



IAPD Report

GREGORY BURTON GILBERT

CRD# 3119457

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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

GREGORY BURTON GILBERT (CRD# 3119457)

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 **09/12/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	INFINITY FINANCIAL SERVICES	CRD# 144302	11/14/2007
IA	INFINITY FINANCIAL SERVICES ADVISORY	CRD# 304981	12/11/2019

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **33** 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	INFINITY FINANCIAL SERVICES	144302	LA MESA, CA	03/24/2008 - 12/31/2020
IA	INFINITY FINANCIAL SERVICES	138247	OAKLAND, CA	06/20/2006 - 12/19/2008
B	LPL FINANCIAL CORPORATION	6413	OAKLAND, CA	09/17/2004 - 05/13/2008

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



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

Employment 1 of 2

Firm Name: **INFINITY FINANCIAL SERVICES**

Main Address: 212 9TH STREET
SUITE 202
OAKLAND, CA 94607

Firm ID#: 144302

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	11/14/2007
B	FINRA	General Securities Representative	Approved	11/14/2007
B	FINRA	Municipal Securities Principal	Approved	11/14/2007
B	FINRA	Municipal Securities Representative	Approved	11/14/2007
B	FINRA	Registered Options Principal	Approved	11/14/2007
B	FINRA	Investment Banking Representative	Approved	04/22/2010
B	FINRA	Operations Professional	Approved	12/05/2011
B	FINRA	Compliance Officer	Approved	10/01/2018
B	FINRA	Investment Banking Principal	Approved	10/01/2018
B	Alabama	Agent	Approved	08/10/2018
B	Alaska	Agent	Approved	09/12/2024
B	Arizona	Agent	Approved	03/14/2022
B	Arkansas	Agent	Approved	05/23/2016



Qualifications

	Regulator	Registration	Status	Date
B	California	Agent	Approved	11/14/2007
B	Colorado	Agent	Approved	09/12/2024
B	Connecticut	Agent	Approved	11/06/2014
B	District of Columbia	Agent	Approved	09/12/2024
B	Florida	Agent	Approved	08/12/2010
B	Georgia	Agent	Approved	06/22/2016
B	Hawaii	Agent	Approved	01/15/2015
B	Indiana	Agent	Approved	01/20/2017
B	Iowa	Agent	Approved	08/18/2008
B	Maine	Agent	Approved	09/16/2016
B	Massachusetts	Agent	Approved	10/15/2014
B	Michigan	Agent	Approved	05/29/2008
B	Minnesota	Agent	Approved	07/06/2010
B	Montana	Agent	Approved	09/20/2017
B	Nebraska	Agent	Approved	10/29/2020
B	Nevada	Agent	Approved	04/27/2016
B	New Hampshire	Agent	Approved	01/15/2019
B	New Mexico	Agent	Approved	05/20/2008
B	North Carolina	Agent	Approved	02/27/2012



Qualifications

	Regulator	Registration	Status	Date
B	North Dakota	Agent	Approved	03/25/2019
B	Ohio	Agent	Approved	01/12/2016
B	Oregon	Agent	Approved	06/24/2013
B	Pennsylvania	Agent	Approved	06/17/2016
B	Rhode Island	Agent	Approved	10/21/2014
B	Texas	Agent	Approved	01/01/2011
B	Vermont	Agent	Approved	05/30/2017
B	Virginia	Agent	Approved	03/28/2019
B	Washington	Agent	Approved	12/16/2019
B	Wisconsin	Agent	Approved	09/26/2016

Branch Office Locations

INFINITY FINANCIAL SERVICES

212 9th Street
Suite 202
Oakland, CA 94607

Employment 2 of 2

Firm Name: **INFINITY FINANCIAL SERVICES ADVISORY**
Main Address: 212 9TH STREET
SUITE 202
OAKLAND, CA 94607
Firm ID#: 304981

	Regulator	Registration	Status	Date
IA	California	Investment Adviser Representative	Approved - Pending IAR CE	01/01/2026



Qualifications

Branch Office Locations

INFINITY FINANCIAL SERVICES ADVISORY
212 9TH STREET
SUITE 202
OAKLAND, CA 94607







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 4 principal/supervisory exams, 6 general industry/product exams, and 1 state securities law exam.



