



IAPD Report

BRADLEY RAYMOND LUNDQUIST

CRD# 2542512

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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

BRADLEY RAYMOND LUNDQUIST (CRD# 2542512)

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 **09/26/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	03/13/2009
IA	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	03/13/2009

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **21** 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	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SCOTTSDALE, AZ	10/20/2006 - 03/24/2009
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SCOTTSDALE, AZ	10/20/2006 - 03/24/2009
IA	WACHOVIA SECURITIES, LLC	19616	SCOTTSDALE, AZ	03/22/2002 - 10/23/2006

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	4



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 **21** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **ROBERT W. BAIRD & CO. INCORPORATED**
Main Address: 777 E. WISCONSIN AVENUE
MILWAUKEE, WI 53202-5391
Firm ID#: 8158

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	03/13/2009
B NYSE American LLC	General Securities Representative	Approved	03/13/2009
B Nasdaq Stock Market	General Securities Representative	Approved	03/13/2009
B New York Stock Exchange	General Securities Representative	Approved	03/13/2009
B Arizona	Agent	Approved	03/13/2009
IA Arizona	Investment Adviser Representative	Approved	04/19/2016
B California	Agent	Approved	03/13/2009
IA California	Investment Adviser Representative	Approved	03/17/2009
B Colorado	Agent	Approved	03/13/2009
B Florida	Agent	Approved	03/13/2009
B Georgia	Agent	Approved	05/21/2014
B Illinois	Agent	Approved	03/13/2009
B Michigan	Agent	Approved	09/30/2025



Qualifications

Regulator	Registration	Status	Date
B Minnesota	Agent	Approved	11/16/2011
B Missouri	Agent	Approved	03/13/2009
B Montana	Agent	Approved	10/26/2017
B Nevada	Agent	Approved	09/06/2018
B New Mexico	Agent	Approved	01/03/2011
B New York	Agent	Approved	03/13/2009
B Ohio	Agent	Approved	08/13/2015
B Pennsylvania	Agent	Approved	03/13/2009
B South Carolina	Agent	Approved	03/13/2020
B Texas	Agent	Approved	09/20/2016
IA Texas	Investment Adviser Representative	Restricted Approval	03/13/2009
B Utah	Agent	Approved	03/13/2009
B Virginia	Agent	Approved	10/17/2018
B Washington	Agent	Approved	03/13/2009
B Wisconsin	Agent	Approved	09/12/2016

Branch Office Locations

ROBERT W. BAIRD & CO. INCORPORATED
14648 N SCOTTSDALE RD
STE 175
SCOTTSDALE, AZ 85254



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
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No information reported.

General Industry/Product Exams


Exam	Category	Date
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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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 General Securities Representative Examination (S7)	Series 7	11/04/1994
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State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	12/02/1994
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 Uniform Securities Agent State Law Examination (S63)	Series 63	11/18/1994
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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	10/20/2006 - 03/24/2009	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SCOTTSDALE, AZ
IA	10/20/2006 - 03/24/2009	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SCOTTSDALE, AZ
IA	03/22/2002 - 10/23/2006	WACHOVIA SECURITIES, LLC	CRD# 19616	SCOTTSDALE, AZ
B	03/15/2002 - 10/23/2006	WACHOVIA SECURITIES, LLC	CRD# 19616	SCOTTSDALE, AZ
B	12/13/2000 - 04/12/2002	WELLS FARGO INVESTMENTS, LLC	CRD# 10582	SAN FRANCISCO, CA
B	05/28/1999 - 05/02/2001	WELLS FARGO SECURITIES INC.	CRD# 17438	SAN FRANCISCO, CA
B	12/23/1999 - 12/13/2000	WELLS FARGO BROKERAGE SERVICES, L.L.C.	CRD# 16100	MINNEAPOLIS, MN
B	11/07/1994 - 05/18/1999	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
03/2009 - Present	ROBERT W. BAIRD & CO	FINANCIAL ADVISOR	Y	SCOTTSDALE, AZ, 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.

No information reported.



