



## IAPD Report

# William George Fisher Connell II

CRD# 2378217

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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 George Fisher Connell II (CRD# 2378217)

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 **07/15/2024**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	LPL FINANCIAL LLC	CRD# 6413	07/21/2021
<b>IA</b>	LPL FINANCIAL LLC	CRD# 6413	07/21/2021

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **18** 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>	WADDELL & REED	866	LIVONIA, MI	05/17/2016 - 07/21/2021
<b>IA</b>	WADDELL & REED	866	LIVONIA, MI	05/17/2016 - 07/21/2021
<b>IA</b>	WUNDERLICH SECURITIES, INC.	2543	LIVONIA, MI	11/12/2008 - 05/17/2016

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

### Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**  
Main Address: 1055 LPL WAY  
FORT MILL, SC 29715  
Firm ID#: 6413

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Representative	Approved	07/21/2021
<b>B</b>	Alabama	Agent	Approved	07/21/2021
<b>IA</b>	Alabama	Investment Adviser Representative	Approved	07/21/2021
<b>B</b>	Arizona	Agent	Approved	07/21/2021
<b>B</b>	California	Agent	Approved	07/21/2021
<b>IA</b>	California	Investment Adviser Representative	Approved	07/21/2021
<b>B</b>	Colorado	Agent	Approved	07/21/2021
<b>IA</b>	Colorado	Investment Adviser Representative	Approved	07/21/2021
<b>B</b>	Florida	Agent	Approved	07/21/2021
<b>IA</b>	Florida	Investment Adviser Representative	Approved	07/21/2021
<b>B</b>	Georgia	Agent	Approved	07/21/2021
<b>IA</b>	Georgia	Investment Adviser Representative	Approved	07/21/2021
<b>B</b>	Illinois	Agent	Approved	07/21/2021



### Qualifications

Regulator	Registration	Status	Date
IA Illinois	Investment Adviser Representative	Approved	07/21/2021
B Indiana	Agent	Approved	03/23/2022
B Kentucky	Agent	Approved	07/21/2021
IA Kentucky	Investment Adviser Representative	Approved	07/21/2021
B Maryland	Agent	Approved	07/21/2021
IA Maryland	Investment Adviser Representative	Approved	07/21/2021
B Massachusetts	Agent	Approved	08/05/2021
B Michigan	Agent	Approved	07/21/2021
IA Michigan	Investment Adviser Representative	Approved	07/21/2021
B North Carolina	Agent	Approved	07/21/2021
IA North Carolina	Investment Adviser Representative	Approved	07/21/2021
B Ohio	Agent	Approved	07/21/2021
IA Ohio	Investment Adviser Representative	Approved	07/21/2021
B Tennessee	Agent	Approved	07/21/2021
B Texas	Agent	Approved	07/21/2021
IA Texas	Investment Adviser Representative	Restricted Approval	07/21/2021
B Virginia	Agent	Approved	07/21/2021
IA Virginia	Investment Adviser Representative	Approved	07/21/2021



### Qualifications

	Regulator	Registration	Status	Date
<b>B</b>	Washington	Agent	Approved	07/21/2021
<b>IA</b>	Washington	Investment Adviser Representative	Approved	07/21/2021

### Branch Office Locations

**LPL FINANCIAL LLC**  
19500 VICTOR PKWY STE 540  
LIVONIA, MI 48152



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

#### Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	07/20/1999

#### General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Futures Managed Funds Examination (S31)	Series 31	09/11/2000
General Securities Representative Examination (S7)	Series 7	09/13/1993

#### State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	08/10/2006
Uniform Securities Agent State Law Examination (S63)	Series 63	09/20/1993

### 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	05/17/2016 - 07/21/2021	WADDELL & REED	CRD# 866	LIVONIA, MI
IA	05/17/2016 - 07/21/2021	WADDELL & REED	CRD# 866	LIVONIA, MI
IA	11/12/2008 - 05/17/2016	WUNDERLICH SECURITIES, INC.	CRD# 2543	LIVONIA, MI
B	11/10/2008 - 05/17/2016	WUNDERLICH SECURITIES, INC.	CRD# 2543	LIVONIA, MI
IA	08/14/2006 - 11/18/2008	FERRIS, BAKER WATTS, LLC	CRD# 285	PLYMOUTH, MI
B	09/21/2004 - 11/18/2008	FERRIS, BAKER WATTS INCORPORATED	CRD# 285	PLYMOUTH, MI
B	11/08/1999 - 09/22/2004	MORGAN STANLEY DW INC.	CRD# 7556	PURCHASE, NY
B	06/04/1998 - 11/18/1999	OLDE DISCOUNT CORPORATION	CRD# 5979	DETROIT, MI
B	09/30/1996 - 11/05/1997	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY
B	09/14/1993 - 10/14/1996	OLDE DISCOUNT CORPORATION	CRD# 5979	DETROIT, MI

