/12/2010

#### Settlement Amount:

**Individual Contribution Amount:**



**Broker Statement**

THE FIRM FOUND THE ADVISOR RECOMMENDED APPROPRIATE INVESTMENTS FOR THE CLIENT'S STATED GOALS AND OBJECTIVES AT THE TIME OF PURCHASE, AND THE FEES CHARGED WERE APPROPRIATE FOR THE LEVEL OF SERVICE PROVIDED.



## End of Report

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