User Guidance

www.adviserinfo.sec.gov

IAPD Report

ROBERT MICHAEL ALVAREZ

CRD# 2242198

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

ROBERT MICHAEL ALVAREZ (CRD# 2242198)

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 **11/24/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	CRD# 144426	05/21/2014

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	PRIMUS FINANCIAL SERVICES, LLC	307060	ORLANDO, FL	04/11/2025 - 11/24/2025
B	INTERNATIONAL ASSETS ADVISORY, LLC	10645	Metairie, LA	05/27/2014 - 11/30/2023
IA	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	144426	METAIRIE, LA	05/28/2014 - 12/31/2015

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
Regulatory Event	1
Customer Dispute	5
Termination	2

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: **INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC**

Main Address: 111 NORTH ORANGE AVENUE
SUITE 1000
ORLANDO, FL 32801

Firm ID#: 144426

	Regulator	Registration	Status	Date
IA	Louisiana	Investment Adviser Representative	Approved	05/21/2014

Branch Office Locations

INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC
831 N. WOODLAWN AVENUE
METAIRIE, LA 70001

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 1 state securities law exam.

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	07/13/2000

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	06/04/2001

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	04/11/2025 - 11/24/2025	PRIMUS FINANCIAL SERVICES, LLC	CRD# 307060	ORLANDO, FL
B	05/27/2014 - 11/30/2023	INTERNATIONAL ASSETS ADVISORY, LLC	CRD# 10645	Metairie, LA
IA	05/28/2014 - 12/31/2015	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	CRD# 144426	METAIRIE, LA
IA	04/15/2013 - 05/06/2013	LPL FINANCIAL LLC	CRD# 6413	METAIRIE, LA
B	04/12/2013 - 05/06/2013	LPL FINANCIAL LLC	CRD# 6413	METAIRIE, LA
IA	11/16/2005 - 04/25/2013	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	METAIRIE, LA
B	10/03/2000 - 04/25/2013	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	METAIRIE, LA
B	10/03/2000 - 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
04/2025 - Present	PRIMUS	REGISTERED REPRESENTATIVE	Y	METAIRIE, LA, United States
05/2014 - Present	INTERNATIONAL ASSETS INVESTMENT MANAGEMENT, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	METAIRIE, LA, United States
05/2014 - 11/2023	INTERNATIONAL ASSETS ADVISORY LLC	FINANCIAL ADVISOR	Y	METAIRIE, LA, 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) NOLA FINANCIAL-WEALTH MANAGEMENT, INC. 2800 VETERANS MEMORIAL BLVD STE 258 METAIRIE, LA 70002 - PRIVATE LABEL ENTITY FOR FINANCIAL PLANNING PRACTICE - PRESIDENT/ADVISOR SINCE 6/2014 - APPROX 160 HRS/MO - 1099/W2 INCOME FROM IAA

Registration & Employment History

OTHER BUSINESS ACTIVITIES

2) REBIRTH REALTY LLC 2526 METAIRIE RD METAIRIE, LA 70002 - SET UP FOR MGMT OF ONE RENTAL PROPERTY - 100% OWNER SINCE 3/2013 - APPROX 4 HRS/MO - RENTAL INCOME
3) INTERNATIONAL ASSETS INVESTMENT MANAGEMENT LLC 111 N ORANGE AVE, STE 1000, ORLANDO, FL 32801 ORLANDO, FL 32801 - RIA AFFILIATE OF INTERNATIONAL ASSETS ADVISORS - ADVISOR SINCE 5/2014 - APPROX 90 HRS/MO - FEE BASED COMPENSATION
4) LIFE2HEALTH 45653 UNIVERSITY PARK AVENUE, HAMMOND, LA 70401 - MORTGAGE INSURANCE - AGENT/REPRESENTATIVE SINCE 9/2020 - APPROX 8 HRS/MO - COMMISSIONS

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
Regulatory Event	1
Customer Dispute	5
Termination	2

