



## IAPD Report

# DAVID DON SEMERSKY

CRD# 2943874

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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

### DAVID DON SEMERSKY (CRD# 2943874)

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 **08/15/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA ADVISORS LLC	CRD# 10299	10/29/2012
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	03/21/2024

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **2** 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	CETERA ADVISORS LLC	10299	OAK BROOK, IL	10/30/2012 - 03/21/2024
IA	AMERIPRISE FINANCIAL SERVICES, INC.	6363	DEERFIELD, IL	12/10/2009 - 11/01/2012
B	AMERIPRISE FINANCIAL SERVICES, INC.	6363	DEERFIELD, IL	10/05/2009 - 11/01/2012

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

#### Employment 1 of 2

Firm Name: **CETERA ADVISORS LLC**  
Main Address: 5299 DTC BLVD #800  
GREENWOOD VILLAGE, CO 80111  
Firm ID#: 10299

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	10/29/2012
<b>B</b> Illinois	Agent	Approved	06/03/2019
<b>B</b> Tennessee	Agent	Approved	01/12/2026

#### Branch Office Locations

**CETERA ADVISORS LLC**  
JONESBOROUGH, TN

#### Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**  
Main Address: 1450 AMERICAN LANE  
6TH FLOOR, SUITE 650  
SCHAUMBURG, IL 60173-2096  
Firm ID#: 105644

Regulator	Registration	Status	Date
<b>IA</b> Tennessee	Investment Adviser Representative	Approved	03/21/2024

#### Branch Office Locations

**CETERA INVESTMENT ADVISERS LLC**  
555 SAND VALLEY RD  
JONESBOROUGH, TN 37659



## 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
Futures Managed Funds Examination (S31)	Series 31	11/06/1997
General Securities Representative Examination (S7)	Series 7	10/15/1997

#### State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	11/20/1997
Uniform Securities Agent State Law Examination (S63)	Series 63	10/27/1997

### 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	10/30/2012 - 03/21/2024	CETERA ADVISORS LLC	CRD# 10299	OAK BROOK, IL
IA	12/10/2009 - 11/01/2012	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	DEERFIELD, IL
B	10/05/2009 - 11/01/2012	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	DEERFIELD, IL
B	05/02/2008 - 10/05/2009	AMERIPRISE ADVISOR SERVICES, INC.	CRD# 5979	NORTHBROOK, IL
B	01/30/2004 - 05/07/2008	MULTI-FINANCIAL SECURITIES CORPORATION	CRD# 10299	CHICAGO, IL
IA	01/30/2004 - 05/07/2008	MULTI-FINANCIAL SECURITIES CORPORATION	CRD# 10299	CHICAGO, IL
IA	12/12/2001 - 02/24/2004	UBS FINANCIAL SERVICES INC.	CRD# 8174	NORTHBROOK, IL
B	11/30/2001 - 02/24/2004	UBS FINANCIAL SERVICES INC.	CRD# 8174	WEEHAWKEN, NJ
B	09/15/1999 - 12/07/2001	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	10/16/1997 - 10/14/1999	DEAN WITTER REYNOLDS 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
03/2024 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
01/2013 - Present	CETERA ADVISORS LLC	REGISTERED REPRESENTATIVE	Y	DENVER, CO, United States



## Registration & Employment History



### 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) DBA: ERGAWEALTH ADVISORS, INVESTMENT RELATED, ADDRESS IS THE REGISTER LOCATION, FINANCIAL PLANNING, INVESTMENTS, START FEBRUARY 2014, 40 PLUS HOURS PER WEEK - DURING TRADING HOURS, WEALTH ADVISOR.

2) NAME OF OTHER BUSINESS: ALANA BASS CPA;  
INVESTMENT RELATED: NO ;  
ADDRESS: SAME AS REGISTERED LOCATION;  
NATURE OF BUSINESS: ACCOUNTING;  
START DATE: 08/2025;  
POSITION/TITLE/RELATIONSHIP: BOOKKEEPER/TAX PREPARER;  
APX NUMBER OF HOURS PER WEEK: 20;  
APX NUMBER OF HOURS DURING TRADING HOURS: 0;  
BRIEF DESCRIPTION OF DUTIES: GENERAL BOOKKEEPING AND TAX PREP FOR INDIVIDUALS AND BUSINESSES;



## 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:** Individual

**Employing firm when activities occurred which led to the complaint:** AMERIPRISE FINANCIAL SERVICES, INC.

**Allegations:** CLAIMANTS ALLEGE THAT FROM 2009-2011, THEIR AFSI ADVISOR CONCENTRATED THEIR ACCOUNTS INTO AGGRESSIVE, HIGH-RISK STOCKS AND EXCHANGE-TRADED BONDS, AND EXCESSIVELY TRADED THEIR ACCOUNTS TO GENERATE COMMISSIONS. THEY ALSO ALLEGE UNSUITABLE USE OF MARGIN AND UNAUTHORIZED TRADING.