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	4

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 4

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations:	THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS AND MISREPRESENTATION FROM FEBRUARY 2008 TO MAY 2008.
Product Type:	Equity Listed (Common & Preferred Stock)
Alleged Damages:	\$50,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	10-02106
Filing date of arbitration/CFTC reparation or civil litigation:	04/30/2010

Customer Complaint Information

Date Complaint Received:	05/17/2010
Complaint Pending?	No



Status: Settled
Status Date: 06/06/2011
Settlement Amount: \$17,000.00
Individual Contribution Amount: \$0.00

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Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations: ALLEGED UNSUITABLE INVESTMENT RECOMMENDATIONS AND MISREPRESENTATION FROM 02/2008 TO 05/2008.
Product Type: Equity Listed (Common & Preferred Stock)
Alleged Damages: \$50,000.00
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
Docket/Case #: 10-02106
Filing date of arbitration/CFTC reparation or civil litigation: 04/30/2010

Customer Complaint Information

Date Complaint Received: 05/17/2010
Complaint Pending? No
Status: Settled
Status Date: 06/06/2011
Settlement Amount: \$17,000.00
Individual Contribution Amount: \$0.00

Disclosure 2 of 4

Reporting Source: Firm
Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATE
Allegations: THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS.
Product Type: Mutual Fund
Alleged Damages: \$163,000.00



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: 05/04/2009

Complaint Pending? No

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

Status Date: 10/06/2009

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

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

Docket/Case #: 09-05575

Date Notice/Process Served: 10/06/2009

Arbitration Pending? No

Disposition: Settled

Disposition Date: 10/18/2010

Monetary Compensation Amount: \$77,500.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATE

Allegations: THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS AND FAILURE TO FOLLOW INSTRUCTIONS.

Product Type: Mutual Fund

Alleged Damages: \$163,000.00

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: 05/04/2009

Complaint Pending? No



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

Status Date: 10/06/2009

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

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

Docket/Case #: 09-05575

Date Notice/Process Served: 10/06/2009

Arbitration Pending? No

Disposition: Settled

Disposition Date: 10/18/2010

Monetary Compensation Amount: \$77,500.00

Individual Contribution Amount: \$0.00

Broker Statement MERRILL LYNCH FOUD [CUSTOMER]'S CLAIMS TO BE WITHOUT MERIT.

Disclosure 3 of 4

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH PIERCE FENNER & SMITH, INC.

Allegations: CLIENT ALLEGES THAT FINANCIAL ADVISOR MADE UNSUITABLE INVESTMENT RECOMMENDATIONS AND MISREPRESENTATIONS.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$109,804.00

Customer Complaint Information

Date Complaint Received: 12/11/2007

Complaint Pending? No

Status: Denied

Status Date: 03/07/2008

Settlement Amount:

Individual Contribution Amount:

Broker Statement CUSTOMER ALLEGES THAT WHEN SHE TRANSFERRED A CASH MANAGEMENT ACCOUNT INTO MERRILL LYNCH, SHE TOLD FINANCIAL ADVISOR (FA) THAT SHE DID NOT WANT ANY RISK, THAT FA AGREED AND THAT FA TOLD CUSTOMER THAT SHE COULD EXPECT A RETURN OF AT LEAST 8% PER YEAR. FA STRONGLY DENIES THAT



CUSTOMER EVER SAID SHE WAS UNWILLING TO ACCEPT ANY RISK. RISK. FA FURTHER ADVISES THAT HE ALWAYS DISCUSSED THE RISK/REWARD ATTRIBUTES OF ANY INVESTMENT THAT HE RECOMMEND RECOMMENDED TO CUSTOMER WITH CUSTOMER BEFORE TRADE WAS EXECUTED. HE NEVER PROMISED OR GUARANTEED ANY RATE OF RETURN TO THE OF RETURN TO CUSTOMER. STRATEGY CUSTOMER EMPLOYED AT MERRILL LYNCH WAS QUITE SIMILAR TO THE STRATEGY SHE HAD EMPLOYED WITH FA AT A PRIOR FIRM. HER LOSSES AT MERRILL LYNCH WERE UNREALIZED AS OF THE DATE OF CLOSURE OF THE ACCOUNT.

Disclosure 4 of 4

Reporting Source:

Individual

Employing firm when activities occurred which led to the complaint:

MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED

Allegations:

CLIENT ALELGES THAT HE WAS HARMED IN EXCESS OF \$5,000 DUE TO UNSUITABLE PRUCHASE OF A VARIABLE ANNUITY AND THAT STOCKS WERE BOUGHT AND SOLD WITHOUT AUTHORIZATION. THIS OCCURRED AT MERRILL LYNCH.

Product Type:

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 03/03/1998

Complaint Pending? No

Status: Denied

Status Date:

Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE APPLICANT WAS NOT FOUND TO HAVE ACTED IMPROPERLY, SINCE THE CUSTOMER'S ALLEGATION WAS FOUND TO BE WITHOUT MERIT, IT WAS DENIED AND NO PAYMENT OR SETTLEMENT WAS MADE.
NOT PROVIDED



End of Report

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