



IAPD Report

ARCHIBALD WILLIAM MCMICHAEL III

CRD# 2997111

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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

ARCHIBALD WILLIAM MCMICHAEL III (CRD# 2997111)

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 **09/17/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	09/05/2025
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	09/05/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **6** 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	AVANTAX ADVISORY SERVICES	104556	Wayne, PA	06/07/2023 - 09/05/2025
B	AVANTAX INVESTMENT SERVICES, INC.	13686	Wayne, PA	06/06/2023 - 09/05/2025
IA	LIFEMARK SECURITIES CORP.	16204	Wayne, PA	02/14/2012 - 06/08/2023

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
Termination	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 6 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 Principal	Approved	09/05/2025
B FINRA	General Securities Representative	Approved	09/05/2025
B FINRA	Invest. Co and Variable Contracts	Approved	09/05/2025
B FINRA	Limited Representative-Prvt Scrts Ofngs	Approved	09/05/2025
B Delaware	Agent	Approved	09/05/2025
B Florida	Agent	Approved	09/05/2025
B Maryland	Agent	Approved	09/05/2025
B Massachusetts	Agent	Approved	09/05/2025
B New Jersey	Agent	Approved	09/05/2025
B Pennsylvania	Agent	Approved	09/05/2025

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
175 Stafford Ave
Suite 310
Wayne, PA 19087

CETERA ADVISOR NETWORKS LLC
34845 GROMMET ST
MILLSBORO, DE 19966

Employment 2 of 2



Qualifications

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
IA Delaware	Investment Adviser Representative	Approved	09/05/2025
IA Pennsylvania	Investment Adviser Representative	Approved	09/05/2025

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
 34845 GROMMET ST
 MILLSBORO, DE 19966

CETERA INVESTMENT ADVISERS LLC
 175 STRAFFORD AVE
 SUITE 310
 WAYNE, PA 19087




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, 4 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	02/14/2006

General Industry/Product Exams

	Exam	Category	Date
	Limited Representative-Private Securities Offerings (S82TO)	Series 82TO	06/06/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	11/23/1999
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/28/1998

State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	01/19/2001
	Uniform Securities Agent State Law Examination (S63)	Series 63	02/02/1998

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	06/07/2023 - 09/05/2025	AVANTAX ADVISORY SERVICES	CRD# 104556	Wayne, PA
B	06/06/2023 - 09/05/2025	AVANTAX INVESTMENT SERVICES, INC.	CRD# 13686	Wayne, PA
IA	02/14/2012 - 06/08/2023	LIFEMARK SECURITIES CORP.	CRD# 16204	Wayne, PA
B	01/12/2012 - 06/08/2023	LIFEMARK SECURITIES CORP.	CRD# 16204	Wayne, PA
IA	01/06/2006 - 12/21/2011	LPL FINANCIAL LLC	CRD# 6413	WAYNE, PA
B	01/04/2006 - 12/21/2011	LPL FINANCIAL LLC	CRD# 6413	WAYNE, PA
B	05/03/2004 - 01/12/2006	PNC INVESTMENTS	CRD# 129052	PITTSBURGH, PA
IA	05/03/2004 - 01/12/2006	PNC INVESTMENTS	CRD# 129052	PHILADELPHIA, PA
IA	06/17/2003 - 04/23/2004	J. B. HANAUER & CO.	CRD# 6958	PHILADELPHIA, PA
B	10/11/2002 - 04/23/2004	J. B. HANAUER & CO.	CRD# 6958	PARSIPPANY, NJ
B	11/24/1999 - 10/14/2002	MORGAN STANLEY DW INC.	CRD# 7556	PURCHASE, NY
B	10/03/2002 - 10/03/2002	J. B. HANAUER & CO.	CRD# 6958	PARSIPPANY, NJ
B	02/19/1998 - 09/15/1999	VANGUARD MARKETING CORPORATION	CRD# 7452	MALVERN, PA