**Product Type:** Equity Listed (Common & Preferred Stock)  
Other: EXCHANGE TRADED BONDS

**Alleged Damages:** \$250,000.00

**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-IL

**Docket/Case #:** 11-01694

**Filing date of arbitration/CFTC reparation or civil litigation:** 06/23/2011

### Customer Complaint Information



**Date Complaint Received:** 04/05/2011  
**Complaint Pending?** No  
**Status:** Settled  
**Status Date:** 09/17/2012  
**Settlement Amount:** \$105,000.00  
**Individual Contribution Amount:** \$0.00  
**Broker Statement** THE PARTIES CHOSE TO SETTLE THE MATTER IN ORDER TO AVOID THE COSTS ASSOCIATED WITH ARBITRATION.

#### Disclosure 2 of 4

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** AMERIPRISE FINANCIAL SERVICES, INC  
**Allegations:** THE CLIENT ALLEGED THE SUBJECT ADVISOR PLACED UNAUTHORIZED TRADES OF MNKD ON DECEMBER 20TH, 2010; BSDM ON DECEMBER 21ST, 2010 AND AVNR ON JANUARY 13, 2011.  
**Product Type:** Equity Listed (Common & Preferred Stock)  
**Alleged Damages:** \$7,992.06  
**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:** 03/17/2011  
**Complaint Pending?** No  
**Status:** Settled  
**Status Date:** 06/14/2011  
**Settlement Amount:** \$8,641.26  
**Individual Contribution Amount:** \$0.00

#### Disclosure 3 of 4

**Reporting Source:** Firm  
**Employing firm when activities occurred which led to the complaint:** UBS FINANCIAL SERVICES INC./MORGAN STANLEY  
**Allegations:** DESPITE REPEATED REQUESTS THAT SEMERSKY NOT EXECUTE TRADES IN HER ACCOUNT WITHOUT FIRST ADVISING HER OF HIS PROPOSED ACTION, AND RECEIVING HER CONSENT, SEMERSKY EXERCISED HIS OWN DISCRETION AND EFFECTED TRADES IN CLAIMANT'S ACCOUNT THAT WERE UNAUTHORIZED AND OF WHICH CLAIMANT HAD NO KNOWLEDGE."



CLAIMANT FURTHER ALLEGED THAT RESPONDENTS HAD A DUTY TO ADVISE HER THAT THE SECURITIES SHE TRANSFERRED INTO THE FIRM WERE UNSUITABLE.

**Product Type:** Equity - OTC  
**Alleged Damages:** \$14,972.45

### Customer Complaint Information

**Date Complaint Received:**  
**Complaint Pending?**  
**Status:** Arbitration/Reparation  
**Status Date:**  
**Settlement Amount:**

**Individual Contribution Amount:**

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** NASD; CASE# 04-07554

**Date Notice/Process Served:** 11/15/2004

**Arbitration Pending?** No

**Disposition:** Settled

**Disposition Date:** 09/26/2005

**Monetary Compensation Amount:** \$8,600.00

**Individual Contribution Amount:** \$0.00

**Firm Statement** MR. SEMERSKY WAS DISMISSED FROM THIS ACTION AT MORGAN STANLEY AND HAS ALWAYS STRONGLY DENIED ANY WRONGDOING. UBS SETTLED WITH THE CLAIMANT. PLEASE ARCHIVE. ARBITRATION SETTLED FOR LESS THAN \$10,000.

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**Reporting Source:** Firm  
**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL SECURITIES INCORPORATED

**Allegations:** CLAIMANT ALLEGES THAT DURING THE PERIOD DECEMBER 1999 THROUGH OCTOBER 2001 HER FINANCIAL ADVISOR PURCHASED AND TRADED IN UNSUITABLE EQUITIES

