



IAPD Report

EDWARD LEE GUNNELL II

CRD# 2435897

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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

EDWARD LEE GUNNELL II (CRD# 2435897)

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 **12/17/2020**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	GUNNELL FINANCIAL PLANNING	CRD# 286076	12/08/2016

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
IA	HBC WEALTH MANAGEMENT LLC	312091	PLAINFIELD, IN	01/14/2021 - 12/04/2021
IA	CETERA ADVISORS LLC	10299	CARMEL, IN	08/25/2015 - 11/30/2016
B	CETERA ADVISORS LLC	10299	CARMEL, IN	08/11/2015 - 11/30/2016

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
Termination	1
Financial	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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **GUNNELL FINANCIAL PLANNING**
Main Address: 3928 CLARKS CREEK RD
PLAINFIELD, IN 46168
Firm ID#: 286076

Regulator	Registration	Status	Date
IA Indiana	Investment Adviser Representative	Approved	12/08/2016

Branch Office Locations

GUNNELL FINANCIAL PLANNING
3928 CLARKS CREEK RD
PLAINFIELD, IN 46168





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



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	09/12/2003
 General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	06/27/1997

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	11/30/2016
 General Securities Representative Examination (S7)	Series 7	08/11/2015

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	08/24/2015
 Uniform Investment Adviser Law Examination (S65)	Series 65	12/15/1999

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	01/14/2021 - 12/04/2021	HBC WEALTH MANAGEMENT LLC	CRD# 312091	PLAINFIELD, IN
IA	08/25/2015 - 11/30/2016	CETERA ADVISORS LLC	CRD# 10299	CARMEL, IN
B	08/11/2015 - 11/30/2016	CETERA ADVISORS LLC	CRD# 10299	CARMEL, IN
IA	04/24/2008 - 07/17/2015	GUNNELL RETIREMENT AND ESTATE PLANNING LLC	CRD# 147037	PLAINFIELD, IN
IA	08/19/2004 - 03/13/2008	PRUDENTIAL FINANCIAL PLANNING SERVICES	CRD# 5685	SOUTH BEND, IN
B	05/19/2004 - 03/13/2008	PRUCO SECURITIES, LLC.	CRD# 5685	SOUTH BEND, IN
B	11/07/2003 - 05/04/2004	BANC ONE SECURITIES CORPORATION	CRD# 16999	CHICAGO, IL
IA	10/30/2003 - 05/04/2004	BANC ONE SECURITIES CORPORATION	CRD# 16999	ELKART, IN
B	01/13/2003 - 10/03/2003	NATCITY INVESTMENTS, INC.	CRD# 17490	CLEVELAND, OH
IA	01/13/2003 - 10/03/2003	NATCITY INVESTMENTS, INC.	CRD# 17490	FORT WAYNE, IN
IA	12/23/1998 - 10/31/2002	CHARLES SCHWAB & CO., INC.	CRD# 5393	INDIANAPOLIS, IN
B	04/19/1994 - 10/31/2002	CHARLES SCHWAB & CO., INC.	CRD# 5393	WESTLAKE, TX

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
12/2020 - Present	HBC Wealth Management	Principal	Y	Plainfield, IN, United States
11/2016 - Present	Gunnell Financial	Principal	Y	Plainfield, IN, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/2015 - 11/2016	CETERA ADVISORS LLC	REGISTERED REPRESENTATIVE/IA R	Y	DENVER, CO, 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.NAME OF OTHER BUSINESS: FIXED INSURANCE WITH VARIOUS COMPANIES INVESTMENT RELATED: YES
 ADDRESS: SAME AS REGISTERED LOCATION
 NATURE OF BUSINESS: FIXED INSURANCE
 START DATE: 05/2015
 APX NUMBER OF HOURS PER WEEK: 2
 APX NUMBER OF HOURS DURING TRADING HOURS: VARIES
 POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT BRIEF DESCRIPTION OF DUTIES: SELLS LIFE, HEALTH, DISABILITY, ANNUITIES AND LONG TERM CARE

2. NAME OF OTHER BUSINESS: GUNNELL FINANCIAL
 INVESTMENT RELATED: YES
 ADDRESS: SAME AS REGISTERED LOCATION
 NATURE OF BUSINESS: TAX AND ACCOUNTING, FINANCIAL PLANNING
 START DATE: 10/2016
 APX NUMBER OF HOURS PER WEEK: 40
 APX NUMBER OF TRADING HOURS PER WEEK: 20
 POSITION/TITLE/RELATIONSHIP: PRINCIPAL
 BRIEF DESCRIPTION OF DUTIES: TAX PREPARATION, REPRESENTATION, ACCOUNTING, AND AUDITING SERVICES, FINANCIAL PLANNING

3.N/A, NOT INVESTMENT RELATED, SAME AS RESIDENTIAL LOCATION IN 46032, COMMUNITY SPORTS, STARTED 7/27/15, REFEREE, APX 1/2014, SEASONAL, YOUTH SOCCER REF

4. NAME OF OTHER BUSINESS: HARPER BROWN CAPITAL
 INVESTMENT RELATED: NO
 ADDRESS: 8440 WOODFIELD CROSSING BLVD STE 325 INDIANAPOLIS IN 46240
 NATURE OF BUSINESS: MEMBER OF BOARD OF DIRECTORS
 DESCRIPTION OF DUTIES: CORPORATE OVERSIGHT AND CONSULTING



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
Termination	1
Financial	1

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 1

Reporting Source: Firm

Firm Name: NATCITY INVESTMENTS, INC.

Termination Type: Discharged

Termination Date: 08/29/2003

Allegations: UNAUTHORIZED TRANSACTION

Product Type: Annuity(ies) - Variable

Other Product Types:

Firm Statement MR. GUNNELL DISPUTES NATCITY'S FINDINGS OF UNAUTHORIZED TRADING.

Reporting Source: Individual

Firm Name: NATCITY INVESTMENTS

Termination Type: Discharged

Termination Date: 08/29/2003

Allegations: TRADE ERROR

Product Type: Annuity-Variable

Broker Statement TRADE WAS TAKEN BY REP AT NATIONAL CITY SERVICE CENTER AND PHONED TO ME TO COMPLETE. WAS TO TRANSFER \$230,000 FROM CLIENT'S MONEY MARKET AT NATCITY TO ACCOUNT AT PACLIFE. TRADE PHONED TO ME BY THE NATCITY SERVICE CENTER REP WAS NOT WHAT CLIENT WANTED TO DO. DESPITE THAT I HAVE CELL PHONE RECORDS TO



PROVE COMMUNICATION WITH THE SERVICE CENTER, THIS REP DENIED
EVER HAVING CALLED ME. BANK TOOK THE SIDE OF THE SERVICE
CENTER REP AND SAID THAT I FABRICATED THE ENTIRE STORY.
TRANSFER WAS REVERSED AND CLIENT WAS MADE WHOLE FROM LOST
INTEREST (APPROX \$83.00) SEVERAL WEEKS PRIOR TO NATCITY
TERMINATING MY EMPLOYMENT



Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source: Individual
Action Type: Bankruptcy
Bankruptcy: Chapter 7
Action Date: 03/29/2018

Organization Investment-Related?

Type of Court: Federal Court
Name of Court: Indiana Southern District
Location of Court: Indianapolis, IN
Docket/Case #: 18-02211-RLM-7A
Action Pending? No
Disposition: Discharged
Disposition Date: 07/17/2018

Broker Statement Based on the advice of legal council, Chapter 7 was filed as the best option to terminate my accounting business partnership.



End of Report

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