



IAPD Report

WILLIAM MARTIN CANNON

CRD# 3122979

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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

WILLIAM MARTIN CANNON (CRD# 3122979)

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 **03/09/2026**.

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	AMERITAS ADVISORY SERVICES, LLC	317245	CARMEL, IN	08/01/2022 - 03/09/2026
IA	ON INVESTMENT MANAGEMENT CO	105662	CARMEL, IN	09/29/2009 - 06/14/2022
IA	MML INVESTORS SERVICES, INC.	10409	INDIANAPOLIS, IN	04/14/2009 - 07/02/2009

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	1
Termination	2
Judgment/Lien	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 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 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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No information reported.

State Securities Law Exams

Exam	Category	Date
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IA	Uniform Investment Adviser Law Examination (S65)	Series 65	05/14/2004
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IA	B Uniform Combined State Law Examination (S66)	Series 66	12/16/1998
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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	08/01/2022 - 03/09/2026	AMERITAS ADVISORY SERVICES, LLC	CRD# 317245	CARMEL, IN
IA	09/29/2009 - 06/14/2022	ON INVESTMENT MANAGEMENT CO	CRD# 105662	CARMEL, IN
IA	04/14/2009 - 07/02/2009	MML INVESTORS SERVICES, INC.	CRD# 10409	INDIANAPOLIS, IN
IA	05/05/2008 - 03/04/2009	WELLINGTON INSTITUTIONAL MANAGEMENT, LLC	CRD# 147039	INDIANAPOLIS, IN
IA	04/09/2007 - 09/21/2007	GUNNALLEN FINANCIAL, INC	CRD# 17609	INDIANAPOLIS, IN
IA	07/06/2004 - 03/20/2007	PARK AVENUE SECURITIES LLC	CRD# 46173	INDIANAPOLIS, IN

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
06/2022 - Present	AMERITAS ADVISORY SERVICES, LLC	IAR	Y	LINCOLN, NE, United States
06/2022 - Present	AMERITAS INSURANCE COMPANY	AGENT	Y	LINCOLN, NE, United States
06/2022 - Present	AMERITAS INVESTMENT COMPANY, LLC	REGISTERED REPRESENTATIVE	Y	LINCOLN, NE, United States
11/2009 - Present	FINANCIAL STRATEGY ARCHITECTS	OWNER/AGENT	Y	CARMEL, IN, United States
08/2009 - 06/2022	OHIO NATIONAL FINANCIAL SERVICES	BUILDER GA	N	CINCINNATI, OH, United States
08/2009 - 06/2022	THE O.N. EQUITY SALES COMPANY	REGISTERED REPRESENTATIVE	Y	CINCINNATI, OH, 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.

Licensed as an Independent Insurance Agent to sell fixed insurance products * FINANCIAL STRATEGY ARCHITECTS; SAME AS BRANCH; INV REL; DBA FOR FINANCIAL BUSINESS; OWNER; START DATE=11/2009; HRS/MO=40; TRADING HRS/MO=40; DBA



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	1
Termination	2
Judgment/Lien	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 1

Reporting Source: Firm

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

Allegations: CUSTOMER ALLEGES BROKER PROVIDED BAD ADVICE AND RECOMMENDED UNSUITABLE INVESTMENTS. CUSTOMER ALSO ALLEGES THAT BROKER MADE TRADES IN ACCOUNT WITHOUT CONFIRMING EXACTLY WHAT HE WAS DOING. GOOD FAITH ESTIMATE OF ALLEGED DAMAGES IS IN EXCESS OF \$5,000.

Product Type: Equity - OTC

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 03/02/2001

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:

Firm Statement ALLEGATIONS CURRENTLY UNDER REVIEW.

Reporting Source: Individual



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

Allegations: HIS ALLEGATION WAS THAT HE DID NOT KNOW WHAT WAS GOING ON IN HIS ACCOUNTS, AND HE WAS NOT HAPPY THAT THE ACCOUNT HAD GONE DOWN. HE ALSO SAID THAT HIS INVESTMENTS WERE UNSUITABLE.

Product Type: Penny Stock(s)

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 03/02/2001

Complaint Pending? No

Status: Closed/No Action

Status Date: 08/26/2003

Settlement Amount: \$5,000.00

Individual Contribution Amount:



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 2

Reporting Source: Firm
Firm Name: MML INVESTORS SERVICES, INC.
Termination Type: Permitted to Resign
Termination Date: 06/25/2009
Allegations: PERMITTED TO RESIGN IN CONNECTION WITH AN OFFER TO SETTLE A CUSTOMER COMPLAINT RELATED TO A TRADITIONAL INSURANCE PRODUCT.
Product Type: Insurance

Reporting Source: Individual
Firm Name: MML INVESTOR SERVICES INC
Termination Type: Permitted to Resign
Termination Date: 06/25/2009
Allegations: PERMITTED TO RESIGN IN CONNECTION WITH AN OFFER TO SETTLE A CUSTOMER COMPLAINT ON AN INSURANCE PRODUCT.
Product Type: Insurance
Broker Statement I DISAGREE WITH WHAT WAS SAID ON MY U5 REPORT. I DID NOT OFFER TO SETTLE ANYTHING OUTSIDE OF THE PROPER CHANNELS. THERE ALSO WAS NEVER ANY CUSTOMER COMPLAINT.

Disclosure 2 of 2

Reporting Source: Individual
Firm Name: MERRILL LYNCH
Termination Type: Discharged
Termination Date: 01/05/2001
Allegations: A CLIENT ALLEDGED THAT I PROVIDED PUBLICLY AVAILABLE RESEARCH INFORMATION FOR STOCKS THAT MERRILL LYNCH RESEARCH DID NOT COVER ON THEIR RESEARCH LIST. MERRILL LYNCH STATED THAT THE ACTION WAS A VIOLATION OF FIRM POLICY, THUS RESULTING IN TERMINATION.
Product Type: Equity Listed (Common & Preferred Stock)
Other Product Types:
Broker Statement I AM CONCERNED WITH THE MANNER IN WHICH I WAS LET GO FROM MERRILL LYNCH. TO THE BEST OF MY KNOWLEDGE I DID NOT AT ANY TIME RECOMMEND STOCKS FOR WHICH MERRILL LYNCH DID NOT HAVE A RESEARCH OPINION. I WAS ALSO CONCERNED THAT MERRILL LYNCH WOULD NOT PROVIDE ME WITH THE NAME OF THE CLIENT WHO MADE



THE ALLEGATION AGAINST ME.



Judgment/Lien

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

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	Internal Revenue Service
Judgment/Lien Amount:	\$100,772.02
Judgment/Lien Type:	Tax
Date Filed with Court:	01/07/2021
Date Individual Learned:	06/23/2021
Type of Court:	County
Name of Court:	Hamilton County
Location of Court:	Noblesville, Indiana
Docket/Case #:	1224
Judgment/Lien Outstanding?	Yes
Broker Statement	Mr. Cannon believes this filing was submitted error. He is currently working with his tax professional to have this error researched and corrected.



End of Report

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