



## IAPD Report

# LANCE STERLING LONGWATER

CRD# 2851950

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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

### LANCE STERLING LONGWATER (CRD# 2851950)

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 **04/14/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	TRUIST INVESTMENT SERVICES, INC.	CRD# 17499	11/04/2011
<b>IA</b>	TRUIST ADVISORY SERVICES, INC.	CRD# 283390	08/19/2016

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **34** 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>IA</b>	SUNTRUST INVESTMENT SERVICES, INC.	17499	PALM BEACH, FL	11/14/2011 - 12/31/2016
<b>IA</b>	CHARLES SCHWAB & CO., INC.	5393	WEST PALM BEACH, FL	10/30/2003 - 11/15/2011
<b>B</b>	CHARLES SCHWAB & CO., INC.	5393	WEST PALM BEACH, FL	10/24/2003 - 11/15/2011

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	2



## 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 **34** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 2

Firm Name: **TRUIST INVESTMENT SERVICES, INC.**  
Main Address: 303 PEACHTREE STREET  
2ND FLOOR  
ATLANTA, GA 30303  
Firm ID#: 17499

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	11/04/2011
<b>B</b> FINRA	General Securities Sales Supervisor	Approved	11/04/2011
<b>B</b> Alabama	Agent	Approved	08/12/2019
<b>B</b> Arizona	Agent	Approved	03/20/2013
<b>B</b> California	Agent	Approved	11/04/2011
<b>B</b> Colorado	Agent	Approved	11/04/2011
<b>B</b> Connecticut	Agent	Approved	08/19/2022
<b>B</b> District of Columbia	Agent	Approved	04/16/2014
<b>B</b> Florida	Agent	Approved	11/04/2011
<b>B</b> Georgia	Agent	Approved	11/04/2011
<b>B</b> Illinois	Agent	Approved	04/11/2013
<b>B</b> Indiana	Agent	Approved	07/14/2021
<b>B</b> Kansas	Agent	Approved	03/08/2022



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Kentucky	Agent	Approved	03/01/2018
<b>B</b> Louisiana	Agent	Approved	05/16/2025
<b>B</b> Maine	Agent	Approved	08/16/2019
<b>B</b> Maryland	Agent	Approved	09/18/2015
<b>B</b> Massachusetts	Agent	Approved	10/30/2018
<b>B</b> Michigan	Agent	Approved	04/01/2020
<b>B</b> Mississippi	Agent	Approved	08/29/2023
<b>B</b> Montana	Agent	Approved	08/05/2025
<b>B</b> New Jersey	Agent	Approved	06/18/2019
<b>B</b> New Mexico	Agent	Approved	08/21/2025
<b>B</b> New York	Agent	Approved	11/04/2011
<b>B</b> North Carolina	Agent	Approved	01/05/2012
<b>B</b> Ohio	Agent	Approved	01/27/2012
<b>B</b> Oklahoma	Agent	Approved	10/19/2022
<b>B</b> Oregon	Agent	Approved	03/09/2022
<b>B</b> Pennsylvania	Agent	Approved	12/13/2019
<b>B</b> Rhode Island	Agent	Approved	01/12/2024
<b>B</b> South Carolina	Agent	Approved	10/21/2019
<b>B</b> Tennessee	Agent	Approved	09/12/2023



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Texas	Agent	Approved	08/14/2013
<b>B</b> Utah	Agent	Approved	11/10/2016
<b>B</b> Virginia	Agent	Approved	09/10/2012
<b>B</b> Washington	Agent	Approved	07/10/2025

### Branch Office Locations

**SUNTRUST INVESTMENT SERVICES, INC.**  
PALM BEACH GARDENS, FL

**SUNTRUST INVESTMENT SERVICES, INC.**  
4300 TBC WAY  
STE 100  
PALM BEACH GARDENS, FL 33410

### Employment 2 of 2

Firm Name: **TRUIST ADVISORY SERVICES, INC.**  
Main Address: 303 PEACHTREE STREET  
2ND FLOOR  
ATLANTA, GA 30303  
Firm ID#: 283390

Regulator	Registration	Status	Date
<b>IA</b> Florida	Investment Adviser Representative	Approved	08/19/2016
<b>IA</b> Texas	Investment Adviser Representative	Restricted Approval	03/14/2017

### Branch Office Locations

**TRUIST ADVISORY SERVICES, INC.**  
4300 TBC WAY  
STE 100  
PALM BEACH GARDENS, FL 33410



## 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 Sales Supervisor - Options Module Examination (S9)	Series 9	04/25/2002
General Securities Sales Supervisor - General Module Examination (S10)	Series 10	07/31/2001

#### General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	08/08/1997

#### State Securities Law Exams

Exam	Category	Date
Uniform Combined State Law Examination (S66)	Series 66	09/08/2003
Uniform Securities Agent State Law Examination (S63)	Series 63	08/15/1997

### 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	11/14/2011 - 12/31/2016	SUNTRUST INVESTMENT SERVICES, INC.	CRD# 17499	PALM BEACH, FL
IA	10/30/2003 - 11/15/2011	CHARLES SCHWAB & CO., INC.	CRD# 5393	WEST PALM BEACH, FL
B	10/24/2003 - 11/15/2011	CHARLES SCHWAB & CO., INC.	CRD# 5393	WEST PALM BEACH, FL
B	09/26/2002 - 09/30/2003	AMSOUTH INVESTMENT SERVICES, INC.	CRD# 15692	BIRMINGHAM, AL
B	10/23/1998 - 09/10/2002	FIDELITY BROKERAGE SERVICES LLC	CRD# 7784	SMITHFIELD, RI
B	08/11/1997 - 09/24/1998	ASCEND FINANCIAL SERVICES, INC.	CRD# 15296	ST. PAUL, MN

