



IAPD Report

DAVID MARC ROSELL

CRD# 4107368

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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

DAVID MARC ROSELL (CRD# 4107368)

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 **04/23/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	VALMARK SECURITIES, INC.	CRD# 31243	06/23/2008
IA	VALMARK ADVISERS, INC.	CRD# 108050	12/03/2015

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **22** 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	ROSELL WEALTH MANAGEMENT	147914	BEND, OR	11/14/2008 - 12/02/2015
IA	VALMARK ADVISERS, INC.	108050	BEND, OR	07/07/2008 - 11/17/2008
IA	AXA ADVISORS, LLC	6627	BEND, OR	08/02/2002 - 06/25/2008

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

Employment 1 of 2

Firm Name: **VALMARK ADVISERS, INC.**
Main Address: 130 SPRINGSIDE DRIVE
SUITE 300
AKRON, OH 44333
Firm ID#: 108050

	Regulator	Registration	Status	Date
IA	Arizona	Investment Adviser Representative	Approved	12/17/2015
IA	California	Investment Adviser Representative	Approved	12/03/2015
IA	Colorado	Investment Adviser Representative	Approved	04/07/2025
IA	Connecticut	Investment Adviser Representative	Approved	03/28/2023
IA	Florida	Investment Adviser Representative	Approved	03/08/2017
IA	Idaho	Investment Adviser Representative	Approved	01/11/2019
IA	Indiana	Investment Adviser Representative	Approved	11/10/2021
IA	Kansas	Investment Adviser Representative	Approved	04/23/2026
IA	Maine	Investment Adviser Representative	Approved	05/22/2017
IA	Massachusetts	Investment Adviser Representative	Approved	12/23/2015
IA	New Hampshire	Investment Adviser Representative	Approved	07/29/2025
IA	New Jersey	Investment Adviser Representative	Approved	04/25/2024
IA	North Carolina	Investment Adviser Representative	Approved	05/20/2020



Qualifications

Regulator	Registration	Status	Date
IA Ohio	Investment Adviser Representative	Approved	09/02/2020
IA Oklahoma	Investment Adviser Representative	Approved	12/07/2022
IA Oregon	Investment Adviser Representative	Approved	12/07/2015
IA Texas	Investment Adviser Representative	Restricted Approval	03/17/2022
IA Vermont	Investment Adviser Representative	Approved	06/26/2025
IA Virginia	Investment Adviser Representative	Approved	11/05/2025
IA Washington	Investment Adviser Representative	Approved	12/08/2015
IA Wyoming	Investment Adviser Representative	Approved	08/19/2020

Branch Office Locations

VALMARK ADVISERS, INC.
 550 NW Franklin Ave., Suite 368
 Bend, OR 97703

Employment 2 of 2

Firm Name: **VALMARK SECURITIES, INC.**
 Main Address: 130 SPRINGSIDE DRIVE
 SUITE 300
 AKRON, OH 44333-2431
 Firm ID#: 31243

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	06/23/2008
B Arizona	Agent	Approved	06/23/2008
B California	Agent	Approved	06/23/2008
B Colorado	Agent	Approved	03/31/2025



Qualifications

Regulator	Registration	Status	Date
B Connecticut	Agent	Approved	08/17/2023
B Florida	Agent	Approved	06/16/2009
B Idaho	Agent	Approved	03/03/2017
B Maine	Agent	Approved	05/22/2017
B Massachusetts	Agent	Approved	01/04/2017
B Michigan	Agent	Approved	11/03/2023
B New Hampshire	Agent	Approved	03/04/2026
B North Carolina	Agent	Approved	08/13/2020
B Ohio	Agent	Approved	01/05/2021
B Oklahoma	Agent	Approved	02/21/2023
B Oregon	Agent	Approved	06/23/2008
B Texas	Agent	Approved	08/08/2025
B Virginia	Agent	Approved	11/05/2025
B Washington	Agent	Approved	11/19/2015
B Wyoming	Agent	Approved	08/17/2020