### 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
07/2021 - Present	LPL FINANCIAL LLC	Financial Advisor	Y	LIVONIA, MI, United States
12/2016 - 07/2021	Life Guide Financial Consultants (DBA)	President	Y	Livonia, MI, United States
05/2016 - 07/2021	VARIOUS INSURANCE CARRIERS FOR W&R INSURANCE AGENCIES	INSURANCE AGENT	Y	WEST BLOOMFIELD, MI, United States
05/2016 - 07/2021	WADDELL & REED, INC	ASSOCIATED PERSON	Y	LIVONIA, MI, United States
09/2015 - 07/2021	MICHIGAN OPERA THEATER	TRUSTEE	N	DETROIT, MI, United States
05/2015 - 07/2021	Plymouth Advisory Group, LTD	President	N	Livonia, MI, United States



## Registration & Employment History

### EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/2004 - 07/2021	Schoolcraft College	Instructor	N	Livonia, MI, United States
08/2015 - 03/2018	LIVING ABUNDANT LIFE MINISTRIES	DIRECTOR	N	ROCHESTER HILLS, MI, 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- 09/2005 / SCHOOLCRAFT COLLEGE / Outside/W-2 Employment / 2 HR MNTH / Non Investment Related / Livonia, MI 48152
- 2- 09/2005 / Schoolcraft College / Teaching / 2 HR MNTH / Non Investment Related / LIVONIAMichigan
- 3- 04/2019 / Plymouth Advisory Group, Ltd. / Business Entity For Tax/Investment Purposes Only / Non Investment Related / Livonia, MI 48152
- 4- 05/2015 / DBA for LPL Business (entity for LPL business) / Life Guide Financial Consultants / Investment Related / Livonia, MI 48152
- 5- 07/09/2024 - Pence Financial Group - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s) - Start Date 07/01/2024 - 220 Hours Per Month/ 8 Hours During Trading



## 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>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	WADDELL & REED FINANCIAL INC. AND WUNDERLICH SECURITIES INC.
<b>Allegations:</b>	CLAIMANT ALLEGES BREACH OF FIDUCIARY DUTY, NEGLIGENCE, MISREPRESENTATION. 2015 - FEBRUARY 2017.
<b>Product Type:</b>	Equity-OTC Equity Listed (Common & Preferred Stock) Mutual Fund
<b>Alleged Damages:</b>	\$100,000.00

#### Arbitration Information

<b>Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):</b>	FINRA
<b>Docket/Case #:</b>	17-00339
<b>Date Notice/Process Served:</b>	02/14/2017
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	05/15/2018
<b>Monetary Compensation Amount:</b>	\$30,000.00
<b>Individual Contribution Amount:</b>	\$0.00



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**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** WADDELL & REED, INC.

**Allegations:** CLIENT THROUGH ATTORNEY, ALLEGES NEGLIGENCE AND BREACH OF FIDUCIARY DUTY IN THAT RR FAILED TO RECOMMEND SUITABLE INVESTMENTS, OPENED ACCOUNTS IN THE CLIENTS NAME WITHOUT THE KNOWLEDGE OR PERMISSION OF THE CLIENT, INCLUDING FORGED SIGNATURES ON ACCOUNT OPENING DOCUMENTS, AND WITHHELD INFORMATION FROM THE CLIENT REGARDING ACCOUNTS. ALLEGED ACTIVITIES TOOK PLACE BETWEEN MAY 17, 2016 AND OCTOBER 31, 2016.

**Product Type:** Equity Listed (Common & Preferred Stock)  
Mutual Fund

**Alleged Damages:** \$0.00

**Alleged Damages Amount Explanation (if amount not exact):** THE ARBITRATION CLAIM ALLEGES DAMAGES "ESTIMATED TO BE OVER \$100,000."

**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 Dispute Resolution

**Docket/Case #:** 17-00339

**Filing date of arbitration/CFTC reparation or civil litigation:** 02/07/2017

**Customer Complaint Information**

**Date Complaint Received:** 02/14/2017

**Complaint Pending?** No

**Status:** Evolved into Arbitration/CFTC reparation (the individual is a named party)

**Status Date:** 02/07/2017

**Settlement Amount:**

**Individual Contribution Amount:**

**Arbitration Information**

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** FINRA Dispute Resolution

**Docket/Case #:** 17-00339

**Date Notice/Process Served:** 02/14/2017

**Arbitration Pending?** No



<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	05/15/2018
<b>Monetary Compensation Amount:</b>	\$30,000.00
<b>Individual Contribution Amount:</b>	\$0.00
<b>Broker Statement</b>	I BELIEVE THE ALLEGATIONS WERE FALSE AND DISPUTED THEM. I DID NOT CONTRIBUTE TO THE SETTLEMENT.



## End of Report

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