



## IAPD Report

# Roy Alan Longoria

CRD# 4477369

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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

### Roy Alan Longoria (CRD# 4477369)

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 **05/08/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	SUNBELT SECURITIES	CRD# 42180	09/10/2010
B	SUNBELT SECURITIES, INC.	CRD# 42180	09/10/2010

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **5** 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	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	AUSTIN, TX	07/18/2005 - 09/21/2010
B	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	AUSTIN, TX	05/27/2005 - 09/21/2010
B	EDWARD JONES	250	ST. LOUIS, MO	01/15/2002 - 06/01/2005

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?

**No**



## 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 5 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 1

Firm Name: **SUNBELT SECURITIES**  
Main Address: 2700 POST OAK BLVD STE 1700  
HOUSTON, TX 77056  
Firm ID#: 42180

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	09/10/2010
<b>B</b> California	Agent	Approved	05/28/2020
<b>B</b> District of Columbia	Agent	Approved	04/29/2021
<b>B</b> Florida	Agent	Approved	10/29/2014
<b>B</b> Texas	Agent	Approved	09/10/2010
<b>IA</b> Texas	Investment Adviser Representative	Approved	09/10/2010
<b>B</b> Virginia	Agent	Approved	04/17/2026

### Branch Office Locations

**SUNBELT SECURITIES**  
8133 MESA  
SUITE 100  
AUSTIN, TX 78759



## 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 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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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Futures Managed Funds Examination (S31)	Series 31	08/02/2005
General Securities Representative Examination (S7)	Series 7	01/14/2002

#### State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	07/15/2005
Uniform Securities Agent State Law Examination (S63)	Series 63	01/17/2002

### PROFESSIONAL DESIGNATIONS

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

#### Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



## 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	07/18/2005 - 09/21/2010	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	AUSTIN, TX
B	05/27/2005 - 09/21/2010	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	AUSTIN, TX
B	01/15/2002 - 06/01/2005	EDWARD JONES	CRD# 250	ST. LOUIS, MO

### 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
07/2013 - Present	SHORES LONGORIA RETIREMENT PLAN CONSULTANTS	BROKER OF RECORD	Y	AUSTIN, TX, United States
09/2010 - Present	SUNBELT SECURITIES INC	INVESTMENT ADVISOR	Y	HOUSTON, 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.

- 1) SHORES LONGORIA RETIREMENT PLAN CONSULTANTS (DBA): INVESTMENT RELATED. 8133 MESA DR, STE 100, AUSTIN, TX 78759. SELLING 401K PLAN BUSINESS. START: 07/09/2013. TRAILS OFF OF 401K, BROKER OF RECORD. 5 HOURS A WEEK. SOME DURING TRADING HOURS. THIS IS A DBA UNDER SUNBELT SECURITIES, INC.
- 2) Upward Logistics Group (OBA): Not investment related. 7000 Metropolis Dr, Austin, TX 78744. Delivery driver for amazon packages. No relationship. Start: 11/2022. 20 hours a week, none during trading hours.
- 3) Jummp Logistics (OBA): Not investment related. 1400 Moccassin Trail, Lewisville, TX 75077. Delivery driver, delivering cookies and treats. No relationship. Start: 09/2022. 15 hours per week, none during trading hours.



## End of Report

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