Principal/Supervisory Exams

	Exam	Category	Date
	Compliance Officer Examination (S14)	Series 14	01/02/2023
	Registered Options Principal Examination (S4)	Series 4	08/28/2007
	Municipal Securities Principal Examination (S53)	Series 53	01/09/2007
	General Securities Principal Examination (S24)	Series 24	11/29/2004

General Industry/Product Exams

	Exam	Category	Date
	Municipal Securities Representative Examination (S52TO)	Series 52TO	09/25/2025
	Investment Banking Registered Representative Examination (S79TO)	Series 79TO	01/02/2023
	Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	National Commodity Futures Examination (S3)	Series 3	11/01/2002
	General Securities Representative Examination (S7)	Series 7	11/20/1998

State Securities Law Exams

	Exam	Category	Date
 	Uniform Combined State Law Examination (S66)	Series 66	03/05/1999



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	03/24/2008 - 12/31/2020	INFINITY FINANCIAL SERVICES	CRD# 144302	LA MESA, CA
IA	06/20/2006 - 12/19/2008	INFINITY FINANCIAL SERVICES	CRD# 138247	OAKLAND, CA
B	09/17/2004 - 05/13/2008	LPL FINANCIAL CORPORATION	CRD# 6413	OAKLAND, CA
IA	09/17/2004 - 05/13/2008	LPL FINANCIAL CORPORATION	CRD# 6413	OAKLAND, CA
IA	04/07/1999 - 09/21/2004	MERRILL LYNCH PIERCE FENNER & SMITH INC.	CRD# 7691	CASTRO VALLEY, CA
B	12/02/1998 - 09/21/2004	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, 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
12/2019 - Present	INFINITY FINANCIAL SERVICES ADVISORY	MANAGING MEMBER & CHIEF COMPLIANCE OFFICER	Y	Oakland, CA, United States
05/2007 - Present	INFINITY SECURITIES, INC. DBA INFINITY FINANCIAL SERVICES	PRESIDENT, CHIEF COMPLIANCE OFFICER, SROP/CROP, MUNICIPAL PRINCIPAL	Y	OAKLAND, CA, United States
07/2006 - 12/2019	INFINITY FINANCIAL SERVICES	IAR	Y	OAKLAND, CA, 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. DBA; Infinity Financial Services; Investment related; OSJ Broker-Dealer; 212 9th Street; 09/23/2004; 0.05
2. Fixed Insurance; Mar Vista; Investment related; Insurance212 9th Street, Suite 2020.3
3. Real EstateElevate Real Estate Holdings, LLC; Investment related; Property Management; 02/01/2017; 0.01



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

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:	MERRILL LYNCH, PIERCE, FENNER & SMITH INC.
Allegations:	CLAIMANT ALLEGES FA MADE UNSUITABLE INVESTMENTS AND RECOMMENDATIONS IN HER ACCOUNT.
Product Type:	Equity - OTC
Alleged Damages:	\$60,000.00

Customer Complaint Information

Date Complaint Received:	10/01/2004
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	03/21/2006
Settlement Amount:	
Individual Contribution Amount:	
Firm Statement	LETTER TO CUSTOMER - WE DO NOT BELIEVE THERE IS ANY MERIT TO THE ALLEGATIONS.
.....	

Reporting Source:	Individual
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Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INC.

Allegations: CLAIMANT ALLEGES FA MADE UNSUITABLE INVESTMENTS AND RECOMMENDATIONS IN HER ACCOUNT.

Product Type: Equity - OTC

Alleged Damages: \$60,000.00

Customer Complaint Information

Date Complaint Received: 10/01/2004

Complaint Pending? No

Status: Closed/No Action

Status Date: 03/21/2006

Settlement Amount:

Individual Contribution Amount:

Broker Statement LETTER TO CUSTOMER - WE DO NOT BELIEVE THERE IS ANY MERIT TO THE ALLEGATIONS. S & P 500 LOST 50% OF VALUE WHILE CLIENT TOOK SYSTEMATIC WITHDRAWALS.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH

Allegations: CUSTOMER ALLEGED THAT MR. GILBERT MISLED HIM INTO EXERCISING EXODUS STOCK OPTIONS ON MARGIN, AND INCURRED \$33,000 IN INCOME TAX. NO SPECIFIC DAMAGES WERE CLAIMED.

Product Type: Equity - OTC

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 06/10/2002

Complaint Pending? No

Status: Denied

Status Date: 07/01/2002

Settlement Amount:

Individual Contribution Amount:

Broker Statement CUSTOMER EXERCISED HIS EXODUS STOCK OPTIONS AND HELD THE SHARES FOR THE FUTURE PRICE APPRECIATION. MERRILL LYNCH FOUND THAT THE CUSTOMER WAS PROPERLY INFORMED IN HIS INVESTMENT.



End of Report

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