IAPD Report

SAMUEL DALE MITCHELL

CRD# 4412198

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

SAMUEL DALE MITCHELL (CRD# 4412198)

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 **06/02/2022**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	BEACON POINTE ADVISORS, LLC	CRD# 119290	10/04/2016

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	BEACON POINTE WEALTH ADVISORS, LLC	151328	PLANO, TX	10/04/2016 - 04/27/2020
IA	IRONMARK ADVISORS, LLC	137930	PLANO, TX	06/29/2011 - 03/31/2017
IA	GUIDESTONE ADVISORS	149624	DALLAS, TX	10/12/2009 - 11/17/2009

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	3

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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **BEACON POINTE ADVISORS, LLC**

Main Address: 24 CORPORATE PLAZA
SUITE 150
NEWPORT BEACH, CA 92660

Firm ID#: 119290

	Regulator	Registration	Status	Date
IA	Texas	Investment Adviser Representative	Approved	10/04/2016

Branch Office Locations

BEACON POINTE ADVISORS, LLC
5810 TENNYSON PARKWAY
SUITE 525
PLANO, TX 75024

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 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
No information reported.		

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	09/24/2001

PROFESSIONAL DESIGNATIONS

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

Certified Financial Planner

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	10/04/2016 - 04/27/2020	BEACON POINTE WEALTH ADVISORS, LLC	CRD# 151328	PLANO, TX
IA	06/29/2011 - 03/31/2017	IRONMARK ADVISORS, LLC	CRD# 137930	PLANO, TX
IA	10/12/2009 - 11/17/2009	GUIDESTONE ADVISORS	CRD# 149624	DALLAS, TX
IA	09/25/2001 - 08/21/2006	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	DALLAS, TX

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
04/2020 - Present	BEACON POINTE ADVISORS, LLC	SENIOR WEALTH ADVISOR	Y	PLANO, TX, United States
10/2016 - Present	BEACON POINTE INSURANCE SERVICES, LLC	AGENT	N	Plano, TX, United States
10/2016 - 03/2020	BEACON POINTE ADVISORS, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	Plano, TX, United States
10/2016 - 03/2020	BEACON POINTE WEALTH ADVISORS, LLC	SENIOR WEALTH ADVISOR	Y	Plano, TX, United States
01/2010 - 03/2017	IRONMARK ADVISORS, LLC	CHIEF COMPLIANCE OFFICER	Y	PLANO, TX, 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.

Beacon Pointe Insurance Services, LLC. Not investment-related. Main Office: 24 Corporate Plaza Dr, Ste 150, Newport Beach, CA 92660. Nature of business: Registered Investment Adviser Title: Licensed Insurance Agent Start date: 10/1/2016 Hours/Month: Approximately 5 hour per month during trading hours Duties: Sale of Insurance products (Life and or Accident/Health Insurance)

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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	Beacon Pointe Advisors, LLC
Allegations:	Client alleges Mr. Mitchell failed to meet his fiduciary obligation to them by making imprudent and unsuitable portfolio recommendations considering their investment objectives and risk tolerance. As a result of the alleged unsuitable investment portfolio, the client was exposed to significant loss of value when the stock market plunged with the onset of the COVID-19 pandemic in March 2020. Mr. Mitchell served as the client's Wealth Advisor from June 2018 until March 2020 when they notified him that they were terminating the relationship, and planned to self-manage their portfolio. The written notice of claims was received by Mr. Mitchell and Beacon Pointe Advisors on February 25, 2021.
Product Type:	No Product
Alleged Damages:	$183,597.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	02/24/2021
Complaint Pending?	No
Status:	Settled

