



IAPD Report

JOHN J LONG

CRD# 2319091

<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

JOHN J LONG (CRD# 2319091)

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 **06/11/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	09/09/1999
IA	TOTAL CLARITY WEALTH MANAGEMENT, INC	CRD# 142728	12/21/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **4** 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	CAPITAL POINT FINANCIAL GROUP, LTD.	171867	GLENVIEW, IL	11/08/2019 - 01/08/2024
IA	LPL FINANCIAL LLC	6413	GLENVIEW, IL	11/01/1999 - 10/06/2020
B	EDWARD D. JONES & CO., L.P.	250	ST. LOUIS, MO	10/13/1995 - 08/27/1999

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

Employment 1 of 2

Firm Name: **TOTAL CLARITY WEALTH MANAGEMENT, INC**
Main Address: 525 TYLER RD
SUITE T
ST. CHARLES, IL 60174
Firm ID#: 142728

	Regulator	Registration	Status	Date
IA	Illinois	Investment Adviser Representative	Approved	12/21/2023

Branch Office Locations

TOTAL CLARITY WEALTH MANAGEMENT, INC
LISLE, IL

Employment 2 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	09/09/1999
B	FINRA	General Securities Principal	Approved	09/22/1999
B	Arizona	Agent	Approved	06/24/2019
B	Illinois	Agent	Approved	09/09/1999
B	Ohio	Agent	Approved	08/13/2015
B	Pennsylvania	Agent	Approved	04/13/2015



Qualifications

Branch Office Locations

LPL FINANCIAL LLC
LISLE, IL



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

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	09/20/1999

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	01/26/1993

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	10/25/1999
B	Uniform Securities Agent State Law Examination (S63)	Series 63	08/14/1995



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	11/08/2019 - 01/08/2024	CAPITAL POINT FINANCIAL GROUP, LTD.	CRD# 171867	GLENVIEW, IL
IA	11/01/1999 - 10/06/2020	LPL FINANCIAL LLC	CRD# 6413	GLENVIEW, IL
B	10/13/1995 - 08/27/1999	EDWARD D. JONES & CO., L.P.	CRD# 250	ST. LOUIS, MO

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
12/2023 - Present	TOTAL CLARITY WEALTH MANAGEMENT, INC	INVESTMENT ADVISOR REPRESENTATIVE	Y	ST. CHARLES, IL, United States
08/1999 - Present	LPL FINANCIAL, LLC	REGISTERED REPRESENTATIVE	Y	GLENVIEW, IL, United States
07/2019 - 12/2023	CAPITAL POINT FINANCIAL GROUP, LTD.	INVESTMENT ADVISER REPRESENTATIVE	Y	GLENVIEW, IL, United States
11/1999 - 10/2020	LPL FINANCIAL, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	GLENVIEW, IL, 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) 03/23/2004- Non-Variable Insurance - Investment Related - At Reported Business Location(s)
- (2) 12/07/2004- Non-Variable Insurance - Investment Related - At Reported Business Location(s)
- (3) 3/26/2008: NO BUSINESS NAME - Not Investment Related - REFEREE - Time Spent 10% - OFFICIATE HIGH SCHOOL AND MIDDLE SCHOOL FOOTBALL
- (4) 8/19/2013: NO BUSINESS NAME - Not Investment Related - COACH/REFEREE - Time Spent 5% - REFEREEING YOUTH AND HIGH SCHOOL BASKETBALL- -compensated per game; assigned by assignors for individual conferences.
- (5) 6/1998 - J. Long & Associates - Not Investment Related - Home Based - Business Entity For Tax/Investment Purposes Only - 0 Hours Per Month/ 0 Hours During Securities Trading



Registration & Employment History



OTHER BUSINESS ACTIVITIES

(6) 01/26/2024 - Total Clarity Wealt Management, Inc - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s) - Start Date 12/21/2023 - 140 Hours Per Month/ 7 Hours During Trading

(7) 01/29/2024 - Total Clarity Wealth Management, Inc - Registered Investment Advisor Hybrid - IAR - Investment Related - At Reported Business Location(s) - Start Date 12/21/2023 - 140 Hours Per Month/ 6 Hours During Trading - I provide investment advisory services through Total Clarity Wealth Management, an independent investment advisor firm. I started this business activity in 12/2023. I expect to spend approximately 140 hours per month on this activity. Please see the advisory firm's Form ADV for more information about its address, the nature of its business, its owners, and its services at <http://www.adviserinfo.sec.gov/IAPD>. The firm is separate from and independent of LPL Financial.