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
09/2025 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
09/2025 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Wayne, PA, United States
12/2022 - Present	AW MCMICHAEL	OWNER	N	WAYNE, PA, United States
01/2018 - Present	Archibald McMichael dba McMichael Capital Management	Sole Proprietor	Y	Wayne, PA, United States
06/2023 - 09/2025	Avantax Advisory Services	Investment Advisor Representative	Y	Wayne, PA, United States
06/2023 - 09/2025	Avantax Insurance Agency, LLC	Insurance Agent	Y	Wayne, PA, United States
06/2023 - 09/2025	Avantax Investment Services Inc.	Registered Representative	Y	Wayne, PA, United States
01/2012 - 06/2023	LIFEMARK SECURITIES CORP.	REGISTERED REPRESENTATIVE	Y	ROCHESTER, NY, United States
07/2017 - 12/2022	AW McMichael	Independent Contractor	N	Wayne, PA, United States
12/2019 - 03/2020	Sound Production Services	Independent Contractor	N	Wayne, PA, United States
04/2016 - 03/2020	Warm Water Diving Adventures, LLC	Instructor and arrange scuba diving vacations	N	Bryn Mawr, PA, United States
01/2006 - 01/2018	INDEPENDENT INSURANCE AGENT	INDEPENDENT INSURANCE AGENT	Y	WAYNE, 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) ARCHIBALD MCMICHAEL DBA MCMICHAEL CAPITAL MANAGEMENT
 POSITION: Sole Proprietor NATURE: Investment Planning, Retirement Planning, Financial Planning, Estate Planning. Sales and Service of Fixed Insurance Products. INVESTMENT RELATED: Yes NUMBER OF HOURS: 100 SECURITIES TRADING HOURS: 100 START DATE: 01/01/2018
 ADDRESS: 175 Stafford Ave, Suite 310, Wayne PA 19087, United States
 DESCRIPTION: Developing and implementing investment strategies. Developing implementing and maintaining retirement plans. Developing and maintaining estate plans. Selling and servicing fixed insurance products. Office administration.

2) AW MCMICHAEL
 POSITION: Owner NATURE: Tax Planning, tax preparation, tax consulting, bookkeeping, payroll services. INVESTMENT RELATED: No NUMBER OF HOURS: 40 SECURITIES TRADING HOURS: 40 START DATE: 12/01/2022
 ADDRESS: 175 Stafford Ave, Suite 310, Wayne PA 19087, United States
 DESCRIPTION: Preparing and reviewing tax returns for individuals and businesses. Performing bookkeeping. Consulting with



Registration & Employment History



OTHER BUSINESS ACTIVITIES

businesses owners. Tax planning for businesses and individuals. Small business and domestic payroll services.

3) UNITED STATES MERCHANT MARINE ACADEMY TRI-STATE PARENTS ASSOCIATION

POSITION: Treasurer NATURE: Acting as Treasurer to a small regional parents association for parents of Midshipmen at the Merchant Marine Academy. INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 07/01/2024

ADDRESS: 175 Strafford Ave, Suite 310, Wayne PA 19087, United States

DESCRIPTION: Paying obligations and receiving deposits of several thousand dollars per year. Managing the membership role of the parents club.



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
Termination	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 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: LIFEMARK SECURITIES CORP.

Allegations: The rep is the subject of, but not a party to, the arbitration. Allegations pertain to an investment in an alternative product, intended to be a small component of a larger diversified portfolio. Unfortunately, the company that issued the investment has since filed Chapter 11 bankruptcy. As a result, the client is alleging insufficient due diligence, violation of Pennsylvania Unfair Trade Practices and Consumer Protection Law, breach of contract, common law fraud, breach of fiduciary duty, and negligence.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$105,000.00

Alleged Damages Amount Explanation (if amount not exact): The claimant is seeking additional damages including bargain damages, lost opportunity costs, model portfolio damages and prejudgment interest.

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



Docket/Case #: 23-01785
Filing date of arbitration/CFTC reparation or civil litigation: 06/21/2023

Customer Complaint Information

Date Complaint Received: 06/27/2023
Complaint Pending? No
Status: Settled
Status Date: 07/29/2024
Settlement Amount: \$20,000.00
Individual Contribution Amount: \$10,000.00

Firm Statement
 The investments recommended by Mr. McMichael appropriately matched Claimant's risk profiles and investment strategies. All risks and features of the investments were accurately disclosed and they received and signed written disclosures. LifeMark and the client have entered into a confidential Settlement Agreement and Release. The client has provided a full release in favor of LifeMark. Neither the Settlement Agreement nor its covenants and releases shall be construed as an admission of liability by LifeMark or any of its agents, shareholders, principals, members, officers, directors, or representatives. Mr. McMichael was not involved in settlement discussions with the client.

