



IAPD Report

WILLIAM DAVIS MADARA

CRD# 2445888

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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

WILLIAM DAVIS MADARA (CRD# 2445888)

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 **01/10/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	ADVISORY SERVICES NETWORK	CRD# 146051	12/08/2016

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	ADVISORY SERVICES NETWORK	146051	Moorestown, NJ	09/01/2016 - 09/20/2016
IA	NATIONAL ASSET MANAGEMENT, INC.	115927	MOORESTOWN, NJ	12/23/2009 - 08/31/2016
B	NATIONAL SECURITIES CORPORATION	7569	MOORESTOWN, NJ	12/21/2009 - 08/31/2016

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	3



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: **ADVISORY SERVICES NETWORK**
Main Address: 900 ASHWOOD PARKWAY
SUITE 500
ATLANTA, GA 30338
Firm ID#: 146051

	Regulator	Registration	Status	Date
IA	New Hampshire	Investment Adviser Representative	Approved	01/18/2023
IA	New Jersey	Investment Adviser Representative	Approved	12/08/2016
IA	Texas	Investment Adviser Representative	Restricted Approval	01/12/2023

Branch Office Locations

ADVISORY SERVICES NETWORK
505 S. Lenola Road
Suite 110
Moorestown, NJ 08057



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
B	General Securities Principal Examination (S24)	Series 24	12/03/2010

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	08/31/2016
B	General Securities Representative Examination (S7)	Series 7	11/12/2001
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/08/1994

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	12/17/2002
B	Uniform Securities Agent State Law Examination (S63)	Series 63	02/15/1994



PROFESSIONAL DESIGNATIONS

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

Certified Financial Planner

Chartered Financial Consultant

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	09/01/2016 - 09/20/2016	ADVISORY SERVICES NETWORK	CRD# 146051	Moorestown, NJ
IA	12/23/2009 - 08/31/2016	NATIONAL ASSET MANAGEMENT, INC.	CRD# 115927	MOORESTOWN, NJ
B	12/21/2009 - 08/31/2016	NATIONAL SECURITIES CORPORATION	CRD# 7569	MOORESTOWN, NJ
IA	02/26/2009 - 12/24/2009	GUNNALLEN FINANCIAL, INC	CRD# 17609	MOORESTOWN, NJ
B	11/01/2004 - 12/24/2009	GUNNALLEN FINANCIAL, INC	CRD# 17609	MOORESTOWN, NJ
IA	03/31/2005 - 03/12/2009	UNIFIED WEALTH MANAGEMENT, LLC	CRD# 133202	MOORESTOWN, NJ
IA	11/01/2004 - 03/31/2005	GUNNALLEN FINANCIAL, INC	CRD# 17609	MOORESTOWN, NJ
IA	03/19/2003 - 12/09/2004	ROYAL ALLIANCE ASSOCIATES, INC.	CRD# 23131	CINNAMINSON, NJ
B	12/02/2002 - 12/09/2004	ROYAL ALLIANCE ASSOCIATES, INC.	CRD# 23131	SCOTTSDALE, AZ
B	06/28/2001 - 12/02/2002	PRIME CAPITAL SERVICES, INC.	CRD# 18334	POUGHKEEPSIE, NY
B	04/11/1994 - 07/03/2001	PFS INVESTMENTS INC.	CRD# 10111	DULUTH, GA

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
11/2016 - Present	ADVISORY SERVICES NETWORK, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	ATLANTA, GA, United States
08/2016 - 09/2016	ADVISORY SERVICES NETWORK, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	ATLANTA, GA, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
12/2009 - 08/2016	NATIONAL ASSET MANAGEMENT, INC.	INVESTMENT ADVISER REPRESENTATIVE	Y	MORRESTOWN, NJ, United States
12/2009 - 08/2016	NATIONAL SECURITIES CORP	REGISTERED REPRESENTATIVE	Y	MOORESTOWN, NJ, 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)APEX TAX ADVISORS, LLC: INVESTMENT RELATED- MOORESTOWN, NJ; TAX PREP POSITION; PARTNER; START DATE - 11/1/2004; HRS/WEEK - JAN -APR 15 - 90 # HOURS TRADING WEEK - DEPENDS ON TIME OF YEAR; TAX PREP

2)INDEPENDENT INSURANCE AGENT: MOORESTOWN, NJ; AGENT SINCE MARCH 2011; 5 HOURS A MONTH / ZERO DURING TRADING HOURS. LIFE/ LTC/ DISABILITY INSURANCE SALES; INVESTMENT RELATED ACTIVITY.

