



IAPD Report

Eric Carl Willer

CRD# 2263899

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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

Eric Carl Willer (CRD# 2263899)

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 **05/21/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	INNOVATION PARTNERS LLC	CRD# 146344	08/22/2023
IA	IP FINANCIAL ADVISORY SERVICES LLC	CRD# 305772	02/11/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **24** 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	DIRECT SOURCE WEALTH ADVISORY	300201	Dallas, TX	05/09/2023 - 12/31/2024
IA	KESTRA ADVISORY SERVICES, LLC	283330	Irving, TX	06/15/2020 - 04/27/2021
B	KESTRA INVESTMENT SERVICES, LLC	42046	IRVING, TX	06/15/2020 - 04/27/2021

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
Regulatory Event	1
Judgment/Lien	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 **24** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **INNOVATION PARTNERS LLC**
Main Address: 5950 FAIRVIEW ROAD
SUITE 140
CHARLOTTE, NC 28210
Firm ID#: 146344

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	08/22/2023
B	FINRA	Investment Banking Representative	Approved	06/27/2025
B	Alabama	Agent	Approved	03/22/2024
B	Arizona	Agent	Approved	10/28/2024
B	Arkansas	Agent	Approved	05/12/2025
B	California	Agent	Restricted Approval	03/08/2024
B	Colorado	Agent	Approved	11/29/2023
B	Georgia	Agent	Approved	09/05/2023
B	Idaho	Agent	Approved	06/09/2025
B	Illinois	Agent	Approved	02/20/2024
B	Iowa	Agent	Approved	01/09/2024
B	Kansas	Agent	Approved	08/31/2023
B	Michigan	Agent	Approved	08/27/2024



Qualifications

Regulator	Registration	Status	Date
B Minnesota	Agent	Approved	01/26/2024
B Nebraska	Agent	Approved	04/22/2024
B Nevada	Agent	Approved	03/05/2026
B New York	Agent	Approved	06/17/2025
B Pennsylvania	Agent	Approved	09/12/2023
B South Carolina	Agent	Approved	10/24/2023
B South Dakota	Agent	Approved	12/19/2023
B Tennessee	Agent	Approved	12/06/2024
B Texas	Agent	Approved	08/22/2023
B Utah	Agent	Approved	10/23/2024
B Virginia	Agent	Approved	02/29/2024
B Wisconsin	Agent	Approved	02/29/2024
B Wyoming	Agent	Approved	01/29/2024

Branch Office Locations

INNOVATION PARTNERS LLC

Dallas, TX

Employment 2 of 2

Firm Name: **IP FINANCIAL ADVISORY SERVICES LLC**

Main Address: 5950 FAIRVIEW ROAD, SUITE 140
CHARLOTTE, NC 28210

Firm ID#: 305772



Qualifications

Regulator	Registration	Status	Date
IA Colorado	Investment Adviser Representative	Approved	03/10/2025
IA Texas	Investment Adviser Representative	Approved	02/11/2025

Branch Office Locations

IP FINANCIAL ADVISORY SERVICES LLC
Dallas, TX




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



Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	09/20/2010

General Industry/Product Exams

	Exam	Category	Date
	General Securities Representative Examination (S7TO)	Series 7TO	05/02/2023
	Investment Banking Registered Representative Examination (S79TO)	Series 79TO	05/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	Investment Banking Registered Representative Examination (S79)	Series 79	02/16/2018
	Futures Managed Funds Examination (S31)	Series 31	10/19/2017
	General Securities Representative Examination (S7)	Series 7	08/26/2009

State Securities Law Exams

	Exam	Category	Date
	Uniform Securities Agent State Law Examination (S63)	Series 63	08/19/2023
	Uniform Investment Adviser Law Examination (S65)	Series 65	03/04/1996



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Chartered Financial Analyst

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	05/09/2023 - 12/31/2024	DIRECT SOURCE WEALTH ADVISORY	CRD# 300201	Dallas, TX
IA	06/15/2020 - 04/27/2021	KESTRA ADVISORY SERVICES, LLC	CRD# 283330	Irving, TX
B	06/15/2020 - 04/27/2021	KESTRA INVESTMENT SERVICES, LLC	CRD# 42046	IRVING, TX
B	08/14/2015 - 06/15/2020	FUSION ANALYTICS SECURITIES LLC	CRD# 124245	DALLAS, TX
IA	08/23/2017 - 12/31/2019	FUSION ANALYTICS INVESTMENT PARTNERS LLC	CRD# 139321	CORAL SPRINGS, FL
IA	10/11/2010 - 12/31/2016	FUSION ANALYTICS INVESTMENT PARTNERS LLC	CRD# 139321	DALLAS, TX
B	08/27/2009 - 12/21/2011	FUSION ANALYTICS SECURITIES LLC	CRD# 124245	CORAL SPRINGS, FL
B	06/13/2000 - 10/31/2001	HOAK BREEDLOVE WESNESKI & CO.	CRD# 23728	DALLAS, TX
B	09/03/1994 - 08/08/1997	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	09/23/1992 - 09/19/1994	LEHMAN BROTHERS INC.	CRD# 7506	NEW YORK, NY