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: LIFEMARK SECURITIES CORP.

Allegations:
 The rep is the subject of, but not a party to, the arbitration. Allegations pertain to an investment in an alternative product, intended to be a small component of a larger diversified portfolio. Unfortunately, the company that issued the investment has since filed Chapter 11 bankruptcy. As a result, the client is alleging insufficient due diligence, violation of Pennsylvania Unfair Trade Practices and Consumer Protection Law, breach of contract, common law fraud, breach of fiduciary duty, and negligence.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$105,000.00

Alleged Damages Amount Explanation (if amount not exact): The claimant is seeking additional damages including bargain damages, lost opportunity costs, model portfolio damages and prejudgment interest.

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

Docket/Case #: 23-01785



Filing date of arbitration/CFTC reparation or civil litigation: 06/21/2023

Customer Complaint Information

Date Complaint Received: 06/27/2023

Complaint Pending? No

Status: Settled

Status Date: 07/29/2024

Settlement Amount: \$20,000.00

Individual Contribution Amount: \$10,000.00

Broker Statement

The investments recommended by Mr. McMichael appropriately matched Claimant's risk profiles and investment strategies. All risks and features of the investments were accurately disclosed and they received and signed written disclosures. LifeMark and the client have entered into a confidential Settlement Agreement and Release. The client has provided a full release in favor of LifeMark. Neither the Settlement Agreement nor its covenants and release shall be construed as an admission of liability by LifeMark or any of its agents, shareholders, principals, members, officers, directors, or representatives. Mr. McMichael was not involved in settlement discussions with the client.

Representative's Comment - The preferred stock was recommended as a small part of a large, diversified portfolio. All policies were followed properly, and the risks were disclosed to the investor. Soon after making the investment, the investor moved her assets to another broker dealer. She ceased to be a client of Mr. McMichael. Several years later the issuer of the preferred stock filed for bankruptcy. During that time, the total portfolio experienced gains far in excess of the total investment in the preferred stock. The investor filed an arbitration against Lifemark Securities Corp after being contacted by a plaintiff's attorney. Settlement was agreed upon to stop the on-going legal expense of defending the case.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: LifeMark Securities Corp.

Allegations: The rep is the subject of, but not a party to, the arbitration. Claimant is alleging unsuitable investment advice, inadequate due diligence and concentration of illiquid investments despite the fact that the client insisted on concentration of this type of investments.

Product Type: Annuity-Variable
Real Estate Security

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): no amount listed

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC Yes



reparation or civil litigation?

**Arbitration/Reparation forum
or court name and location:** FINRA

Docket/Case #: 19-00389

**Filing date of
arbitration/CFTC reparation
or civil litigation:** 02/06/2019

Customer Complaint Information

Date Complaint Received: 02/08/2019

Complaint Pending? No

Status: Withdrawn

Status Date: 03/04/2019

Settlement Amount:

**Individual Contribution
Amount:**

Broker Statement

An arbitration was filed without discussing the concerns with the adviser or the broker dealer. When the account was reviewed with the client and compared to his stated investment objectives, the client withdrew his complaint. The client's portfolio had positive total returns during the time it was with the adviser. When the client was reminded of his objectives and the returns of his account, the client decided withdraw the arbitration



Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm
Firm Name: LPL FINANCIAL LLC
Termination Type: Discharged
Termination Date: 12/12/2011
Allegations: VIOLATION OF THE FIRM'S DOCUMENT SIGNATURE POLICY.
Product Type: No Product

Reporting Source: Individual
Firm Name: LPL FINANCIAL LLC
Termination Type: Discharged
Termination Date: 12/12/2011
Allegations: VIOLATION OF THE FIRM'S DOCUMENT SIGNATURE POLICY
Product Type: No Product



End of Report

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