



IAPD Report

MARK WILLIAM PEARCY

CRD# 2978026

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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

MARK WILLIAM PEARCY (CRD# 2978026)

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 **03/02/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	02/22/2024
IA	SOVRAN ADVISORS, LLC	CRD# 329415	03/01/2024

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **15** 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	MML INVESTORS SERVICES, LLC	10409	SAN DIEGO, CA	03/25/2017 - 03/06/2024
IA	MML INVESTORS SERVICES, LLC	10409	SAN DIEGO, CA	03/25/2017 - 03/06/2024
IA	MSI FINANCIAL SERVICES, INC.	14251	SAN DIEGO, CA	08/30/2000 - 03/25/2017

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
Judgment/Lien	3



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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	02/22/2024
B FINRA	Invest. Co and Variable Contracts	Approved	02/22/2024
B Arizona	Agent	Approved	03/07/2024
B California	Agent	Approved	02/23/2024
B Colorado	Agent	Approved	04/25/2024
B Florida	Agent	Approved	04/30/2024
B Georgia	Agent	Approved	03/06/2024
B Indiana	Agent	Approved	03/06/2024
B Louisiana	Agent	Approved	03/14/2024
B Massachusetts	Agent	Approved	04/24/2026
B Nevada	Agent	Approved	02/23/2024
B New Jersey	Agent	Approved	02/23/2024
B New York	Agent	Approved	02/23/2024



Qualifications

Regulator	Registration	Status	Date
B North Carolina	Agent	Approved	04/01/2024
B South Dakota	Agent	Approved	04/22/2025
B Utah	Agent	Approved	03/13/2024
B Washington	Agent	Approved	04/18/2024

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
 3131 CAMINO DEL RIO NORTH
 SUITE 800
 SAN DIEGO, CA 92108

CETERA ADVISOR NETWORKS LLC
 ESCONDIDO, CA

Employment 2 of 2

Firm Name: **SOVRAN ADVISORS, LLC**
 Main Address: 3131 CAMINO DEL RIO N.
 SUITE 800
 SAN DIEGO, CA 92108
 Firm ID#: 329415

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	03/01/2024

Branch Office Locations

SOVRAN ADVISORS, LLC
 3131 CAMINO DEL RIO N.
 SUITE 800
 SAN DIEGO, CA 92108



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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B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	07/10/2000
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	12/23/1997

State Securities Law Exams

Exam	Category	Date
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IA Uniform Investment Adviser Law Examination (S65)	Series 65	10/01/1999
B Uniform Securities Agent State Law Examination (S63)	Series 63	01/20/1998

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Chartered Financial Consultant

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	03/25/2017 - 03/06/2024	MML INVESTORS SERVICES, LLC	CRD# 10409	SAN DIEGO, CA
IA	03/25/2017 - 03/06/2024	MML INVESTORS SERVICES, LLC	CRD# 10409	SAN DIEGO, CA
IA	08/30/2000 - 03/25/2017	MSI FINANCIAL SERVICES, INC.	CRD# 14251	SAN DIEGO, CA
B	12/24/1997 - 03/25/2017	MSI FINANCIAL SERVICES, INC.	CRD# 14251	SAN DIEGO, CA
B	12/24/1997 - 07/09/2007	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	SAN DIEGO, CA

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
02/2024 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EL SEGUNDO, CA, United States
02/2024 - Present	SOVRAN ADVISORS LLC - CRD 329415	INVESTMENT ADVISOR REPRESENTATIVE	Y	SAN DIEGO, CA, United States
02/2012 - Present	PEARCY FINANCIAL PARTNERS AND INSURANCE SERVICES	PRESIDENT/CEO	Y	SAN DIEGO, CA, United States
03/2017 - 02/2024	MML INVESTORS SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, CA, United States
07/2016 - 02/2024	MASSMUTUAL LIFE INSURANCE CO	AGENT	Y	SAN DIEGO, CA, United States
11/1997 - 03/2017	METLIFE SECURITIES INC.	NOT PROVIDED	Y	SAN DIEGO, CA, United States
11/1997 - 07/2016	METROPOLITAN LIFE INSURANCE COMPANY	NOT PROVIDED	Y	SAN DIEGO, CA, 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. NAME OF OTHER BUSINESS: SOVRAN ADVISORS LLC - CRD 329415

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: SEC REGISTERED INVESTMENT ADVISORY FIRM

POSITION/TITLE/RELATIONSHIP: INVESTMENT ADVISOR REPRESENTATIVE

START DATE: 02/2024

APX NUMBER OF HOURS PER WEEK: 40

APX NUMBER OF HOURS DURING TRADING HOURS: 40

BRIEF DESCRIPTION OF DUTIES: FINANCIAL PLANNING AND ASSET MANAGEMENT

2. NAME OF OTHER BUSINESS: FIXED INSURANCE WITH VARIOUS COMPANIES

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: FIXED INSURANCE

START DATE: 1/1998

APX NUMBER OF HOURS PER WEEK: 4

APX NUMBER OF HOURS DURING TRADING HOURS: 3

POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT

BRIEF DESCRIPTION OF DUTIES: SALES OF LIFE, DISABILITY, ANNUITIES AND LONG-TERM CARE;