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
01/2025 - Present	IP Financial Advisory Services LLC	Investment Advisor Representative	Y	Charlotte, NC, United States
08/2023 - Present	Innovation Partners LLC	Registered Representative	Y	Charlotte, NC, United States
04/2023 - Present	WD Wealth Strategies	Wealth Strategist	Y	Lone Tree, CO, United States
05/2021 - 04/2023	Family First Life	Agent	N	Irving, TX, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
06/2020 - 05/2021	Halcyon Wealth Advisors	Registered Field Assistant	Y	Irving, TX, United States
06/2020 - 04/2021	Kestra Financial, Inc.	Registered Rep/Investment Advisor	Y	Irving, TX, United States
03/2014 - 06/2020	FUSION ANALYTICS SECURITIES LLC	REGISTERED REP	Y	NEW YORK, NY, United States
06/2009 - 06/2020	FUSION ANALYTICS INVESTMENT PARTNERS	INVESTMENT MANAGER	Y	DALLAS, 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. WD Wealth Strategies. 10463 Park Meadows Dr., Suite 211, Tax Advisory Services, financial plans, life insurance, educating clients. Earns commissions/overrides____
2. Green Day. greendayfinance.com Green Tree Solar referrals, Solars Panels referral. Referral fees.____
3. Capstone Colorado. Life insurance Agent. 2000 S Colorado Blvd. Tower II, Suite 800., Denver, CO 80222. Suite Receives overrides. 10hrs per week.____
4. Mass Mutual. Life agent. 1295 State Street, Springfield, MA 01111. <https://www.massmutual.com/>. Receives commissions. 10hrs per week.____

Name of Business: Crossfield Partners
Investment-Related Nature: No
Address of the Other Business: Dallas, TX 75214
Nature of the Other Business: Life Insurance
Position, Title, or Relationship: Agent
Start Date of the Relationship: 07/2026
Approximate Number of Hours per Month Devoted: 20 hours/month

Name of Business: Mass Mutual Life Insurance Co. Ltd.
Investment-Related Nature: No
Address of the Other Business: Dallas, TX 75214
Nature of the Other Business: Life Insurance
Position, Title, or Relationship: Agent
Start Date of the Relationship: 06/2026
Approximate Number of Hours per Month Devoted: 12 hours/month



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
Judgment/Lien	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:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	12/03/2021
Docket/Case Number:	2018059545603
Employing firm when activity occurred which led to the regulatory action:	FUSION ANALYTICS SECURITIES LLC
Product Type:	Other: Private placement bonds
Allegations:	Without admitting or denying the findings, Willer consented to the sanction and to the entry of findings that he recommended bonds in two private placement offerings without having a reasonable basis, and negligently distributed misleading communications concerning the offerings. The findings stated that Willer performed no investigation of the issuer or its management in connection with the offerings, other than reviewing offering documents prepared by the issuers and promoters. Furthermore, the offering documents Willer used and distributed to potential investors in the sale of the bonds contained multiple material misrepresentations that Willer failed to recognize. As a result of Willer's failure to conduct reasonable due diligence of the issuer, its management, and the offerings, Willer had no reasonable basis to believe that the offerings were suitable for any investor. In addition, Willer negligently misrepresented and omitted material facts when he distributed the misleading offering documents to potential investors, who collectively invested \$460,000 in the offerings.
Current Status:	Final



Resolution: Acceptance, Waiver & Consent(AWC)

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: 12/03/2021

Sanctions Ordered: Suspension
Other: In light of Willer's financial status, no monetary sanction has been imposed.

If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise? No

(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?

(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or



(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

Sanction 1 of 1

Sanction Type:	Suspension
Capacities Affected:	All Capacities
Duration:	Nine Months
Start Date:	12/06/2021
End Date:	09/05/2022

Reporting Source:	Individual
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	12/03/2021
Docket/Case Number:	2018059545603
Employing firm when activity occurred which led to the regulatory action:	FUSION ANALYTICS SECURITIES LLC
Product Type:	Other: Private Placement Bonds
Allegations:	Failed to conduct reasonable due diligence and negligently omitted material facts in a bond offering.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
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:	12/03/2021



Sanctions Ordered: Suspension

Sanction 1 of 1

Sanction Type: Suspension

Capacities Affected: All capacities

Duration: 9 months

Start Date: 12/06/2021

End Date: 09/05/2022

Broker Statement

I participated in a bond offering for a company that I personally invested in and knew well. All of my clients made money in the offering.



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 2

Reporting Source:	Individual
Judgment/Lien Holder:	Bank of America
Judgment/Lien Amount:	\$15,790.76
Judgment/Lien Type:	Civil
Date Filed with Court:	12/23/2020
Date Individual Learned:	08/15/2023
Type of Court:	State Court
Name of Court:	Justice of the Peace 5-1
Location of Court:	Dallas, TX
Docket/Case #:	JX20029220
Judgment/Lien Outstanding?	Yes
Broker Statement	Was unemployed and underemployed for a period of time. Currently working on payment plan.

Disclosure 2 of 2

Reporting Source:	Individual
Judgment/Lien Holder:	Bank of America
Judgment/Lien Amount:	\$17,495.27
Judgment/Lien Type:	Civil
Date Filed with Court:	12/28/2020
Date Individual Learned:	08/15/2023
Type of Court:	State Court
Name of Court:	Justice of the Peace 5-1
Location of Court:	Dallas, TX
Docket/Case #:	JX20029500
Judgment/Lien Outstanding?	Yes
Broker Statement	I was unemployed and underemployed for a period of time. Currently working on payment plan.



End of Report

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