



IAPD Report

MICHAEL EUGENE PIERCE

CRD# 2444015

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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

MICHAEL EUGENE PIERCE (CRD# 2444015)

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 **07/17/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	WELLTH ADVISORY SERVICES, LLC	CRD# 330537	07/01/2024

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **3** 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	GLOBAL RETIREMENT PARTNERS LLC	172011	Palm Beach Gardens, FL	04/03/2019 - 07/16/2024
B	LPL FINANCIAL LLC	6413	NORTH PALM BEACH, FL	04/01/2019 - 12/06/2023
IA	KESTRA ADVISORY SERVICES, LLC	283330	Annapolis, MD	12/15/2017 - 04/01/2019

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 **3** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **WELLTH ADVISORY SERVICES, LLC**
Main Address: SHOREWOOD, IL
Firm ID#: 330537

	Regulator	Registration	Status	Date
IA	Florida	Investment Adviser Representative	Approved	07/15/2024
IA	Maryland	Investment Adviser Representative	Approved	07/01/2024
IA	Virginia	Investment Adviser Representative	Approved	07/22/2024

Branch Office Locations

WELLTH ADVISORY SERVICES, LLC
North Palm Beach, FL



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

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	01/29/2000
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/14/1994

State Securities Law Exams

Exam	Category	Date
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B	Uniform Securities Agent State Law Examination (S63)	Series 63	06/26/2002
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	07/01/1999

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	04/03/2019 - 07/16/2024	GLOBAL RETIREMENT PARTNERS LLC	CRD# 172011	Palm Beach Gardens, FL
B	04/01/2019 - 12/06/2023	LPL FINANCIAL LLC	CRD# 6413	NORTH PALM BEACH, F
IA	12/15/2017 - 04/01/2019	KESTRA ADVISORY SERVICES, LLC	CRD# 283330	Annapolis, MD
B	12/15/2017 - 04/01/2019	KESTRA INVESTMENT SERVICES, LLC	CRD# 42046	Annapolis, MD
IA	08/06/2014 - 12/21/2017	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.	CRD# 134139	ANNAPOLIS, MD
B	08/06/2014 - 12/21/2017	CAMBRIDGE INVESTMENT RESEARCH, INC.	CRD# 39543	ANNAPOLIS, MD
B	08/02/2010 - 08/14/2014	FINANCIAL TELESIS INC	CRD# 31012	ANNAPOLIS, MD
IA	08/02/2010 - 08/14/2014	FINANCIAL TELESIS, INC.	CRD# 31012	ANNAPOLIS, MD
IA	08/04/1999 - 08/04/2010	TOWER SQUARE SECURITIES, INC.	CRD# 833	LOTHIAN, MD
B	04/26/1999 - 08/04/2010	TOWER SQUARE SECURITIES, INC.	CRD# 833	LOTHIAN, MD
B	11/04/1998 - 04/23/1999	NYLIFE SECURITIES INC.	CRD# 5167	NEW YORK, NY
B	02/15/1994 - 11/11/1998	HORNOR, TOWNSEND & KENT, INC.	CRD# 4031	CONSHOHOCKEN, PA

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
06/2024 - Present	WELLth Advisory Services, LLC	Investment Advisor Representative	Y	Shorewood, IL, United States
04/2019 - Present	LPL Financial, LLC	Registered Representative	Y	PALM BEACH GARDENS, FL, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
09/2005 - Present	PIERCE FINANCIAL GROUP, INC.	OWNER/ADVISOR	Y	Palm Beach Gardens, FL, United States
04/2019 - 06/2024	Global Retirement Partners LLC	Investment Adviser Representative	Y	PALM BEACH GARDENS, FL, United States
12/2017 - 03/2019	KESTRA FINANCIAL, INC.	REGISTERED REP/ INVESTMENT ADVISOR	Y	ANNAPOLIS, MD, United States
08/2014 - 12/2017	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC	INVESTMENT ADVISER REPRESENTATIVE	Y	FAIRFIELD, IA, United States
08/2014 - 12/2017	CAMBRIDGE INVESTMENT RESEARCH, INC	REGISTERED REPRESENTATIVE	Y	FAIRFIELD, IA, 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. 4/1/2019 - Strategic Retirement Partners - Investment Related - At Reported Business Location(s) - DBA for LPL Business (entity for LPL business) - Started 10/2015.
2. 4/1/2019 - SRP Holdings Group LLC - Investment Related - 25434 Prairiewood Ln Shorewood IL - Business Entity For Tax/Investment Purposes Only - Started 2019.
3. 4/1/2019 - SRP - Investment Related - At Reported Business Location(s) - DBA for LPL Business (entity for LPL business) - Started 10/2015.
4. 4/1/2019 - No Business Name - Investment Related - At Reported Business Location(s) - Non-Variable Insurance - Started 2005 - 1 Hour Per Month During Securities Trading - Time Spent 1% - Group disability and life insurance.
5. 4/4/2019 - Global Retirement Partners - DBA: Strategic Retirement Partners - Investment Related - At Reported Business Location(s) - Registered Investment Advisor DBA - Start Date: 10/2015 - 140 Hours Per Month/140 Hours During Securities Trading - I provide investment advisory services through Strategic Retirement Partners, an independent investment advisor firm. I started this business activity in 10/2015. 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. Termed 6/2024
6. 4/15/2019 - Global Retirement Partners - DBA: SRP - Investment Related - At Reported Business Location(s) - Registered Investment Advisor DBA - IAR - Start Date: 10/2015. Termed 6/2024
7. 12/18/2019 - Flexmatch - Not Investment Related - At Reported Business Location(s) & Home Based - Other-Student Loan Repayment Program - Salesperson - Started 08/01/2019 - 5 Hours Per Month During Securities Trading - Thrive.
8. 8/28/2020 - LAOLCO Partners, LLC - Not Investment Related - Ft. Lauderdale, Florida - Other-Family Business - Start Date:



Registration & Employment History



OTHER BUSINESS ACTIVITIES

8/1/2020 - 8 Hours Per Month/0 Hours During Securities Trading - Fees from residential dumpster rental.

9. 12/8/2020 - PIERCE FINANCIAL GROUP INC - Investment Related - At Reported Business Location(s) - Business Entity For Tax/Investment Purposes Only - Started 07/01/2020 - 60 Hours Per Month/40 Hours During Securities Trading.

10. 7/13/2021 - SRP Ventures, LLC - Not Investment Related - Business Entity For Tax/Investment Purposes Only - Start Date: 6/22/2021 - 0 Hours Per Month/0 Hours During Securities Trading - Making a passive investment in Vestwell, Inc which is a digital recordkeeper.

11. 2/22/2023 - 997 Holdings, LLC - Investment Related - Huntsville, AL. 35824 - Real Estate Rental - Start Date - 02/13/2023 - 1 Hours Per Month/0 Hours During Securities Trading

12. 3/10/2023 - Pure Maintenance - Not Investment Related - Other - Family Business - Owner - Start Date - 02/13/2023 - 0 Hours Per Month/0 Hours During Securities 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

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: RALEY, WATTS AND ASSOCIATES

Allegations: COMPLAINANT ALLEGES THAT AT THE TIME OF PURCHASE OF THE 401 (K) PLAN IN 1996, MR. PIERCE (WHILE AFFILIATED WITH A PRIOR BROKER DEALER) DID NOT MAKE THE PLAN TRUSTEES AWARE OF SHARE CLASS OPTIONS THAT WOULD EXIST WHEN THE PLAN ASSETS REACHED NAV PURCHASE AVAILABILITY THRESHOLDS OFFERED BY THE FUND COMPANY. THE COMPLAINT ALLEGES THAT ABSENT THIS KNOWLEDGE, THE PLAN PARTICIPANTS CONTINUED TO PURCHASE CLASS "B" SHARES EVEN AFTER THE THRESHOLD AFFORDING THEM CLASS "A" SHARES WAS REACHED IN 2000.

Product Type: Other: 401K PLAN AND TRUST

Alleged Damages: \$5,001.00

Is this an oral complaint? No

Is this a written complaint? Yes

**Is this an arbitration/CFTC
reparation or civil litigation?** No

Customer Complaint Information

Date Complaint Received: 08/25/2006

Complaint Pending? No

Status: Settled



Status Date:	08/06/2007
Settlement Amount:	\$207,653.74
Individual Contribution Amount:	\$0.00
Broker Statement	REPERESNTATIVES CONTRIBUTION AMOUNT \$0.00. AT THE TIME OF SALE THE TRUSTEES WERE VERY CLEAR WITH THEIR DESIRE TO PURCHASE CLASS B SHARES BECAUSE THERE ARE NO UPFRONT SALES CHARGE WITH CLASS B SAHARES UNLIKE CLASS A SHARES. ALSO AT THE TIME OF SALE THIS WAS A START-UP PLAN AND THERE WAS NO EXPECTATION OF THE PLAN REACHING 1 MILLION ASSET VALUE.



End of Report

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