3. NAME OF OTHER BUSINESS: SOUTHWESTERN YACHT CLUB

INVESTMENT RELATED: NO

ADDRESS: 2702 QUALTROUGH STREET, SAN DIEGO, CA 92106

NATURE OF BUSINESS: BOARD FIDUCIARY POSITION

START DATE: 12/2023

POSITION/TITLE/RELATIONSHIP: VICE COMMODORE

APX NUMBER OF HOURS PER WEEK: 6

APX NUMBER OF HOURS DURING TRADING HOURS: 1

BRIEF DESCRIPTION OF DUTIES: LIAISON TO VARIOUS COMMITTEES AND ASSIST WITH BOARD DECISIONS;

4. NAME OF OTHER BUSINESS: PEARCY FINANCIAL PARTNERS AND INSURANCE SERVICES

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: DBA - FINANCIAL PLANNING

START DATE: 2/2012

POSITION/TITLE/RELATIONSHIP: PRESIDENT/CEO

APX NUMBER OF HOURS PER WEEK: 40

APX NUMBER OF HOURS DURING TRADING HOURS: 25

BRIEF DESCRIPTION OF DUTIES: OWNER;



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
Judgment/Lien	3

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:	METROPOLITAN LIFE INSURANCE COMPANY
Allegations:	The complainant's allege that the variable universal life policy sold on January 14, 1999 was misrepresented, and the representative said they could expect an annual return of 10%. The policy has since collapsed, even though their annual premiums have been paid for 20 years.
Product Type:	Insurance Other: Variable Universal Life
Alleged Damages:	\$554,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No
Arbitration/Reparation forum or court name and location:	
Docket/Case #:	
Filing date of arbitration/CFTC reparation or civil litigation:	10/22/2020

Customer Complaint Information



Date Complaint Received: 11/13/2020
Complaint Pending? No
Status: Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date: 10/22/2020

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

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

FINRA

Docket/Case #: 20-03595

Date Notice/Process Served: 11/13/2020

Arbitration Pending? No

Disposition: Settled

Disposition Date: 08/12/2021

Monetary Compensation Amount: \$100,000.00

Individual Contribution Amount: \$40,000.00

Broker Statement Internal Case #202038446

Disclosure 2 of 4

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: METLIFE SECURITIES

Allegations: CUSTOMER ALLEGED THE ADVISOR DID NOT FOLLOW INSTRUCTIONS REGARDING THE PLACEMENT OF FUNDS INTO A RISK-FREE PRODUCT, ON OR ABOUT JANUARY 2008. CUSTOMER ALSO ALLEGED THE ADVISOR'S RECOMMENDATION TO PURCHASE SEVERAL VARIABLE ANNUITIES, COMMENCING IN NOVEMBER 2011, WAS NOT APPROPRIATE.

Product Type: Annuity-Variable
Mutual Fund

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): IT IS BELIEVED THE POTENTIAL DAMAGES WOULD EXCEED THE REPORTING THRESHOLD.

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: 05/04/2015

Complaint Pending? No

Status: Denied

Status Date: 05/21/2015

Settlement Amount:

Individual Contribution Amount:

Disclosure 3 of 4

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: METLIFE

Allegations: CUSTOMER ALLEGES THE VARIABLE LIFE INSURANCE POLICY RECOMMENDED BY THE REPRESENTATIVE IN MARCH 1999 WAS NOT SUITABLE.

Product Type: Insurance

Alleged Damages: \$90,238.55

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: 04/07/2009

Complaint Pending? No

Status: Settled

Status Date: 09/20/2010

Settlement Amount: \$105,306.05

Individual Contribution Amount: \$26,326.51

Broker Statement ALTHOUGH THE COMPLAINT WAS INITIALLY DENIED, UPON FURTHER REVIEW AN OFFER WAS EXTENDED.

Disclosure 4 of 4

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: METLIFE

Allegations: CUSTOMERS ALLEGE THE REPRESENTATIVE MISREPRESENTED THE INVESTMENT ACCOUNTS HE SOLD THEM IN AUGUST 2006 AND IGNORED THEIR CONCERNS ABOUT MARKET VOLATILITY. NO SPECIFIC COMPENSATORY DAMAGES WERE ALLEGED.



Product Type: Mutual Fund(s)

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 01/23/2009

Complaint Pending? No

Status: Denied

Status Date: 02/05/2009

Settlement Amount:

**Individual Contribution
Amount:**



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 3

Reporting Source: Individual
Judgment/Lien Holder: IRS
Judgment/Lien Amount: \$161,397.00
Judgment/Lien Type: Tax
Date Filed with Court: 02/15/2018
Date Individual Learned: 03/09/2018
Type of Court: State Court
Name of Court: San Diego County
Location of Court: San Diego, CA 92101
Docket/Case #: 297302218
Judgment/Lien Outstanding? Yes

Disclosure 2 of 3

Reporting Source: Individual
Judgment/Lien Holder: Department of Treasury Internal Revenue Service
Judgment/Lien Amount: \$115,443.63
Judgment/Lien Type: Tax
Date Filed with Court: 08/30/2017
Date Individual Learned: 09/27/2017
Type of Court: State Court
Name of Court: County Recorder San Diego County
Location of Court: San Diego County
Docket/Case #: 276821717
Judgment/Lien Outstanding? Yes

Disclosure 3 of 3

Reporting Source: Individual
Judgment/Lien Holder: IRS
Judgment/Lien Amount: \$253,252.14
Judgment/Lien Type: Tax
Date Filed with Court: 09/13/2016
Date Individual Learned: 09/21/2016
Type of Court: State Court
Name of Court: Recorder of Deeds



Location of Court: San Diego,CA

Judgment/Lien Outstanding? Yes



End of Report

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