



IAPD Report

ROBERT WILLIAM PRICE

CRD# 367772

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	7
Disclosure Information	8



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

ROBERT WILLIAM PRICE (CRD# 367772)

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 **07/15/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	02/19/2014
IA	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	02/20/2014

QUALIFICATIONS

This representative is currently registered in **11** SRO(s) and **24** 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	MORGAN STANLEY	149777	ALLENTOWN, PA	04/16/2012 - 02/27/2014
B	MORGAN STANLEY	149777	ALLENTOWN, PA	06/01/2009 - 02/27/2014
B	CITIGROUP GLOBAL MARKETS INC.	7059	AMELIA ISLAND, FL	07/31/1993 - 06/01/2009

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
Regulatory Event	1
Customer Dispute	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 **24** jurisdiction(s) and 11 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **STIFEL, NICOLAUS & COMPANY, INCORPORATED**
Main Address: 501 N BROADWAY
ST LOUIS, MO 63102
Firm ID#: 793

	Regulator	Registration	Status	Date
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	02/19/2014
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	07/15/2026
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	07/15/2026
B	FINRA	General Securities Representative	Approved	02/19/2014
B	Investors' Exchange LLC	General Securities Representative	Approved	07/15/2026
B	NYSE American LLC	General Securities Representative	Approved	02/19/2014
B	NYSE Texas, Inc.	General Securities Representative	Approved	07/15/2026
B	Nasdaq ISE, LLC	General Securities Representative	Approved	07/15/2026
B	Nasdaq PHLX LLC	General Securities Representative	Approved	02/19/2014
B	Nasdaq Stock Market	General Securities Representative	Approved	02/19/2014
B	New York Stock Exchange	General Securities Representative	Approved	02/19/2014
B	Arizona	Agent	Approved	12/21/2015
B	California	Agent	Approved	04/05/2022



Qualifications

	Regulator	Registration	Status	Date
B	Colorado	Agent	Approved	09/16/2014
B	Connecticut	Agent	Approved	02/06/2018
B	Delaware	Agent	Approved	01/17/2020
B	Florida	Agent	Approved	02/19/2014
IA	Florida	Investment Adviser Representative	Approved	02/20/2014
B	Georgia	Agent	Approved	02/20/2014
B	Hawaii	Agent	Approved	06/17/2016
B	Idaho	Agent	Approved	04/09/2014
B	Illinois	Agent	Approved	11/10/2021
B	Indiana	Agent	Approved	05/23/2025
B	Maryland	Agent	Approved	02/19/2014
B	Massachusetts	Agent	Approved	03/23/2015
B	Michigan	Agent	Approved	02/19/2014
B	Missouri	Agent	Approved	10/04/2016
B	New Jersey	Agent	Approved	02/19/2014
B	New York	Agent	Approved	02/19/2014
B	North Carolina	Agent	Approved	02/19/2014
B	Ohio	Agent	Approved	02/19/2014
B	Pennsylvania	Agent	Approved	02/19/2014



Qualifications

	Regulator	Registration	Status	Date
IA	Pennsylvania	Investment Adviser Representative	Approved	02/20/2014
B	South Carolina	Agent	Approved	02/19/2014
B	Texas	Agent	Approved	06/19/2014
IA	Texas	Investment Adviser Representative	Restricted Approval	04/16/2014
B	Virginia	Agent	Approved	08/08/2022
B	Washington	Agent	Approved	02/03/2021

Branch Office Locations

STIFEL, NICOLAUS & COMPANY, INCORPORATED
AMELIA ISLAND, FL



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, 6 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
B General Securities Representative Examination (S7TO)	Series 7TO	01/02/2023
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Interest Rate Options Examination (S5)	Series 5	10/17/1981
B AMEX Put and Call Exam (PC)	PC	07/15/1977
B General Securities Principal Examination (S000)	Series 000	02/01/1971
B Registered Representative Examination (S1)	Series 1	09/20/1968

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	01/11/1994
B Uniform Securities Agent State Law Examination (S63)	Series 63	02/24/1988



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	04/16/2012 - 02/27/2014	MORGAN STANLEY	CRD# 149777	ALLENTOWN, PA
B	06/01/2009 - 02/27/2014	MORGAN STANLEY	CRD# 149777	ALLENTOWN, PA
B	07/31/1993 - 06/01/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	AMELIA ISLAND, FL
B	08/03/1981 - 07/31/1993	LEHMAN BROTHERS INC.	CRD# 7506	NEW YORK, NY
B	09/26/1978 - 08/24/1981	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	
B	04/01/1971 - 09/26/1978	MERRILL LYNCH, PIERCE, FENNER & SMITH, INC.	CRD# 572	
B	09/24/1968 - 04/04/1971	HORNBLOWER & WEEKS - HEMPHILL, NOYES INCORPORATED	CRD# 412	

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
02/2014 - Present	STIFEL NICOLAUS & COMPANY, INC.	FINANCIAL ADVISOR	Y	ST. LOUIS, MO, 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.

No information reported.