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: Firm

Employing firm when activities occurred which led to the complaint: EDWARD JONES

Allegations: THE CLIENTS STATE THEY INSTRUCTED THEIR FORMER IR TO PURCHASE 100 SHARES OF SUNW IN EARLY JULY OF 1999. THE CLIENTS STATE THE IR FAILED TO PURCHASE THE SHARES. SUNW WAS TRADING AROUND \$70 IN EARLY JULY AND IS CURRENTLY AT \$136.
THE CLIENTS STATE THEY INSTRUCTED THEIR FORMER IR TO PURCHASE 100 SHARES OF SUNW IN EARLY JULY OF 1999. THE CLIENTS STATE THE IR FAILED TO PURCHASE THE SHARES. SUNW WAS TRADING AROUND \$70 IN EARLY JULY AND IS CURRENTLY AT \$136.

Product Type: Equity - OTC

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 11/26/1999

Complaint Pending? No

Status: Denied

Status Date: 12/21/1999

Settlement Amount:

Individual Contribution Amount:

**Firm Statement**

THE IR STATES THE CLIENTS INSTRUCTED HIM TO MAKE SEVERAL PURCHASES IN EARLY JULY. THE CLIENTS RECEIVED CONFIRMS FOR THOSE PURCHASES WHICH DID NOT INCLUDE SUNW. THE IR STATES THE CLIENT CALLED HIM SEVERAL WEEKS LATER INQUIRING ABOUT THE CURRENT PRICE OF SUNW. THE IR STATES HE EXPLAINED THEY DID NOT OWN SUNW BUT THAT IT COULD BE PURCHASED AT ANY TIME. THE IR STATES THE CLIENT TOLD HIM THEY CHANGED THEIR MIND ABOUT THE PURCHASE. THE CLIENTS RECEIVED MONTHLY STATEMENTS FROM JULY THROUGH OCTOBER WHICH INDICATED THE STOCK WAS NOT HELD IN THEIR ACCOUNT. CLAIM DENIED.

.....

Reporting Source:

Individual

Employing firm when activities occurred which led to the complaint:

EDWARD JONES

Allegations:

CLIENT AND I REVIEWED SEVERAL STOCKS FOR PURCHASE, BOUGHT 3 STOCKS. CLIENT CALLED A MONTH LATER TO INQUIRE ABOUT SUNW, AND I SAID IT WASN'T IN THE ACCOUNT. I DID NOT RECALL IT AS ONE OF THE STOCKS TO BUY, BUT DID DISCUSS SUNW WITH THE OTHERS. AT THAT TIME SUNW WAS SELLING AT ABOUT \$7-\$8 ABOVE THE PRICE A MONTH EARLIER. CLIENT DECLINED TO BUY AT THAT TIME. THE CURRENT SPLIT ADJUSTED PRICE IS THE SAME AS DATES IN JUNE - AUGUST 1999.

Product Type:

Equity - OTC

Other Product Type(s):

COMMON STOCK - OTC

Alleged Damages:

\$5,000.00

Customer Complaint Information**Date Complaint Received:**

11/26/1999

Complaint Pending?

No

Status:

Denied

Status Date:

12/21/1999

Settlement Amount:

\$0.00

Individual Contribution Amount:

\$0.00

Broker Statement

CLIENTS, - SEVERAL STOCKS FOR PURCHASE IN EARLY JULY 1999. THEY BOHOSE 4 STOCKS TO BUY OF 8 OR 9 LOOKED AT. IN AUGUST, ONE CLIENT CALLED ASKING ABOUT SUN MICROSYSTEMS PRICE, AND INDICATED THAT SHE THOUGHT THEY BOUGHT SUN MICROSYSTEMS (SUNW). I SAID THAT I DID NOT RECALL THAT AS ONE OF THE STOCKS TO BUY IN JULY, BUT THAT IT WAS STILL A GOOD STOCK TO ADD TO THEIR HOLDINGS. IT WAS SELLING FOR \$6 HIGHER PER SHARE THAN IN JULY. SHE DECLINED TO BUY AT THAT TIME. I APOLOGIZED FOR ANY CONFUSION BUT NEVER REMEMBERED ANY INSTRUCTION TO BUY SUNW IN JULY OR AT ANY OTHER TIME.



End of Report

This page is intentionally left blank.