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Individual
Regulatory Action Initiated By:	STATE OF LOUISIANA
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	09/21/2020
Docket/Case Number:	246549
Employing firm when activity occurred which led to the regulatory action:	INTERNATIONAL ASSETS ADVISORY, LLC
Product Type:	Insurance
Allegations:	VIOLATION OF LOUISIANA INSURANCE CODE, TITLE 22, R.S 22:1554 USING FRAUDULENT, COERCIVE OR DISHONEST PRACTICES OR MISREPRESENTATION IN THE CONDUCT OF BUSINESS.
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	09/21/2020

Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$500.00
Portion Levied against individual:	$500.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	09/22/2020
Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	BROKER CONTENDS THAT THIS ENTRY IS MORE THE RESULT OF A DISGRUNTLED FORMER BUSINESS PARTNER THAN IT IS AN INDICATION OF WRONGDOING ON HIS PART.

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 5

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	INTERNATIONAL ASSETS ADVISORY, LLC
Allegations:	BREACH OF CONTRACT AND WARRANTIES, VIOLATION OF STATE SECURITIES STATUTES, VICARIOUS LIABILITY
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	$500,000.00
Alleged Damages Amount Explanation (if amount not exact):	$500,000-$1,000,000 PER SOC
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	23-01002
Filing date of arbitration/CFTC reparation or civil litigation:	04/14/2023

Customer Complaint Information

Date Complaint Received:	04/17/2023
Complaint Pending?	No
Status:	Settled
Status Date:	07/30/2024
Settlement Amount:	$130,000.00
Individual Contribution Amount:	$0.00
Broker Statement	Broker was not a named respondent in the claimant's arbitration.

Disclosure 2 of 5

Reporting Source:	Individual

Employing firm when activities occurred which led to the complaint:	INTERNATIONAL ASSETS ADVISORY, LLC
Allegations:	UNSUITABILITY, COMMON LAW FRAUD, BREACH OF CONTRACT, NEGLIGENT SUPERVISION
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	NO DAMAGE AMOUNT IS ALLEGED, HOWEVER, THE FIRM BELIEVES IT COULD BE IN EXCESS OF $5000.00
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	#21-01728
Filing date of arbitration/CFTC reparation or civil litigation:	07/06/2021

Customer Complaint Information

Date Complaint Received:	07/08/2021
Complaint Pending?	No
Status:	Settled
Status Date:	09/29/2022
Settlement Amount:	$90,000.00
Individual Contribution Amount:	$0.00
Broker Statement	BROKER WAS NOT A NAMED RESPONDENT IN THE CLAIMANT'S ARBITRATION STATEMENT.

Disclosure 3 of 5

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	INTERNATIONAL ASSETS ADVISORY, LLC
Allegations:	UNAUTHORIZED TRADING
Product Type:	Mutual Fund Other: ETF
Alleged Damages:	$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	NOT SPECIFIED BUT BELIEVED TO BE OVER $5000

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:	02/12/2018
Complaint Pending?	No
Status:	Denied
Status Date:	02/12/2018
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	TRADES OCCURED AT AN AFFILIATED RIA. THE ADVISOR HAD FULL AND EXCLUSIVE DISCRETION TO MANAGE ALL INVESTMENTS.

Disclosure 4 of 5

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	AMERIPRISE FINANCIAL SERVICES,INC.
Allegations:	THE CLIENT ALLEGED THERE WERE UNAUTHORIZED TRADES DURING APRIL AND MAY 2011.
Product Type:	Equity Listed (Common & Preferred Stock) Mutual Fund
Alleged Damages:	$17,000.00
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:	07/25/2011
Complaint Pending?	No
Status:	Denied
Status Date:	08/09/2011
Settlement Amount:	
Individual Contribution Amount:	

