



IAPD Report

ERIK ORTLIEB STRID

CRD# 2332826

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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

ERIK ORTLIEB STRID (CRD# 2332826)

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 **06/26/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PURSHE KAPLAN STERLING INVESTMENTS	CRD# 35747	02/19/2014
IA	CONCENTUS WEALTH ADVISORS	CRD# 170052	02/20/2014

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **11** 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	WELLS FARGO ADVISORS, LLC	19616	BERWYN, PA	03/17/2003 - 02/25/2014
B	WELLS FARGO ADVISORS, LLC	19616	BERWYN, PA	03/07/2003 - 02/25/2014
IA	MERRILL LYNCH PIERCE FENNER & SMITH INC.	7691	KING OF PRUSSIA, PA	09/21/2000 - 03/12/2003

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
Criminal	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 11 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **PURSHE KAPLAN STERLING INVESTMENTS**

Main Address: 80 STATE STREET
ALBANY, NY 12207

Firm ID#: 35747

Regulator	Registration	Status	Date
 FINRA	General Securities Representative	Approved	02/19/2014
 California	Agent	Approved	02/19/2014
 Connecticut	Agent	Approved	02/19/2014
 Delaware	Agent	Approved	02/19/2014
 Florida	Agent	Approved	02/19/2014
 Hawaii	Agent	Approved	02/19/2014
 Indiana	Agent	Approved	02/26/2014
 Maryland	Agent	Approved	02/19/2014
 New Jersey	Agent	Approved	02/19/2014
 New York	Agent	Approved	02/19/2014
 Pennsylvania	Agent	Approved	02/19/2014
 South Carolina	Agent	Approved	02/19/2014

Branch Office Locations



Qualifications

3803 West Chester Pike
Suite 225
Newtown Square, PA 19073

Employment 2 of 2

Firm Name: **CONCENTUS WEALTH ADVISORS**

Main Address: 3803 WEST CHESTER PIKE
SUITE 225
NEWTOWN SQUARE, PA 19073

Firm ID#: 170052

Regulator	Registration	Status	Date
IA Pennsylvania	Investment Adviser Representative	Approved	02/20/2014

Branch Office Locations

CONCENTUS WEALTH ADVISORS
3803 WEST CHESTER PIKE
SUITE 225
NEWTOWN SQUARE, PA 19073



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
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	05/04/1993

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	05/16/1994
B Uniform Securities Agent State Law Examination (S63)	Series 63	05/11/1993

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **2** professional designation(s).

Certified Financial Planner

Chartered Financial Consultant

This representative holds or did hold **2** 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	03/17/2003 - 02/25/2014	WELLS FARGO ADVISORS, LLC	CRD# 19616	BERWYN, PA
B	03/07/2003 - 02/25/2014	WELLS FARGO ADVISORS, LLC	CRD# 19616	BERWYN, PA
IA	09/21/2000 - 03/12/2003	MERRILL LYNCH PIERCE FENNER & SMITH INC.	CRD# 7691	KING OF PRUSSIA, PA
B	07/08/1993 - 03/12/2003	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	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
02/2014 - Present	CONCENTUS WEALTH ADVISORS	MANAGING MEMBER & INVESTMENT ADVISOR	Y	Newton Square, PA, United States
02/2014 - Present	PURSHE KAPLAN STERLING INVESTMENTS	REGISTERED REP	Y	ALBANY, NY, 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) CONCENTUS WEALTH ADVISORS. Investment Related. 3803 West Chester Pike, Suite 225 Newtown Square, PA 19073. Financial Services. CEO/Principal. Start 2/19/2014. 200 hours per month, 150 during trading. Client Relationship Manager.
- 2) PKS FINANCIAL SERVICES; INVESTMENT RELATED 80 STATE ST, ALBANY, NY 12207; FIXED INSURANCE; INSURANCE AGENT; SALES & SERVICE OF FIXED LIFE INSURANCE & ANNUITY CONTRACTS
- 3) MILLENIUM BROKERAGE GROUP INVESTMENT RELATED. 100 WINNERS CIRCLE SUITE 100 BRENTWOOD, TN 37027. INSURANCE. PRINCIPAL PRODUCER. START 10/2014. 1 HR/MONTH 1 DURING TRADING. PRODUCER INSURANCE AGENT.
- 4) TIME, A CRUMP COMPANY INVESTMENT RELATED. 21550 OXRARD ST. SUITE 500 WOODLAND HILLS, CA 91367. INSURANCE. PRINCIPAL,PRODUCER. START 10/2014. 1 HR/MONTH, 1 DURING TRADING. PRODUCER, INSURANCE AGENT.
- 5) DYNASTY INSURANCE SERVICES INVESTMENT RELATED. 1350 AVENUE OF THE AMERICAS, NEW YORK, NY 10019. INSURANCE. PRINCIPLE, PRODUCER. START 10/2014. 1 HR/MONTH 1 DURING TRADING. PRODUCER,INSURANCE



Registration & Employment History

OTHER BUSINESS ACTIVITIES

AGENT.

6) BKA Private Wealth Consultants. Investment Related. PO Box 359, Malvern, PA 19355. Insurance. Agent. 09/2017. 1 Hr/Mo; All During Trading Hours. Producer Insurance Agent.

7)AUTHOR- CLARITY; INVESTMENT RELATED; 1000 CONTINENTAL DR #560 KOP, PA 19406; AUTHOR OF BOOK - CLARITY; AUTHOR; 4/2018; 0 HOURS/MONTH; 0 HOURS/MONTH DURING SECURITIES HOURS; AUTHOR OF BOOK

8)AUTHOR- Explorers; INVESTMENT RELATED; 1000 CONTINENTAL DR #560 King Of Prussia, PA 19406; AUTHOR OF BOOK - Explorers; AUTHOR; 10/2019; 0 HOURS/MONTH; 0 HOURS/MONTH DURING SECURITIES HOURS; AUTHOR OF BOOK

9) J Wood Platt Scholarship. Non-Investment Related. 1974 Sproul Rd, Ste. 400, Broomall, PA 19008. Scholarship fund, trustee. Start 7/2019. 1hr/mo, 0hrs during trading hours. Trustee, raise awareness and donations for scholarship und. Nominate/Vote on scholarship recipients.



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
Criminal	1

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
Court Details:	PINELLAS COUNTY COURT (FLORIDA)CIVIL MISDEMEANOR CTC-90-08029MMANO-L
Charge Date:	03/18/1990
Charge Details:	FALSIFICATION OF IDENTIFICATION IN ORDER TO ENTER A BAR UNDER THE AGE OF 21.
Felony?	No
Current Status:	Final
Status Date:	03/23/1990
Disposition Details:	A FINE OF \$75.00 WAS IMPOSED AND WAS IMMEDIATELY PAID. NO OTHER FINE, SUSPENSION OR RESTRICTION WAS IMPOSED.
Broker Statement	DURING COLLEGE AND WHILE ON SPRING BREAK I ATTEMPTED TO USE A FALSE ID TO ENTER A BAR AND WAS CAUGHT. I WAS MADE TO APPEAR IN COURT, AND AFTER A SHORT PROCEEDING, WAS ISSUED A FINE WHICH I PROMPTLY PAID.



End of Report

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