Branch Office Locations

550 NW Franklin Ave.
Suite 368
BEND, OR 97703



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, 2 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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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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General Securities Representative Examination (S7)	Series 7	03/20/2000
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State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	04/07/2000
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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	11/14/2008 - 12/02/2015	ROSELL WEALTH MANAGEMENT	CRD# 147914	BEND, OR
IA	07/07/2008 - 11/17/2008	VALMARK ADVISERS, INC.	CRD# 108050	BEND, OR
IA	08/02/2002 - 06/25/2008	AXA ADVISORS, LLC	CRD# 6627	BEND, OR
B	02/08/2001 - 06/25/2008	AXA ADVISORS, LLC	CRD# 6627	BEND, OR
B	03/22/2000 - 10/02/2000	AXA ADVISORS, LLC	CRD# 6627	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
12/2015 - Present	VALMARK ADVISERS, INC.	INVESTMENT ADVISOR REPRESENTATIVE	Y	AKRON, OH, United States
06/2008 - Present	ROSELL FINANCIAL GROUP	PRESIDENT/MEMBER/CCO	Y	BEND, OR, United States
06/2008 - Present	VALMARK SECURITIES, INC.	REGISTERED REPRESENTATIVE/INSURANCE AGENT	Y	BEND, OR, United States
06/2000 - Present	THE ROSELL GROUP	CONSULTANT FOR MY SOLD COMPANY	N	BEND, OR, 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) BOOK AUTHOR OF 'FAILURE IS NOT AN OPTION' & 'KEEP CLIMBING'; 550 NW FRANKLIN AVE. SUITE 368 BEND, OREGON 97703; NOT INVESTMENT RELATED; POSITION-AUTHOR/OWNER; CLIENT INVOLVEMENT-EACH OF OUR CLIENTS WILL RECEIVE A BOOK; BOOKS ARE FOR SALE ONLINE AND AT LOCAL BOOK STORES.///
- 2) Vistage, Key Note Speaker, speak to various Vistage Groups across the country. Topics will include retirement, retirement planning and using references to financial planning guide, started in 2020, not investment related, 1-5 hours per month, will be awarded an honorarium fee and will also be compensated for travel expenses.
- 3) Disability Insurance Sales; NOT Investment Related; Start Date 10/6/2021; Approximately 1-5 hours per month; compensated by commissions on sales.///



Registration & Employment History



OTHER BUSINESS ACTIVITIES

4) Vistage Speaker; Vistage International- San Diego, CA; hired several times a year to speak to different Vistage groups around the country to talk about my book- Failure Is Not an Option; Speaker; YES Investment Related: Start Date 2015; Approximately 1-5 hrs. per month; Paid per speech.///



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: Individual

Employing firm when activities occurred which led to the complaint: VALMARK SECURITIES, INC.

Allegations: A CUSTOMER WITH A TERMINAL CONDITION PURCHASED AN ANNUITY IN AUGUST 2011 SPECIFICALLY FOR THE ENHANCED DEATH BENEFIT RIDER TO PROVIDE FOR HIS WIFE AFTER HIS PASSING. THE CUSTOMER BECAME UPSET AFTER THE REPRESENTATIVE RESPONDED TO QUESTIONS ABOUT THE COMMISSION THE ANNUITY COMPANY PAID IN CONNECTION WITH THE SALE AND WANTED TO SURRENDER THE CONTRACT, EVEN THOUGH THE COMMISSION DID NOT AFFECT THE POLICY IN ANY WAY. THE FIRM DOES NOT BELIEVE THE REPRESENTATIVE ACTED INAPPROPRIATELY AND BELIEVES THAT ANY CLAIMS ARE MERITLESS. HOWEVER, IN ORDER TO SATISFY THE CUSTOMER THE FIRM NEGOTIATED A CONFIDENTIAL SETTLEMENT TO AVOID THE LENGTHY AND COSTLY EXPENSE OF LITIGATING.

Product Type: Annuity-Variable

Alleged Damages: \$50,000.00

Is this an oral complaint? Yes

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 11/01/2012



Complaint Pending? No
Status: Settled
Status Date: 11/08/2012
Settlement Amount: \$50,000.00
Individual Contribution Amount: \$5,000.00

Disclosure 2 of 2

Reporting Source: Firm
Employing firm when activities occurred which led to the complaint: AXA ADVISORS

Allegations: CLIENT ALLEGES THAT THE VARIABLE LIFE INSURANCE POLICY SHE PURCHASED WAS UNSUITABLE AND WAS PURCHASED BASED ON THE AGENT'S REPRESENTATION THAT THIS WAS A SAFE WEALTH ACCUMULATION VEHICLE. CLIENT IS REQUESTING THE FIRM TO TERMINATE HER POLICY WITHOUT THE IMPOSITION OF A SURRENDER CHARGE. DAMAGES UNSPECIFIED.

Product Type: Insurance
Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 12/12/2008
Complaint Pending? No
Status: Denied
Status Date: 01/07/2009
Settlement Amount:
Individual Contribution Amount:

Firm Statement THE FIRM HAS FOUND NO BASIS TO THIS CUSTOMER COMPLAINT.

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: AXA ADVISORS

Allegations: CLIENT ALLEGES THAT THE VARIABLE LIFE INSURANCE POLICY SHE PURCHASED 12-13-2004 WAS UNSUITABLE. CLIENT IS REQUESTING THE FIRM TO TERMINATE HER POLICY WITHOUT THE IMPOSITION OF A SURRENDER CHARGE. DAMAGES UNDETERMINED.

Product Type: Insurance
Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 12/23/2008
Complaint Pending? No



Status:	Denied
Status Date:	01/07/2009
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	THE FIRM HAS FOUND NO BASIS TO THIS CUSTOMER COMPLAINT



End of Report

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