Status Date:	04/11/2022
Settlement Amount:	$42,000.00
Individual Contribution Amount:	$0.00
Broker Statement	Mr. Mitchell denies the client's allegation. Per his fiduciary duty as an investment advisor, he acted in the client's best interests at all times. He believes he deployed a sound investment strategy based on the goals and risk tolerance communicated to him by the client. The client came to Mr. Mitchell seeking a long-term investment strategy that would enable market participation. Mr. Mitchell advised the client that volatility is inherent in equity investments. He spent time with the client to understand the client's concerns and goals and proposed a strategy that would help them meet their objectives. He ensured the client fully understood and agreed with the proposed strategy before deploying it. In February 2020, the COVID-19 pandemic caused a significant dip in the markets. Mr. Mitchell was in regular communication with the client throughout February and into March 2020. Like most clients, they were concerned. During this time, Mr. Mitchell reiterated the long-term nature of the recommended portfolio strategy. He counseled the client that these investments were designed to weather market downturns and recommended holding them. On March 24, 2020, the client instructed Mr. Mitchell to liquidate the portfolio as the client no longer wanted to be in the market. Again, Mr. Mitchell counseled against unwinding a long-term investment strategy built for long-term growth and reiterated that the decision to move to cash was against his recommendation. Against Mr. Mitchell's recommendation, the client confirmed the order to sell everything in the portfolio. Unfortunately, the client sold out of the market at the bottom of the pandemic-related decline. The strategies recommended by Mr. Mitchell ended the year much higher than where the client sold. The client's loss stems from the client's own decision, against the advice of Mr. Mitchell, to exit the market and abandon the agreed-upon investment strategy, not from improper advice or an unsuitable investment strategy.

Disclosure 2 of 3

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	AMERIPRISE FINANCIAL SERVICES INC
Allegations:	THE CLIENT ALLEGED THE ADVISOR DID NOT DISCLOSE THE SURRENDER CHARGE SCHEDULE FOR THE RIVERSOURCE VARIABLE ANNUITY SHE PURCHASED IN AUGUST 2005.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	$19,580.20

Customer Complaint Information

Date Complaint Received:	11/20/2007
Complaint Pending?	No
Status:	Denied
Status Date:	11/29/2007
Settlement Amount:	

Individual Contribution Amount:	
Firm Statement	THE FIRM DETERMINED THE SURRENDER CHARGE SCHEDULE WAS FULLY DISCLOSED TO THE CLIENT VIA THE APPLICATION AND ANNUITY CONTRACT.

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	AMERIPRISE FINANCIAL SERVICES, INC.
Allegations:	PER AMERIPRISE, THE CLIENT ALLEGED THE ADVISOR DID NOT DISCLOSE THE SURRENDER CHARGE SCHEDULE FOR THE RIVERSOURCE VARIABLE ANNUITY SHE PURCHASED IN AUGUST 2005.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	$19,580.20

Customer Complaint Information

Date Complaint Received:	11/20/2007
Complaint Pending?	No
Status:	Denied
Status Date:	11/29/2007
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	AMERIPRISE FINANCIAL DENIED THE COMPLIANT AFTER DETERMING THE SURRENDER CHARGE SCHEDULE WAS FULLY DISCLOSED TO THE CLIENT VIA THE APPLICATION AND ANNUITY CONTRACT. THIS INFORMATION HAS BEEN OBTAINED BY AN AMENDED U5 FILING.

Disclosure 3 of 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	AMERICAN EXPRESS FINANCIAL ADVISORS INC.
Allegations:	THE CLIENT ALLEGEDLY LOST $8,000.00 IN MARKET VALUE DUE TO INACCURATE INFORMATION THAT WAS PROVIDED TO HIM.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	$8,000.00

Customer Complaint Information

Date Complaint Received:	10/28/2004
Complaint Pending?	No
Status:	Denied
Status Date:	11/04/2004
Settlement Amount:	

Individual Contribution Amount:	
Broker Statement	THE FIRM FOUND THE CLIENT MISUNDERSTOOD THE TERMINOLOGY OF THE WORD "FROZEN", IN REGARD TO THE ANNUITY ACCOUNT. THE CLIENT ASSUMED IT MEANT THE VALUE WAS "FROZEN". AS THE ASSETS WERE WITHIN VARIABLE INVESTMENTS, THE VALUE COULD NOT BE "FROZEN". THE ACCOUNT WAS "FROZEN" FROM ANY INVESTMENT CHANGES, AS THE ANNUITANT PASSED AWAY.

End of Report

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