



IAPD Report

WILLIAM O'CONNELL BAYLOG

CRD# 4119433

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5
Disclosure Information	6



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

WILLIAM O'CONNELL BAYLOG (CRD# 4119433)

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 **07/06/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	BANKERS LIFE SECURITIES, INC.	CRD# 173962	05/26/2016
IA	BANKERS LIFE ADVISORY SERVICES, INC.	CRD# 281285	07/12/2016

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **8** 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	INVESTMENT ADVISORS	15708	CHARLOTTE, NC	07/14/2011 - 05/27/2016
B	PROEQUITIES, INC.	15708	CHARLOTTE, NC	06/15/2010 - 05/26/2016
B	UVEST FINANCIAL SERVICES GROUP, INC.	13787	CHARLOTTE, NC	01/10/2005 - 05/28/2010

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



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

Employment 1 of 2

Firm Name: **BANKERS LIFE SECURITIES, INC.**

Main Address: 303 E WACKER DRIVE
STE 500
CHICAGO, IL 60601

Firm ID#: 173962

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	05/26/2016
B	FINRA	Invest. Co and Variable Contracts	Approved	05/26/2016
B	Alabama	Agent	Approved	08/18/2023
B	Arizona	Agent	Approved	05/26/2016
B	Georgia	Agent	Approved	05/26/2016
B	Illinois	Agent	Approved	05/26/2016
B	North Carolina	Agent	Approved	05/26/2016
B	South Carolina	Agent	Approved	05/26/2016
B	Texas	Agent	Approved	07/07/2026
B	Wisconsin	Agent	Approved	05/26/2016

Branch Office Locations

10706 SIKES PLACE
SUITE 300
CHARLOTTE, NC 28277



Qualifications

Employment 2 of 2

Firm Name: **BANKERS LIFE ADVISORY SERVICES, INC.**
Main Address: 303 E. WACKER DRIVE
STE 500
CHICAGO, IL 60601
Firm ID#: 281285

	Regulator	Registration	Status	Date
IA	North Carolina	Investment Adviser Representative	Approved	07/12/2016

Branch Office Locations

BANKERS LIFE ADVISORY SERVICES, INC.
10706 Sikes Place Ste 300
CHARLOTTE, NC 28277



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, 3 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
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	02/10/2011
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	03/28/2000

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination (S63)	Series 63	03/28/2000



PROFESSIONAL DESIGNATIONS

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

Chartered Financial Consultant

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	07/14/2011 - 05/27/2016	INVESTMENT ADVISORS	CRD# 15708	CHARLOTTE, NC
B	06/15/2010 - 05/26/2016	PROEQUITIES, INC.	CRD# 15708	CHARLOTTE, NC
B	01/10/2005 - 05/28/2010	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	CHARLOTTE, NC
B	06/06/2002 - 01/03/2005	AFS BROKERAGE, INC.	CRD# 25924	AUSTIN, TX
B	03/29/2000 - 06/07/2002	CONSECO SECURITIES, INC.	CRD# 29367	CARMEL, 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
07/2016 - Present	Bankers Life Advisory Services	Financial Advisor	Y	Charolotte, NC, United States
05/2016 - Present	BANKERS LIFE SECURITIES, INC.	Financial Representative	Y	CHARLOTTE, NC, United States
01/1996 - Present	BANKERS LIFE & CASUALTY	INSURANCE AGENT	N	CHARLOTTE, NC, 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.

BANKERS LIFE & CASUALTY; 10706 SIKES PLACE, SUITE 300, CHARLOTTE, NC 28277; INSURANCE AGENT: INSURANCE SALES/SERVICES INVESTMENT RELATED: 150 HRS/MONTH; START-01/1996; DESCRIPTION: INSURANCE SALES/SERVICES;MANAGE AGENTS, MANAGERS AND ADMINISTRATORS



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

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:	Individual
Regulatory Action Initiated By:	NC DEPT. OF INSURANCE
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	10/31/2003
Docket/Case Number:	UNKNOWN
Employing firm when activity occurred which led to the regulatory action:	CONSECO SECURITIES, INC.
Product Type:	No Product
Allegations:	NC DOI ALLEGED THAT BAYLOG OBTAINED THE ANSWERS TO AN INSURANCE CE EXAM PRIOR TO THE OFFERING OF THE COURSE TEST AND POSTED THE ANSWERS SO THAT 26 OTHER LIFE AGENTS HAD ACCESS TO THE ANSWERS PRIOR TO THE ADMINISTRATION OF THE COURSE TEST TO THOSE SAME 26 AGENTS. NC DOI ALSO ALLEGED THAT BAYLOG MADE STATEMENTS ABOUT THE ANSWERS BEING POSTED AND AVAILABLE TO THESE 26 AGENTS THUS POSSIBLY BEING INTERPRETED BY ANY OF THOSE 26 AGENTS AS ENCOURAGEMENT TO USE THE POSTED ANSWERS TO TAKE THE CE COURSE EXAM.
Current Status:	Final
Resolution:	VOLUNTARY SETTLEMENT AGREEMENT



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:

10/31/2003

Sanctions Ordered:

Civil and Administrative Penalty(ies)/Fine(s)
Other: 1) BAYLOG WILL NOT CONDUCT, SUPERVISE, INSTRUCT, MONITOR, MODERATE, FACILITATE, OR IN ANY WAY BE RESPONSIBLE FOR THE CONDUCT OF ANY ACTIVITIES ASSOCIATED WITH INSURANCE CE COURSES IN NC, EXCEPT AS A STUDENT 2) WITHIN 12 MONTHS OF THE EXECUTED AGREEMENT BAYLOG WAS REQUIRED TO COMPLETE A 12 HOUR CE COURSE ON ETHICS, IN ADDITION TO ALL OTHER CE REQUIREMENTS AS REQUIRED BY THE NC DOI, PROVIDING WRITTEN DOCUMENTATION TO THE NC DOI UPON COMPLETING THE 12 HOURS ETHICS COURSE. 3) BAYLOG WAS REQUIRED TO SATISFY ALL FUTURE NC CE REQUIREMENTS THROUGH CLASSROOM OR MEETING ATTENDANCE. BAYLOG WILL NOT BE ALLOWED TO EARN ANY CE CREDITS FOR ANY SELF-STUDY, INDEPENDENT CE COURSES THAT HE MAY TAKE. 4) FOR SIX MONTHS FROM THE DATE OF THE EXECUTION OF THE AGREEMENT, BAYLOG VOLUNTARILY AGREED NOT TO DIRECTLY SOLICIT, NEGOTIATE, OR SELL PARTICULAR POLICIES OF INSURANCE IN NC, ALL AS SET FORTH IN MORE DETAIL AND EXPLICATED IN ART. 33, CHAPTER 58 OF THE NC GENERAL STATUTES.

Monetary Sanction 1 of 1

Monetary Related Sanction:

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

Total Amount:

\$13,000.00

Portion Levied against individual:

\$13,000.00

Payment Plan:

ONE TIME PAYMENT

Is Payment Plan Current:

Yes

Date Paid by individual:

10/31/2003

Was any portion of penalty waived?

No

Amount Waived:



End of Report

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