**Product Type:** Other  
**Other Product Type(s):** EQUITIES  
**Alleged Damages:** \$22,608.88

### Customer Complaint Information

**Date Complaint Received:** 11/30/2004  
**Complaint Pending?** No



**Status:** Arbitration/Reparation

**Status Date:** 11/30/2004

**Settlement Amount:**

**Individual Contribution Amount:**

**Arbitration Information**

**Arbitration/Reparation Claim filed with and Docket/Case No.:** NASD CASE NO. 04-07554

**Date Notice/Process Served:** 11/30/2004

**Arbitration Pending?** No

**Disposition:** Settled

**Disposition Date:** 09/28/2005

**Monetary Compensation Amount:** \$15,148.00

**Individual Contribution Amount:** \$0.00

**Reporting Source:** Firm

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

**Allegations:** CUSTOMER ALLEGES NEGLIGENCE IN BROKER'S FAILURE TO ADVISE CLAIMANT TO OPEN AN IRA ACCOUNT IN 1999.

**Product Type:** Mutual Fund(s)

**Alleged Damages:** \$30,000.00

**Customer Complaint Information**

**Date Complaint Received:** 09/30/2004

**Complaint Pending?** No

**Status:** Arbitration/Reparation

**Status Date:** 11/10/2004

**Settlement Amount:**

**Individual Contribution Amount:**

**Arbitration Information**

**Arbitration/Reparation Claim filed with and Docket/Case No.:** NASD CASE NO. 04-07554

**Date Notice/Process Served:** 11/10/2004

**Arbitration Pending?** No

**Disposition:** Withdrawn

**Disposition Date:** 09/13/2005



**Firm Statement** MR. SEMERSKY WAS DISMISSED FROM THIS ACTION AND HAS ALWAYS STRONGLY DENIED ANY WRONGDOING.

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**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** MORGAN STANLEY D W INC.  
**Allegations:** CUSTOMER ALLEGES NEGLIGENCE IN BROKER'S FAILURE TO ADVISE CLAIMANT TO OPEN AN IRA ACCOUNT.  
**Product Type:** Mutual Fund(s)  
**Alleged Damages:** \$30,000.00

### Customer Complaint Information

**Date Complaint Received:** 11/02/2004  
**Complaint Pending?** No  
**Status:** Arbitration/Reparation  
**Status Date:** 11/30/2004

### Settlement Amount:

**Individual Contribution Amount:**

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** NASD CASE NO. 04-07554  
**Date Notice/Process Served:** 11/30/2004  
**Arbitration Pending?** No  
**Disposition:** Withdrawn  
**Disposition Date:** 09/13/2005

### Disclosure 4 of 4

**Reporting Source:** Regulator  
**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL EQUITY GROUP, LLC  
**Allegations:** BREACH OF CONTRACT, PROFESSIONAL NEGLIGENCE AND FRAUDULENT MISREPRESENTATION  
**Product Type:** Other  
**Other Product Type(s):** UNSPECIFIED TYPE OF SECURITIES  
**Alleged Damages:** \$332,146.00

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** [NASD - CASE #05-00602](#)



**Date Notice/Process Served:** 02/03/2005  
**Arbitration Pending?** No  
**Disposition:** Denied  
**Disposition Date:** 03/29/2006  
**Disposition Detail:** CLAIMANT'S CLAIMS ARE DENIED IN THEIR ENTIRETY.

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**Reporting Source:** Firm  
**Employing firm when activities occurred which led to the complaint:** UBS FINANCIAL SERVICES INC.

**Allegations:** "THE FINANCIAL RECORDS INDICATE A VERY HIGH TURNING VELOCITY OF CUSTOMER'S ACCOUNTS WITHOUT ANY EXPLANATION. . . . AFTER JOINING PRUDENTIAL SECURITIES AND PAINE WEBBER, MR. SEMERSKY VIRTUALLY STOPPED NOTIFYING CUSTOMER OF THE STOCK TRANSACTIONS."

**Product Type:** Equity - OTC

**Alleged Damages:** \$133,384.00

### Customer Complaint Information

**Date Complaint Received:** 04/02/2004

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 10/19/2004

**Settlement Amount:** \$12,000.00

**Individual Contribution Amount:** \$0.00

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**Reporting Source:** Firm  
**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL SECURITIES INC

**Allegations:** CLAIMANT ALLEGES (NOW IN A FILED STATEMENT OF CLAIM WITH THE NASD) THAT DURING THE PERIOD SEPTEMBER 1999 THROUGH DECEMBER 2001, HIS PORTFOLIO WAS SUBJECTED TO UNSUITABLE INVESTMENT RECOMMENDATIONS AND MISREPRESENTATIONS.

**Product Type:** Other

**Other Product Type(s):** EQUITIES, MANAGED ACCOUNTS

**Alleged Damages:** \$332,146.00

### Customer Complaint Information

**Date Complaint Received:** 04/02/2004

**Complaint Pending?** No

**Status:** Arbitration/Reparation



**Status Date:** 02/11/2005

**Settlement Amount:**

**Individual Contribution Amount:**

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** [NASD CASE NO. 05-00602](#)

**Date Notice/Process Served:** 02/11/2005

**Arbitration Pending?** No

**Disposition:** Denied

**Disposition Date:** 03/29/2006

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**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** UBS FINANCIAL SERVICES

**Allegations:** THE CLIENT ALLEGES A HIGH TURNOVER RATIO AND UNAUTHORIZED TRADING WHILE AT UBS FINANCIAL SERVICES.

**Product Type:** Equity - OTC

**Alleged Damages:** \$133,348.00

### Customer Complaint Information

**Date Complaint Received:** 04/02/2004

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 11/19/2004

**Settlement Amount:** \$12,000.00

**Individual Contribution Amount:** \$0.00

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** [NASD CASE NO. 05-00602](#)

**Date Notice/Process Served:** 02/11/2005

**Arbitration Pending?** No

**Disposition:** Denied

**Disposition Date:** 03/29/2006



## End of Report

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