



## IAPD Report

# Robert Paul Aamodt

CRD# 3037835

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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

### Robert Paul Aamodt (CRD# 3037835)

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 **11/07/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	WEALTH ENHANCEMENT ADVISORY SERVICES, LLC	CRD# 116407	07/01/2024

### QUALIFICATIONS

This representative is currently registered in **0** 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	ROCK HOUSE FINANCIAL	293909	FARMINGTON, UT	09/04/2018 - 07/03/2024
IA	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	20804	FARMINGTON, UT	04/14/2015 - 05/29/2019
B	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	20804	FARMINGTON, UT	04/09/2015 - 05/29/2019

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
Customer Dispute	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 currently registered with **2** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

### Employment 1 of 1

Firm Name: **WEALTH ENHANCEMENT ADVISORY SERVICES, LLC**  
Main Address: 505 N HIGHWAY 169  
SUITE 900  
PLYMOUTH, MN 55441  
Firm ID#: 116407

Regulator	Registration	Status	Date
 Texas	Investment Adviser Representative	Restricted Approval	07/01/2024
 Utah	Investment Adviser Representative	Approved	07/01/2024

### Branch Office Locations

**WEALTH ENHANCEMENT ADVISORY SERVICES, LLC**  
630 N MAIN ST  
FARMINGTON, UT 84025



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

#### Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination (S24)	Series 24	07/26/2005

#### General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	04/16/1998

#### State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	04/15/1998
Uniform Securities Agent State Law Examination (S63)	Series 63	04/13/1998

### PROFESSIONAL DESIGNATIONS

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

#### Certified Financial Planner

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
IA	09/04/2018 - 07/03/2024	ROCK HOUSE FINANCIAL	CRD# 293909	FARMINGTON, UT
IA	04/14/2015 - 05/29/2019	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	FARMINGTON, UT
B	04/09/2015 - 05/29/2019	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	FARMINGTON, UT
IA	01/18/2011 - 04/10/2015	KNOX CAPITAL ADVISORS, LLC	CRD# 131000	FARMINGTON, UT
B	01/04/2011 - 04/10/2015	KCG SECURITIES, LLC	CRD# 151300	FARMINGTON, UT
IA	03/04/2005 - 12/31/2010	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	FARMINGTON, UT
B	03/01/2005 - 12/31/2010	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	FARMINGTON, UT
IA	04/29/1998 - 03/02/2005	AMERICAN EXPRESS FINANCIAL ADVISORS, INC.	CRD# 6363	KAYSVILLE, UT
B	04/20/1998 - 03/02/2005	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	CRD# 6363	MINNEAPOLIS, MN
B	04/20/1998 - 03/02/2005	IDS LIFE INSURANCE COMPANY	CRD# 6321	MINNEAPOLIS, MN

### 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
07/2024 - Present	WEALTH ENHANCEMENT ADVISORY SERVICES	INVESTMENT ADVISOR REPRESENTATIVE	Y	FARMINGTON, UT, United States
07/2024 - Present	WEALTH ENHANCEMENT GROUP	SVP, FINANCIAL ADVISOR	Y	FARMINGTON, UT, United States
01/2019 - Present	University of Utah	Adjunct Instructor	N	Salt Lake City, UT, United States
09/2018 - 06/2024	RH Advisors, LLC	IAR	Y	Farmington, UT, United States



## Registration & Employment History

### EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
05/2015 - 06/2024	Rock House Financial	Owner	N	Farmington, UT, United States
03/1998 - 12/2021	BOB AAMODT, INC	OWNER	N	FARMINGTON, UT, United States
03/1998 - 12/2021	Bob Aamodt Inc	President	N	Farmington, UT, United States
04/2015 - 04/2019	United Planners Financial Services	Registered Representative	Y	SCOTTSDALE, AZ, United States
01/2014 - 12/2016	TRI-UTAH	FINANCIAL OFFICER	N	DRAPER, UT, 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.