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	1

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

Reporting Source:	Regulator
Regulatory Action Initiated By:	FLORIDA OFFICE OF FINANCIAL REGULATION
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	02/06/2014
Docket/Case Number:	0297I-SR-01/14
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	MORGAN STANLEY SMITH BARNEY LLC
Product Type:	No Product
Allegations:	CONDUCTED INVESTMENT ADVISORY BUSINESS FROM LOCATIONS WITHIN THIS STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION.
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:	02/06/2014



Sanctions Ordered:

Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

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?

Monetary Sanction 1 of 1

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

Total Amount: \$27,500.00

Portion Levied against individual: \$27,500.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 02/06/2014

Was any portion of penalty waived? No

Amount Waived:

Regulator Statement

ON 2/6/2014, THE OFFICE OF FINANCIAL REGULATION ENTERED A FINAL ORDER ADOPTING THE STIPULATION AND CONSENT AGREEMENT IN THE MATTER OF ROBERT WILLIAM PRICE. MR. PRICE NEITHER ADMITTED NOR DENIED THE FINDINGS BUT CONSENTED TO THE ENTRY OF FINDINGS BY THE OFFICE. THE OFFICE FOUND THAT ROBERT WILLIAM PRICE ENGAGED IN INVESTMENT ADVISORY BUSINESS FROM LOCATIONS WITHIN THIS STATE, WITHOUT THE BENEFIT OF LAWFUL REGISTRATION IN THE STATE OF FLORIDA PURSUANT TO SECTION 517.12(4), F. S. ROBERT WILLIAM PRICE AGREED TO PAY A \$27,500 ADMINISTRATIVE FINE. THE OFFICE AGREED TO APPROVE MR. PRICE'S APPLICATION AS AN ASSOCIATED PERSON (RA) WITH MORGAN STANLEY SMITH BARNEY LLC EFFECTIVE 2/6/2014.

Reporting Source: Firm

Regulatory Action Initiated By: FLORIDA OFFICE OF FINANCIAL REGULATION

Sanction(s) Sought: Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

Date Initiated: 02/06/2014

Docket/Case Number: 029I-SR-01/14



Employing firm when activity occurred which led to the regulatory action: MORGAN STANLEY SMITH BARNEY LLC

Product Type: No Product

Allegations: CONDUCTED INVESTMENT ADVISORY BUSINESS FROM LOCATIONS WITHIN THIS STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION.

Current Status: Final

Resolution: Order

Resolution Date: 02/06/2014

Sanctions Ordered: Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

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

Total Amount: \$27,500.00

Portion Levied against individual: \$27,500.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 02/06/2014

Was any portion of penalty waived? No

Amount Waived:

Firm Statement ON 2/6/2014, THE OFFICE OF FINANCIAL REGULATION ENTERED A FINAL ORDER ADOPTING THE STIPULATION AND CONSENT AGREEMENT IN THE MATTER OF ROBERT WILLIAM PRICE. MR. PRICE NEITHER ADMITTED NOR DENIED THE FINDINGS BUT CONSENTED TO THE ENTRY OF FINDINGS BY THE OFFICE. THE OFFICE FOUND THAT ROBERT WILLIAM PRICE ENGAGED IN INVESTMENT ADVISORY BUSINESS FROM LOCATIONS WITHIN THIS STATE, WITHOUT THE BENEFIT OF LAWFUL REGISTRATION IN THE STATE OF FLORIDA PURSUANT TO SECTION 517.12(4), F. S. ROBERT WILLIAM PRICE AGREED TO PAY A \$27,500 ADMINISTRATIVE FINE. THE OFFICE AGREED TO APPROVE MR. PRICE'S APPLICATION AS AN ASSOCIATED PERSON (RA) WITH MORGAN STANLEY SMITH BARNEY LLC EFFECTIVE 2/6/2014.

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Reporting Source: Individual

Regulatory Action Initiated By: FLORIDA OFFICE OF FINANCIAL REGULATION

Sanction(s) Sought: Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

Date Initiated: 02/06/2014

Docket/Case Number: 0297I-SR-01/14



Employing firm when activity occurred which led to the regulatory action:	MORGAN STANLEY SMITH BARNEY LLC
Product Type:	No Product
Allegations:	CONDUCTED INVESTMENT ADVISORY BUSINESS FROM LOCATIONS WITHIN THIS STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION.
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:	02/06/2014
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s) Other: AGREED TO COMPLY WITH ALL PROVISIONS OF CHAPTER 517, FLORIDA STATUTES.
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$27,500.00
Portion Levied against individual:	\$27,500.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	02/06/2014
Was any portion of penalty waived?	No
Amount Waived:	



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:	Individual
Employing firm when activities occurred which led to the complaint:	SALOMON SMITH BARNEY
Allegations:	UNSUITABILITY AND INACCURATE INVESTMENT ADVICE. (MARCH THROUGH MAY 2000)
Product Type:	Equity - OTC
Alleged Damages:	\$20,078.45

Customer Complaint Information

Date Complaint Received:	03/05/2004
Complaint Pending?	No
Status:	Withdrawn
Status Date:	03/17/2005
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	CITIGROUP GLOBAL MARKETS INC. (F/K/A SALOMON SMITH BARNEY) DECLINED TO MEDIATE THIS MATTER.



End of Report

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