### 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
08/2016 - Present	SunTrust Advisory Services	Investment Advisory Representative	Y	Atlanta, GA, United States
11/2011 - Present	SUNTRUST INVESTMENT SERVICES, INC.	PRIVATE FINANCIAL ADVISOR	Y	ATLANTA, GA, 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	2

### 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 2

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	SUNTRUST INVESTMENT SERVICES, INC.
<b>Allegations:</b>	THE CLIENTS ALLEGE THAT THE REPRESENTATIVE SOLD SOME OF THEIR IBM HOLDINGS WITHOUT AUTHORIZATION AND MISREPRESENTED THE FEES AND COSTS ASSOCIATED WITH A VARIABLE ANNUITY.
<b>Product Type:</b>	Annuity-Variable Equity Listed (Common & Preferred Stock)
<b>Alleged Damages:</b>	\$26,314.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	DISPUTED AMOUNT IS ANNUITY SURRENDER CHARGES AT TIME OF COMPLAINT
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	# 18-03379
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	11/16/2018

**Customer Complaint Information****Date Complaint Received:** 11/16/2018**Complaint Pending?** No**Status:** Settled**Status Date:** 05/15/2019**Settlement Amount:** \$20,000.00**Individual Contribution Amount:** \$0.00**Broker Statement**

I DENY ALL THE CLIENT'S ALLEGATIONS. I DID NOT SELL ANY OF THE CLIENT'S HOLDINGS WITHOUT THEIR EXPRESS CONSENT. I THOROUGHLY DISCUSSED, FOR SEVERAL MONTHS, ALL THE RISKS AND FEATURES OF A VARIABLE ANNUITY WITH THE CLIENTS PRIOR TO THEIR DECISION TO PURCHASE.

CLIENT, IS A RETIRED CPA AND A WELL-INFORMED INVESTOR. HE WAS PROACTIVE IN THE ACCOUNT RELATIONSHIP AND FULLY AWARE OF ALL PURCHASES, SALES, STOP-LOSS INSTRUCTIONS, FEES, COSTS, COMMISSIONS, SURRENDER FEES AND TAX CONSEQUENCES. ALL INVESTMENT DECISIONS WERE FULLY VETTED WITH CLIENT AND AUTHORIZED. THE ALLEGED UNAUTHORIZED SALE OF STOCK WAS AS A RESULT OF A STOP-LOSS ORDER DIRECTED BY THE CLIENT. THE ANNUITY AT ISSUE WAS CAREFULLY SELECTED BY THE CLIENT AFTER MONTHS OF REVIEW, COMPARISONS, CONSIDERATION AND FULL DISCLOSURE. THE SPECIFIC ANNUITY WAS SELECTED BY THE CLIENT TO REDUCE RISK AND GUARANTEE INCOME FOR THE LIFE OF THE CLIENT AND THEN HIS WIFE IN THE EVENT HE PREDECEASES HER. I WAS NOT NAMED AS A PARTY TO THE FINRA ACTION AND HAD NO INVOLVEMENT IN THE COMPANY'S DECISION TO SETTLE. IF CONSULTED BY STIS, REGARDING A SETTLEMENT, I WOULD HAVE OBJECTED TO THE SETTLEMENT AS I MAINTAIN THAT I HANDLED THE CLIENT'S ACCOUNTS DILIGENTLY AND ACCORDING TO THEIR STATED OBJECTIVES, INSTRUCTIONS AND DECISIONS. I DID NOT CONTRIBUTE TO THE SETTLEMENT NOR WAS I ASKED TO CONTRIBUTE TO THE SETTLEMENT. CLIENT SUSTAINED NO MONETARY DAMAGES FROM THE TRANSACTIONS AT ISSUE.

**Disclosure 2 of 2****Reporting Source:** Individual**Employing firm when activities occurred which led to the complaint:** CHARLES SCHWAB & CO., INC.**Allegations:** CUSTOMER ALLEGES MISREPRESENTATION REGARDING A MUTUAL FUND PURCHASED ON 10/02/07.**Product Type:** Mutual Fund(s)**Alleged Damages:** \$41,206.00**Customer Complaint Information****Date Complaint Received:** 05/12/2008**Complaint Pending?** No**Status:** Settled**Status Date:** 06/20/2008



**Settlement Amount:** \$2,500.00

**Individual Contribution Amount:** \$0.00

**Broker Statement**

THE FIRM SETTLED THE COMPLAINT TO AVOID THE COST AND UNCERTAINTY OF LITIGATION, WITH NO ADMISSION OF WRONGDOING AND NO MONETARY CONTRIBUTION FROM THE REPRESENTATIVE. DUE TO MARKET CONDITIONS BEYOND MY CONTROL AND AFTER REJECTING MY ADVICE TO SELL THIS PREVIOUSLY RATED INVESTMENT GRADE BOND, THE CLIENT SUFFERED A LOSS AS A RESULT OF HIS DELAY AND INACTION. I STRONGLY DENY ANY WRONGDOING AND HAVE NOT CONTRIBUTED TO THIS SETTLEMENT WITH THE CLIENT.



## End of Report

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