- MANCHESTER HOLDINGS, LLC - FARMINGTON UT. RENTAL PROPERTY. 1 HOUR PER MONTH, 0 HOURS DURING TRADING HOURS.
- 48 SOUTH, LLC - FARMINGTONUT. RENTAL PROPERTY. 1 HOUR PER MONTH, 0 HOURS DURING TRADING HOURS.
- ROCK HOUSE HOLDINGS, LLC - FARMINGTON, UT. RENTAL PROPERTY. 1 HOURPER MONTH, 0 HOURS DURING TRADING HOURS.
- ROCK HOUSE MANAGEMENT, LLC - FARMINGTON, UT. RENTAL PROPERTY. 1 HOUR PER MONTH, 0 HOURS DURING TRADING HOURS.
- UNIVERSITY OF UTAH - SALT LAKE CITY, UT. ADJUNCT INSTRUCTOR. 4 HOURS PER MONTH, 0 HOURS DURING TRADING HOURS.
- TRUSTEE FOR IMMEDIATE FAMILY MEMBER'S TRUST - NON-INVESTMENT RELATED. START DATE: 10/2021. 1/2 HOUR PER MONTH, 0 HOURS DURING TRADING HOURS.
- WEALTH ENHANCEMENT GROUP - INVESTMENT RELATED - FARMINGTON, UT - FIXED INSURANCE - SVP, FINANCIAL ADVISOR - START DATE: 07/2024 - 2 HOURS SPENT PER MONTH, 2 HOURS SPENT DURING TRADING HOURS.



## 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
Customer Dispute	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 1

<b>Reporting Source:</b>	Regulator
<b>Regulatory Action Initiated By:</b>	FINRA
<b>Sanction(s) Sought:</b>	Other: N/A
<b>Date Initiated:</b>	02/26/2010
<b>Docket/Case Number:</b>	<a href="#">2009016700301</a>
<b>Employing firm when activity occurred which led to the regulatory action:</b>	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
<b>Product Type:</b>	Mutual Fund
<b>Allegations:</b>	NASD RULES 2110 AND 2330(F): AAMODT REIMBURSED CUSTOMER FOR LOSSES IN A FAMILY LIMITED PARTNERSHIP ACCOUNT THAT RESULTED FROM AAMODT'S PURCHASING OF SHARES IN THE ACCOUNT, WHICH TRADE WAS IN ERROR, AS THIS WAS A DUPLICATION OF AN IDENTICAL ORDER PLACED IN THE PERSONAL ACCOUNT OF THE OWNER OF FAMILY LIMITED PARTNERSHIP ACCOUNT. AAMODT WROTE A PERSONAL CHECK MADE PAYABLE TO THE ACCOUNT TO OFFSET THE LOSSES THAT OCCURRED DUE TO THE DECLINE IN PRICE OF THE PURCHASED SHARES. AAMODT ADMITTED THE TRADING ERROR AND HIS SUBSEQUENT ACTIONS TO HIS MEMBER FIRM THAT REIMBURSED THE CUSTOMER ALL REMAINING LOSSES PLUS INTEREST LOST AS A RESULT OF THE TRADING ERROR; AND AAMODT THEN REPAID THE FIRM.
<b>Current Status:</b>	Final
<b>Resolution:</b>	Acceptance, Waiver & Consent(AWC)



**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:**

02/26/2010

**Sanctions Ordered:**

Civil and Administrative Penalty(ies)/Fine(s)  
Suspension

**If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?**

No

**(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?**

**(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or**



**(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?**

**Sanction 1 of 1**

**Sanction Type:** Suspension  
**Capacities Affected:** ALL CAPACITIES  
**Duration:** FIVE DAYS  
**Start Date:** 04/05/2010  
**End Date:** 04/09/2010

**Monetary Sanction 1 of 1**

**Monetary Related Sanction:** Civil and Administrative Penalty(ies)/Fine(s)  
**Total Amount:** \$5,000.00  
**Portion Levied against individual:** \$5,000.00  
**Payment Plan:**  
**Is Payment Plan Current:** No  
**Date Paid by individual:** 04/15/2010  
**Was any portion of penalty waived?** No

**Amount Waived:**

**Regulator Statement** WITHOUT ADMITTING OR DENYING THE FINDINGS, AAMODT CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS FINED \$5,000 AND SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR FIVE DAYS. THE SUSPENSION IS IN EFFECT FROM APRIL 5, 2010, THROUGH APRIL 9, 2010.

