IAPD Report

DALE EDWARD GROCE

CRD# 2869325

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

DALE EDWARD GROCE (CRD# 2869325)

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 **02/26/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	B. RILEY WEALTH ADVISORS, INC.	CRD# 115927	03/02/2017
B	B. RILEY WEALTH MANAGEMENT	CRD# 2543	07/22/2022

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **13** 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	NATIONAL SECURITIES CORPORATION	7569	GLENSHAW, PA	12/23/2009 - 07/22/2022
IA	GUNNALLEN FINANCIAL, INC	17609	GIBSONIA, PA	05/08/2003 - 12/24/2009
B	GUNNALLEN FINANCIAL, INC	17609	GIBSONIA, PA	05/06/2003 - 12/24/2009

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
Regulatory Event	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 **13** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **B. RILEY WEALTH MANAGEMENT**

Main Address: 40 SOUTH MAIN
SUITE 1600
MEMPHIS, TN 38103

Firm ID#: 2543

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	07/22/2022
B	FINRA	General Securities Representative	Approved	07/22/2022
B	California	Agent	Approved	02/27/2024
B	District of Columbia	Agent	Approved	07/22/2022
B	Florida	Agent	Approved	07/22/2022
B	Georgia	Agent	Approved	07/22/2022
B	Illinois	Agent	Approved	07/22/2022
B	Iowa	Agent	Approved	07/22/2022
B	Maryland	Agent	Approved	07/22/2022
B	New Jersey	Agent	Approved	07/22/2022
B	North Carolina	Agent	Approved	07/22/2022
B	Ohio	Agent	Approved	07/22/2022
B	Pennsylvania	Agent	Approved	07/22/2022

Qualifications

	Regulator	Registration	Status	Date
B	South Carolina	Agent	Approved	07/22/2022
B	West Virginia	Agent	Approved	07/22/2022

Branch Office Locations

B RILEY WEALTH MANAGEMENT
1493 Butler Plank Road
Suite 8
Glenshaw, PA 15116

Employment 2 of 2

Firm Name:	**B. RILEY WEALTH ADVISORS, INC.**
Main Address:	40 S. MAIN ST. SUITE 1600 MEMPHIS, TN 38103
Firm ID#:	115927

	Regulator	Registration	Status	Date
IA	Pennsylvania	Investment Adviser Representative	Approved	03/02/2017

Branch Office Locations

B. RILEY WEALTH ADVISORS, INC.
1493 BUTLER PLANK ROAD
SUITE 8
GLENSHAW, PA 15116

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	07/18/2005

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	03/12/2001
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/02/1997

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	12/23/1999
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/03/1997

PROFESSIONAL DESIGNATIONS

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

No information reported.

User Guidance

www.adviserinfo.sec.gov

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	12/23/2009 - 07/22/2022	NATIONAL SECURITIES CORPORATION	CRD# 7569	GLENSHAW, PA
IA	05/08/2003 - 12/24/2009	GUNNALLEN FINANCIAL, INC	CRD# 17609	GIBSONIA, PA
B	05/06/2003 - 12/24/2009	GUNNALLEN FINANCIAL, INC	CRD# 17609	GIBSONIA, PA
B	10/20/1999 - 03/07/2003	FIRST MONTAUK SECURITIES CORP.	CRD# 13755	RED BANK, NJ
B	05/05/1997 - 10/19/1999	SUNAMERICA SECURITIES, INC.	CRD# 20068	PHOENIX, AZ

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
07/2022 - Present	B. RILEY WEALTH MANAGEMENT	Mass Transfer	Y	GLENSHAW, PA, United States
02/2017 - Present	B. RILEY WEALTH ADVISORS, INC.	REGISTERED INVESTMENT ADVISOR	Y	GLENSHAW, PA, United States
12/2009 - 07/2022	NATIONAL SECURITIES CORP	REGISTERED REPRESENTATIVE	Y	GIBSONIG, PA, 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) B. RILEY WEALTH INSURANCE; INVESTMENT-RELATED; SAME ADDRESS AS BRWM; INSURANCE AGENT; INSURANCE SALES; 10 HRS/MONTH, DURING TRADING HOURS....
(2) GROCE FINANCIAL, LLC; NOT INVESTMENT-RELATED; LLC ESTABLISHED FOR TAX PURPOSES ONLY, ALL SECURITIES BUSINESS CONDUCTED THROUGH B. RILEY WEALTH; SOLE OWNER; GLENSHAW, PA; START DATE 10-2021; 0 HRS/MONTH...