Disclosure 5 of 5

Reporting Source:	Individual

Employing firm when activities occurred which led to the complaint:	AMERIPRISE FINANCIAL SERVICES INC
Allegations:	IN 2003 THE COMPANY MOVED FROM A SIMPLE IRA PLAN TO A 401K AND THE TRUSTEE ALLEGES THE FEES WERE INAPPROPRIATE AND NEVER FULLY EXPLAINED. THE TRUSTEE REQUESTED A 75% WAIVER OF A $13,000 FEE.
Product Type:	Mutual Fund(s)
Alleged Damages:	$9,750.00

Customer Complaint Information

Date Complaint Received:	06/09/2006
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	08/08/2006
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	WE FOUND THAT THE TRUSTEES OF THE 401(K) PLAN RECEIVED DISCLOSURE OF THE FEES INCLUDING THE DISPUTED SURRENDER CHARGE AND THAT THE PLAN WAS SUITABLE AT THE TIME OF SALE.

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 2

Reporting Source:	Individual
Firm Name:	LPL FINANCIAL LLC
Termination Type:	Discharged
Termination Date:	05/02/2013
Allegations:	DID NOT DISCLOSE TO THE FIRM'S COMPLIANCE DEPARTMENT DURING THE FIRM'S NEW ADVISOR DUE DILIGENCE PROCESS THAT HE WAS CURRENTLY UNDER SUSPENSION AT HIS PREVIOUS BROKER-DEALER.
Product Type:	No Product
Broker Statement	WITH RESPECT TO THE FINRA INVESTIGATION INCITED FROM THE ACTIONS OF THE PRIOR FIRM, MR. ALVAREZ ADAMANTLY DEFENDED AGAINST ALL CHARGES. THE INVESTIGATION WAS ULTIMATELY CLOSED WITHOUT FURTHER ACTION. After filing a separate action to remove the disclosure, LPL entered into a confidential settlement with Mr. Alvarez.

Disclosure 2 of 2

Reporting Source:	Firm
Firm Name:	AMERIPRISE FINANCIAL SERVICES, INC.
Termination Type:	Permitted to Resign
Termination Date:	04/19/2013
Allegations:	ADVISOR WAS SUSPENDED ON MARCH 28, 2013 UPON COMPANY DETERMINATION OF POLICY VIOLATIONS RELATED TO A STAFF MEMBER COMPLETING THE ADVISOR'S 2012 STATE INSURANCE CONTINUING EDUCATION REQUIREMENTS. THE ADVISOR WAS PERMITTED TO RESIGN ON APRIL 19, 2013 FOLLOWING FIRM'S FINDINGS OF VIOLATIONS RELATED TO CLIENT SIGNATURES ISSUES AND FAILURE TO COMPLY WITH SUSPENSION REQUIREMENTS.
Product Type:	No Product

Reporting Source:	Individual
Firm Name:	AMERIPRISE FINANCIAL SERVICES
Termination Type:	Permitted to Resign
Termination Date:	04/19/2013
Allegations:	ADVISOR WAS SUSPENDED ON MARCH 28, 2013 UPON COMPANY DETERMINATION OF POLICY VIOLATIONS RELATED TO A STAFF MEMBER COMPLETING THE ADVISOR'S 2012 STATE INSURANCE CONTINUING EDUCATION REQUIREMENTS. THE ADVISOR WAS PERMITTED TO RESIGN ON APRIL 19, 2013 FOLLOWING FIRM'S FINDINGS OF VIOLATIONS RELATED

	TO CLIENT SIGNATURES ISSUES AND FAILURE TO COMPLY WITH SUSPENSION REQUIREMENTS.
Product Type:	No Product
Broker Statement	WITH RESPECT TO THE FINRA INVESTIGATION INCITED FROM THE ACTIONS OF THE PRIOR FIRM, MR. ALVAREZ ADAMANTLY DEFENDED AGAINST ALL CHARGES. THE INVESTIGATION WAS ULTIMATELY CLOSED WITHOUT FURTHER ACTION. After filing a separate action to remove the disclosure, Ameriprise entered into a confidential settlement with Mr. Alvarez.

End of Report

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