**Reporting Source:** Individual  
**Regulatory Action Initiated By:** FINRA  
**Sanction(s) Sought:** Suspension  
Other: FINE \$5000  
**Date Initiated:** 12/09/2009



**Docket/Case Number:** [2009016700301](#)

**Employing firm when activity occurred which led to the regulatory action:** UNITED PLANNERS FINANCIAL SERVICES

**Product Type:** Mutual Fund

**Allegations:** FINRA ALLEDGED VIOLATION OF CONDUCT RULE RULES 2110 AND 2330(F) "SHARING IN THE LOSS OF A CUSTOMER ACCOUNT" MR AAMODT REIMBURSED CUSTOMER FOR LOSSES IN A FAMILY LIMITED PARTNERSHIP ACCOUNT THAT RESULTED FROM AAMODT'S PURCHASING OF SHARES IN THE ACCOUNT, WHICH TRADE WAS IN ERROR, AS THIS WAS A DUPLICATION OF AN IDENTICAL ORDER PLACED IN THE PERSONAL ACCOUNT OF THE OWNER OF FAMILY LIMITED PARTNERSHIP ACCOUNT. AAMODT WROTE A PERSONAL CHECK MADE PAYABLE TO THE ACCOUNT TO OFFSET THE LOSSES THAT OCCURRED DUE TO THE DECLINE IN PRICE OF THE PURCHASED SHARES. AAMODT ADMITTED THE TRADING ERROR AND HIS SUBSEQUENT ACTIONS TO HIS MEMBER FIRM THAT REIMBURSED THE CUSTOMER ALL REMAINING LOSSES PLUS INTEREST LOST AS A RESULT OF THE TRADING ERROR; AND AAMODT THEN REPAID THE FIRM.

**Current Status:** Final

**Resolution:** Acceptance, Waiver & Consent(AWC)

**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:** 02/26/2010

**Sanctions Ordered:** Civil and Administrative Penalty(ies)/Fine(s)  
Suspension

**Sanction 1 of 1**

**Sanction Type:** Suspension

**Capacities Affected:** ALL CAPACITIES

**Duration:** FIVE DAYS

**Start Date:** 04/05/2010

**End Date:** 04/09/2010

**Monetary Sanction 1 of 1**

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

**Total Amount:** \$5,000.00

**Portion Levied against individual:** \$5,000.00

**Payment Plan:**

**Is Payment Plan Current:** No

**Date Paid by individual:**



**Was any portion of penalty waived?**

No

**Amount Waived:**

**Broker Statement**

WITHOUT ADMITTING OR DENYING THE FINDINGS, AAMODT CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS FINED \$5,000 AND SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR FIVE DAYS. THE SUSPENSION IS IN EFFECT FROM APRIL 5, 2010, THROUGH APRIL 9, 2010.



## 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:** Individual

**Employing firm when activities occurred which led to the complaint:** UNITED PLANNERS' FINANCIAL SERVICES

**Allegations:** REPRESENTATIVE RECEIVED A REALLOCATION INSTRUCTIONS FROM CLEINT, BUT FAILED TO PLACE THE TRANSACTION UNTIL 10 DAYS LATER. TRADES WERE REBOOKED CORRECTLY BY THE CUSTODIAN HOWEVER A LOSS WAS INCURRED IN THE CLIENTS THREE ACCOUNTS.

**Product Type:** Annuity(ies) - Variable

**Alleged Damages:** \$10,549.00

### Customer Complaint Information

**Date Complaint Received:** 02/23/2009

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 03/10/2009

**Settlement Amount:** \$10,549.00

**Individual Contribution Amount:** \$10,549.00

### Disclosure 2 of 2

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** UNITED PLANNERS' FINANCIAL SERVICES

**Allegations:** REPRESENTATIVE MADE A TRADE ERROR IN THE CLIENTS ACCOUNT AND DID NOT INITIALLY NOTIFY COMPLIANCE. THE TRADE ERROR CREATED A LOSS WHICH THE REPRESENTATIVE ATTEMPTED TO OFFSET BY FORWARDING A CHECK TO THE CLIENT. ON DECEMBER 12TH, THE REPRESENTATIVE SELF REPORTED THIS MATTER TO COMPLIANCE. CLIENT SETTLED CLAIM FOR \$33,482 1/22/2009

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

**Alleged Damages:** \$40,982.00

### Customer Complaint Information

**Date Complaint Received:** 12/12/2008

**Complaint Pending?** No

**Status:** Settled



<b>Status Date:</b>	01/22/2009
<b>Settlement Amount:</b>	\$33,482.00
<b>Individual Contribution Amount:</b>	\$33,482.00



## End of Report

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