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
Regulatory Event	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.
Sanction(s) Sought:	
Date Initiated:	08/12/2002
Docket/Case Number:	C9B020056
Employing firm when activity occurred which led to the regulatory action:	FIRST MONTAUK SECURITIES CORP.
Product Type:	Mutual Fund
Allegations:	NASD RULES 2110 AND 2310 - WITHOUT ADMITTING OR DENYING THE ALLEGATIONS, THE RESPONDENT CONSENTED TO THE ENTRY OF FINDINGS THAT HE MADE UNSUITABLE MUTUAL FUND RECOMMENDATIONS TO MEMBER FIRM CUSTOMERS. RESPONDENT RECOMMENDED THAT CUSTOMERS SWITCH FROM CLASS A SHARES TO CLASS B SHARES IN DIFFERENT FUND FAMILIES. THESE RECOMMENDATIONS WERE UNSUITABLE BECAUSE THERE WERE FUNDS WITHIN FAMILY OF FUNDS THAT WERE SOLD WITH INVESTMENT OBJECTIVES AND HOLDINGS COMPARABLE TO THE FUNDS THAT WERE PURCHASED. AS A RESULT, CUSTOMERS COULD HAVE TAKEN ADVANTAGE OF "FREE EXCHANGES" WITHIN THEIR EXISTING FUNDS AT NO ADDITIONAL COST. INSTEAD, THE CUSTOMERS INCURRED HIGHER FEES AND A CONTINGENT DEFERRED SALES CHARGE PERIOD, WHILE RESPONDENT RECEIVED A FULL COMMISSION ON EACH NEW PURCHASE. RESPONDENT ALSO FAILED TO TAKE ADVANTAGE OF A PROMOTION BY ONE MUTUAL FUND FAMILY THAT WAS OFFERING DISCOUNTED SALES CHARGES AND LOWER COMPANY'S ON CERTAIN A SHARES. RESPONDENT

	RECEIVED ADDITIONAL COMMISSIONS THROUGH THE UNSUITABLE RECOMMENDATIONS.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	08/12/2002
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Disgorgement Suspension Other: CONDITIONS.
Regulator Statement	A SUSPENSION FROM ASSOCIATION WITH ANY MEMBER FIRM IN ANY CAPACITY FOR TEN (10) BUSINESS DAYS AND A FINE OF $2,500 AND DISGORGEMENT OF COMMISSIONS OF $18,800. AS A FURTHER CONDITION OF THIS SETTLEMENT, RESPONDENT WILL ATTEND SALES PRACTICE TRAINING OF AT LEAST EIGHT (8) TOTAL HOURS, OFFERED BY A THIRD-PARTY VENDOR AND/OR MEMBER FIRM COMPLIANCE PERSONAL, WITH AN EMPHASIS ON MUTUAL FUND ISSUES. UPON COMPLETION OF THIS TRAINING, RESPONDENT AGREE TO PROMPTLY FURNISH THE NASD WITH A SIGNED CERTIFICATION DEMONSTRATING COMPLIANCE WITH THIS REQUIREMENT. THE MONETARY SANCTIONS IMPOSED ON RESPONDENT SHALL BE DUE AND PAYABLE INNEDIATELY UPON REASSOCIATION WITH ANY MEMBER FIRM FOLLOWING THE SUSPENSION OR PRIOR TO ANY APPLICATION OR REQUEST FOR RELIEF FROM ANY STATUTORY DISQUALIFICATION RESULTING FROM THIS OR ANY OTHER EVENT OR PROCEEDING, WHICHEVER IS EARLIER. THE SUSPENSION EFFECTIVE SEPTEMBER 16, 2002, AND END ON SEPTEMBER 27, 2002. FINES PAID.

Reporting Source:	Individual
Regulatory Action Initiated By:	NASD REGULATION, INC.
Sanction(s) Sought:	Suspension
Other Sanction(s) Sought:	FINE $2500.00, DISGORGEMENT OF COMMISSIONS OF $18800.00
Date Initiated:	08/13/2002
Docket/Case Number:	AWC #C9B020056
Employing firm when activity occurred which led to the regulatory action:	FIRST MONTAUK SECURITIES CORP.
Product Type:	Mutual Fund(s)
Other Product Type(s):	
Allegations:	THE NASD ALLEGED UNSUITABLE MUTUAL FUND SWITCHES IN THE ACCOUNTS OF SEVERAL OF MR. GROCE'S CLIENTS.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	08/13/2002
Sanctions Ordered:	Monetary/Fine $2,500.00 Suspension
Other Sanctions Ordered:	

Sanction Details:	TEN BUSINESS DAY SUSPENSION FROM ASSOCIATION WITH ANY MEMBER FIRM IN ANY CAPACITY; DISGORGEMENT OF COMMISSIONS OF $18800.00, $2500.00 FINE; ATTENDANCE OF AT LEAST EIGHT HOURS OF SALES PRACTICE TRAINING WITH AN EMPHASIS ON MUTUAL FUND ISSUES.
Broker Statement	MR. GROCE ACCEPTED AND CONSENTED WITHOUT ADMITTING OR DENYING THE ALLEGATIONS AND SOLELY FOR THE PURPOSES OF THIS PROCEEDING TO THE FINDINGS OF NASD REGULATION, INC.

End of Report

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