(3) APEX CAPITAL WEALTH MANAGEMENT LLC DBA FOR INVESTMENT BUSINESS. PARTNER/MEMBER SINCE 09/2016. APPROX. 150 HRS. PER MONTH, 130 HRS 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	3

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 3

Reporting Source:	Regulator
Employing firm when activities occurred which led to the complaint:	National Securities Corporation and National Asset Management Inc.
Allegations:	breach of fiduciary duty; breach of conduct; negligence; fraud; unauthorized trading; wrongful conduct; and failure to diversify.
Product Type:	Other: reverse convertible products
Alleged Damages:	\$37,401.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:	finra - CASE #15-00972
Date Notice/Process Served:	04/23/2015
Arbitration Pending?	No
Disposition:	Award
Disposition Date:	01/20/2016
Disposition Detail:	Respondents Madara is jointly and severally liable for and shall pay to Claimant compensatory damages in the amount of \$37,401.00.

Reporting Source:	Firm
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Employing firm when activities occurred which led to the complaint: NATIONAL SECURITIES CORP

Allegations: SUITABILITY, BREACH OF CONTRACT, NEGLIGENCE & BREACH OF FIDUCIARY DUTY.

Product Type: Equity-OTC

Alleged Damages: \$37,401.00

Arbitration Information

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

Docket/Case #: [15-00972](#)

Date Notice/Process Served: 05/26/2015

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/21/2016

Monetary Compensation Amount: \$40,300.00

Individual Contribution Amount: \$0.00

Firm Statement The arbitration award was vacated as per the agreement between the parties.

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: NATIONAL SECURITIES CORP

Allegations: SUITABILITY, BREACH OF CONTRACT, NEGLIGENCE & BREACH OF FIDUCIARY DUTY.

Product Type: Equity-OTC

Alleged Damages: \$37,401.00

Arbitration Information

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

Docket/Case #: [15-00972](#)

Date Notice/Process Served: 05/26/2015

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/21/2016

Monetary Compensation Amount: \$40,300.00

Individual Contribution Amount: \$0.00

**Amount:**

Broker Statement The arbitration award was vacated as per the agreement between the parties.

Disclosure 2 of 3

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: National Securities Corporation

Allegations: Unsuitability, breach of fiduciary duty, negligence, breach of contract, fraud, and wrongful conduct.

Product Type: Other: reverse convertibles

Alleged Damages: \$46,950.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: FINRA - CASE #15-00979

Date Notice/Process Served: 04/23/2015

Arbitration Pending? Yes

Regulator Statement On August 10, 2016, the Honorable Judge of the Supreme Court for the State of New York issued an order granting a motion to vacate the Arbitration Award from November 11, 2015, and remanded this matter for the purposes of a new hearing.

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Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: National Securities Corporation

Allegations: Unsuitability, breach of fiduciary duty, negligence, breach of contract, fraud, and wrongful conduct.

Product Type: Investment Contract
Other: reverse convertibles

Alleged Damages: \$46,950.00

Arbitration Information

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

Docket/Case #: 15-00979

Date Notice/Process Served: 09/26/2016

Arbitration Pending? Yes

Firm Statement The arbitration award was vacated by order of the Supreme Court of the State of New York, Index Number 653984/2015.

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Reporting Source: Individual



Employing firm when activities occurred which led to the complaint: NATIONAL SECURITIES CORP

Allegations: SUITABILITY, BREACH OF FIDUCIARY DUTY, AND NEGLIGENCE

Product Type: Equity-OTC

Alleged Damages: \$46,950.00

Is this an oral complaint? No

Is this a written complaint? Yes

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

Arbitration/Reparation forum or court name and location: FINRA DISPUTE RESOLUTION

Docket/Case #: 15-00979

Filing date of arbitration/CFTC reparation or civil litigation: 04/23/2015

Customer Complaint Information

Date Complaint Received: 05/22/2015

Complaint Pending? No

Status: Closed/No Action

Status Date: 09/26/2016

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

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

Docket/Case #: [15-00979](#)

Date Notice/Process Served: 05/22/2015

Arbitration Pending? No

Disposition: Other: Award Vacated

Disposition Date: 09/26/2016

Broker Statement The arbitration award was vacated by order of the Supreme Court of the State of New York, Index Number 653984/2015.

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: NATIONAL ASSET MANAGEMENT



Allegations:	POOR RECOMMENDATION/POOR ADVICE
Product Type:	Other: STRUCTURED NOTE
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	FIRM IS UNABLE TO MAKE A GOOD FAITH DETERMINATION THAT THE DAMAGES FROM THE ALLEGED CONDUCT WOULD BE LESS THAN \$5,000.
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:	05/17/2013
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	04/23/2014
Settlement Amount:	
Individual Contribution Amount:	



End of Report

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