



## IAPD Report

# JOSEPH JAMES FISHELLA

CRD# 2794864

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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

### JOSEPH JAMES FISHELLA (CRD# 2794864)

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 **01/28/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	KESTRA INVESTMENT SERVICES, LLC	CRD# 42046	07/28/2016
<b>IA</b>	KESTRA ADVISORY SERVICES, LLC	CRD# 283330	07/28/2016

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **17** 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>	UBS FINANCIAL SERVICES INC.	8174	CHICAGO, IL	03/18/2005 - 08/18/2016
<b>IA</b>	UBS FINANCIAL SERVICES INC.	8174	CHICAGO, IL	03/18/2005 - 08/18/2016
<b>IA</b>	MORGAN STANLEY	7556	CHICAGO, IL	03/24/1998 - 03/22/2005

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

#### Employment 1 of 2

Firm Name: **KESTRA INVESTMENT SERVICES, LLC**  
Main Address: 5707 SOUTHWEST PARKWAY  
BUILDING 2, SUITE 400  
AUSTIN, TX 78735  
Firm ID#: 42046

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	07/28/2016
<b>B</b> Arizona	Agent	Approved	07/28/2016
<b>B</b> California	Agent	Approved	07/28/2016
<b>B</b> Colorado	Agent	Approved	07/28/2016
<b>B</b> District of Columbia	Agent	Approved	03/03/2021
<b>B</b> Florida	Agent	Approved	07/28/2016
<b>B</b> Illinois	Agent	Approved	07/28/2016
<b>B</b> Indiana	Agent	Approved	08/15/2016
<b>B</b> Iowa	Agent	Approved	03/16/2022
<b>B</b> Michigan	Agent	Approved	08/13/2020
<b>B</b> New Jersey	Agent	Approved	02/18/2025
<b>B</b> New York	Agent	Approved	07/28/2016
<b>B</b> North Carolina	Agent	Approved	07/28/2016



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Ohio	Agent	Approved	10/25/2016
<b>B</b> South Carolina	Agent	Approved	07/28/2016
<b>B</b> Tennessee	Agent	Approved	10/24/2022
<b>B</b> Texas	Agent	Approved	07/28/2016
<b>B</b> Washington	Agent	Approved	06/13/2019

### Branch Office Locations

#### NFP ADVISOR SERVICES, LLC

745 McClintock  
Burr Ridge, IL 60527

### Employment 2 of 2

Firm Name: **KESTRA ADVISORY SERVICES, LLC**  
 Main Address: 5707 SOUTHWEST PARKWAY  
 BUILDING 2, SUITE 400  
 AUSTIN, TX 78735  
 Firm ID#: 283330

Regulator	Registration	Status	Date
<b>IA</b> Illinois	Investment Adviser Representative	Approved	07/28/2016
<b>IA</b> Texas	Investment Adviser Representative	Restricted Approval	07/27/2023

### Branch Office Locations

#### KESTRA ADVISORY SERVICES, LLC

745 McClintock Dr  
Suite 120  
Burr Ridge, IL 60527



## 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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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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 Futures Managed Funds Examination (S31)	Series 31	10/24/1996
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 General Securities Representative Examination (S7)	Series 7	10/02/1996
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#### State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	10/16/1996
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 Uniform Securities Agent State Law Examination (S63)	Series 63	10/08/1996
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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	03/18/2005 - 08/18/2016	UBS FINANCIAL SERVICES INC.	CRD# 8174	CHICAGO, IL
IA	03/18/2005 - 08/18/2016	UBS FINANCIAL SERVICES INC.	CRD# 8174	CHICAGO, IL
IA	03/24/1998 - 03/22/2005	MORGAN STANLEY	CRD# 7556	CHICAGO, IL
B	10/03/1996 - 03/22/2005	MORGAN STANLEY DW INC.	CRD# 7556	PURCHASE, 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
07/2016 - Present	KESTRA ADVISORY SERVICES, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	BURR RIDGE, IL, United States
07/2016 - Present	KESTRA INVESTMENT SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	BURR RIDGE, IL, United States
03/2005 - Present	UBS FINANCIAL SERVICES	FINANCIAL ADVISOR	Y	CHICAGO, IL, 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.

Business Name: Bluelake Wealth Advisors. Inc Investment Related: Yes Address: 745 McClintock Dr, Ste 120 Burr Ridge IL 60527 Nature of Business: Registered Rep Activities through Kestra Investment Services, LLC using a DBA name; Insurance; Investment Advisory services through Kestra Advisory Services, LLC Position, Title or Relationship: President, financial advisor Start Date: 7/18/2016 Hours per month: 100%+ (More than 160 hours) Hours per month during trading hours: 91% - 100% (127 - 140 hours) Duties: Manage book of business and operate office

Business Name: Kestra Advisory Services, LLC Investment Related: Yes Address: 5707 Southwest Parkway Building 2, Suite 400 Austin TX 78735 Nature of Business: Investment Advisory services through Kestra Advisory Services, LLC Position, Title or Relationship: Financial Advisor Start Date: 7/18/2016 Hours per month: 41% - 50% (65 - 80 hours) Hours per month during trading hours: 21% - 30% (29 - 42 hours) Duties: creating asset allocation models for people.

Business Name: BlueLake Wealth Advisors, LLC Investment Related: Yes Address: 745 McClintock Dr, ste 120 BurrRidge IL 60527 Nature of Business: Registered Rep Activities through Kestra Investment Services, LLC using a DBA name; Insurance; Investment Advisory services through Kestra Advisory Services, LLC Position, Title or Relationship: Financial Advisor Start Date: 9/15/2017 Hours per month: 100%+ (More than 160 hours) Hours per month during trading hours: 91% - 100% (127 - 140 hours) Duties: Manage clients assets and help with planning

Business Name: Joe Fishella Investment Related: No Address: 30 E Huron, Unit 2901 Chicago IL 60611 Nature of Business: Real Estate Position, Title or Relationship: owner Start Date: 5/1/2019 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: maintain unit



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES



## 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>	MORGAN STANLEY DW INC.
<b>Allegations:</b>	CUSTOMER CLAIMS THAT THE ASSET ALLOCATION WITHIN AN ANNUITY PURCHASED IN JUNE 2000 ON RECOMMENDATION OF FINANCIAL ADVISOR WAS ALLEGEDLY UNSUITABLE.
<b>Product Type:</b>	Other
<b>Other Product Type(s):</b>	ANNUITIES
<b>Alleged Damages:</b>	\$90,000.00

### Customer Complaint Information

<b>Date Complaint Received:</b>	10/24/2006
<b>Complaint Pending?</b>	No
<b>Status:</b>	Denied
<b>Status Date:</b>	11/22/2006

#### Settlement Amount:

#### Individual Contribution Amount:

**Firm Statement** MR. FISHELLA STRONGLY DENIES ALL CLAIMS.

**Reporting Source:** Individual



**Employing firm when activities occurred which led to the complaint:** MORGAN STANLEY DW INC.

**Allegations:** CUSTOMER CLAIMS THAT THE ASSET ALLOCATION WITHIN AN ANNUITY PURCHASED IN JUNE 2000 ON RECOMMENDATION OF FINANCIAL ADVISOR WAS ALLEGEDLY UNSUITABLE.

**Product Type:** Other

**Other Product Type(s):** ANNUITIES

**Alleged Damages:** \$90,000.00

**Customer Complaint Information**

**Date Complaint Received:** 10/24/2006

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 11/22/2006

**Settlement Amount:** \$0.00

**Individual Contribution Amount:** \$0.00



## End of Report

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