



IAPD Report

VAN REUBEN WILLIS

CRD# 3026218

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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

VAN REUBEN WILLIS (CRD# 3026218)

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

This individual is not currently registered as an Investment Adviser Representative.

QUALIFICATIONS

This individual is not currently registered as an Investment Adviser Representative.

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	STATE FARM INVESTMENT MANAGEMENT CORP.	3487	Sitka, AK	07/17/2025 - 04/14/2026

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	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 not currently registered as an Investment Adviser Representative.



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, 0 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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No information reported.

State Securities Law Exams

Exam	Category	Date
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IA

Uniform Investment Adviser Law Examination (S65)

Series 65

07/12/2025



PROFESSIONAL DESIGNATIONS

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

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	07/17/2025 - 04/14/2026	STATE FARM INVESTMENT MANAGEMENT CORP.	CRD# 3487	Sitka, AK

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
07/2025 - Present	STATE FARM VP MANAGEMENT CORP.	REGISTERED REPRESENTATIVE	Y	Sitka, AK, United States
07/2025 - Present	State Farm Investment Management Corp	Investment Adviser Representative	Y	JUNEAU, AK, United States
07/2025 - Present	State Farm Investment Management Corp	Investment Adviser Representative	Y	Sitka, AK, United States
02/1998 - Present	STATE FARM VP MANAGEMENT CORP.	REGISTERED REPRESENTATIVE	Y	JUNEAU, AK, United States
03/1993 - Present	VAN REUBEN WILLIS INSURANCE AGENCY	Owner/operator	Y	Sitka, AK, United States
03/1993 - Present	VAN REUBEN WILLIS INSURANCE AGENCY	OWNER/OPERATOR	Y	JUNEAU, AK, United States
08/2018 - 06/2019	State Farm Management Investment Corp	Investment Adviser Representative	Y	Juneau, AK, 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) V Reuben Willis' Insurance Agency; Insurance Agency; Investment-related; 720 W Willoughby Ave Juneau, AK 99801-1851; Insurance (State Farm Mutual Automobile Insurance Company and its affiliates); Owner; Agent; 03/01/1991; 80; 80; Service customers and supervise employees

2) Soaring Over Alaska LLC; investment-related; 365 S Franklin Juneau, AK. 99801; Other; Partner/Owner; None; 07/24/2025; 20;20; Utilizes a state-of-the-art ride system to give guests the feeling of flight before a 50-foot spherical screen while the film takes guests on an exhilarating journey across Alaska



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	2

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 2

Reporting Source:	Individual
Regulatory Action Initiated By:	STATE OF ALASKA, DEPARTMENT OF COMMERCE, COMMUNITY, & ECONOMIC DEVELOPMENT
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	06/21/2010
Docket/Case Number:	D 10-08
Employing firm when activity occurred which led to the regulatory action:	STATE FARM
Product Type:	Insurance
Allegations:	TRANSACTIONING INSURANCE WITHOUT A LICENCE
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	06/21/2010
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1



Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$5,000.00

Portion Levied against individual: \$2,000.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 07/07/2010

Was any portion of penalty waived? Yes

Amount Waived: \$3,000.00

Broker Statement

I NOTIFIED THE STATE OF ALASKA OF A NEW FEIN NUMBER THAT I OBTAINED IN 2006. THE STATE FAILED TO INFORM ME THAT A NEW LICENSE WOULD BE REQUIRED FOR THE NEW FEIN. IN 2009 WHILE LICENSING A NEW TEAM MEMBER THE NEW FEIN # WAS USED AND THE STATE DIVISION OF INSURANCE BEGAN ACTIONS THAT RESULTED IN THIS STIPULATED AGREEMENT AND ORDER. THE STATE HAD NO RECORD OF MY NOTIFICATION TO THEM. THE COST TO FIGHT THIS FURTHER AND HAVE THE ISSUE DISMISED WOULD HAVE BEEN PROHIBITIVE. THE STATE DIV OF INSURANCE AGREED TO AN OFFER THAT I MADE TO SETTLE THE ISSUE FOR A REDUCED FINE OF \$2,000 RATHER THAN THE ORIGINAL PROPOSED \$30,000 FINE. IN THE INTEREST OF PUTTING THIS MATTER TO REST AND AVOIDING FURTHER TIME, HASSLE AND COSTS TO BOTH ME AND THE DIVISION
I SETTLED AND PAID THE FINE.

I HAVE BEEN A LICENSEE FOR ALMOST 20 YEARS AND BELIEVE I HAVE A GOOD SOUND RECORD OF COMPLIANCE... INDEED I SECURED AND PAID FOR TWO LICENSES FOR MANY YEARS, WHICH INCLUDED THE TIME IN QUESTION (DUE TO INCORRECT ADVISE FROM THE DIVISION) WHEN IT WAS NOT NECESSARY.

I AM HAPPY TO DISCUSS THIS FURTHER IF ANY PARTY WISHES ADDITIONAL DETAILS OR INFORMATION. REUBEN WILLIS

Disclosure 2 of 2

Reporting Source: Individual

Regulatory Action Initiated By: STATE OF ALASKA DIVISION OF INSURANCE

Sanction(s) Sought: Civil and Administrative Penalt(ies) /Fine(s)

Other Sanction(s) Sought:

Date Initiated: 11/19/2001

Docket/Case Number: D 01-12

Employing firm when activity occurred which led to the regulatory action: STATE FARM INSURANCE CO

Product Type: Insurance

Other Product Type(s):



Allegations:	TRANSACTIONED BUSINESS WITH A LAPSED LICENSE; FAILURE TO READ/CONFIRM ACCURACY OF EMPLOYEE AFFIRMATIVE RESPONSES ON APPLICATIONS.
Current Status:	Final
Resolution:	Stipulation and Consent
Resolution Date:	11/19/2001
Sanctions Ordered:	Monetary/Fine \$624.72
Other Sanctions Ordered:	
Sanction Details:	CIVIL PENALTY OF 124.72 (AMT OF COMMISSION) PLUS \$500 OF WHICH \$250 WAS SUSPENDED.



End of Report

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