



## IAPD Report

# WILLIAM DANIEL THEIS

CRD# 4541180

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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

### WILLIAM DANIEL THEIS (CRD# 4541180)

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 **11/25/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	SUPERIOR FINANCIAL SERVICES, INC.	CRD# 104165	07/06/2017
<b>IA</b>	LASALLE INVESTMENT ADVISORS, INC.	CRD# 109303	08/10/2017

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **2** 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
<b>B</b>	FREEDOM INVESTORS CORP.	23714	HUBERTUS, WI	09/05/2008 - 07/06/2017
<b>IA</b>	FREEDOM INVESTORS CORP.	23714	HUBERTUS, WI	09/05/2008 - 07/06/2017
<b>IA</b>	INVESTMENT ADVISORS INTERNATIONAL, INC.	139233	MENOMONEE FALLS, WI	07/17/2006 - 09/03/2008

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

#### Employment 1 of 2

Firm Name: **LASALLE INVESTMENT ADVISORS, INC.**  
Main Address: 1133 QUAIL COURT SUITE 100  
PEWAUKEE, WI 53072  
Firm ID#: 109303

Regulator	Registration	Status	Date
IA Wisconsin	Investment Adviser Representative	Approved	08/10/2017

#### Branch Office Locations

**LASALLE INVESTMENT ADVISORS, INC.**  
Lisbon, WI

#### Employment 2 of 2

Firm Name: **SUPERIOR FINANCIAL SERVICES, INC.**  
Main Address: N168 W21931 MAIN STREET  
JACKSON, WI 53037  
Firm ID#: 104165

Regulator	Registration	Status	Date
B FINRA	Invest. Co and Variable Contracts	Approved	07/06/2017
B FINRA	Investment Co./Variable Contracts Prin	Approved	07/06/2017
B Ohio	Agent	Approved	07/06/2017
B Wisconsin	Agent	Approved	07/06/2017

#### Branch Office Locations

Lisbon, WI




## 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 1 principal/supervisory exam, 2 general industry/product exams, and 2 state securities law exams.**



#### Principal/Supervisory Exams

Exam	Category	Date
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	08/07/2003

#### General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	07/22/2003

#### State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	02/02/2005
 Uniform Securities Agent State Law Examination (S63)	Series 63	03/05/2003

### 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
B	09/05/2008 - 07/06/2017	FREEDOM INVESTORS CORP.	CRD# 23714	HUBERTUS, WI
IA	09/05/2008 - 07/06/2017	FREEDOM INVESTORS CORP.	CRD# 23714	HUBERTUS, WI
IA	07/17/2006 - 09/03/2008	INVESTMENT ADVISORS INTERNATIONAL, INC.	CRD# 139233	MENOMONEE FALLS, WI
B	07/24/2003 - 09/03/2008	WORLD GROUP SECURITIES, INC.	CRD# 114473	MENOMONEE FALLS, WI
IA	03/02/2005 - 08/25/2006	INTERSECURITIES, INC.	CRD# 16164	PEWAUKEE, WI

#### 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
07/2017 - Present	LaSalle Investment Advisors Inc	Registered Investment Advisor Representative	Y	Pewaukee, WI, United States
09/2008 - 07/2017	Freedom investors Corp	Registered Principal	Y	Brookfield, WI, 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.

?the name of the other business;  
 Superior Financial Services  
 ?whether the business is investment-related  
 Yes  
 ?the address of the other business;  
 N168W21931 Main Street Jackson, WI 53037  
 ?the nature of the other business;  
 Servicing Clients  
 ?your position;  
 Financial Advisor/ Registered Representative  
 ?title, or relationship with the other business;  
 Brokerage Services



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

?the start date of your relationship;

7/6/2021

?the approximate number of hours/month you devote to the other business;

10 Hours / Week

?the number of hours you devote to the other business during securities trading hours;

30 Hours / Week

?and briefly describe your duties relating to the other business;

Managed Clients' Portfolios and help them reach their Financial Goals



## 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

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	William Theis was dually employed by Lasalle Investment Advisors, Inc and Superior Financial Services, Inc. when the activities that led to the arbitration occurred.
<b>Allegations:</b>	Customer purchased bonds through an investment advisory firm. Theis, who was dually registered representative, was Customer's advisor at the investment advisory firm. Customer subsequently brought claims alledging the bonds were not suitable. Theis disputes Customer's allegations and arbitration is ongoing
<b>Product Type:</b>	Debt-Asset Backed
<b>Alleged Damages:</b>	\$431,011.89
<b>Arbitration Information</b>	
<b>Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):</b>	FINRA
<b>Docket/Case #:</b>	22-00872
<b>Date Notice/Process Served:</b>	04/22/2022
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	08/08/2023
<b>Monetary Compensation Amount:</b>	\$195,000.00



**Individual Contribution Amount:** \$100,560.74

**Broker Statement** The firm and Mr. Theis believed the complaint to be without merit and had meritorious defenses dating back to 07/27/2012 (when customer initially purchased "said assets" from original unrelated investment advisor. To avoid the uncertainty and expense of the litigation, the firm and Mr. Theis, without admitting to any allegations or liability, entered into a settlement agreement with the Customers to take ownership of said asset - completely and permanently resolving all disputes between the parties.

**Disclosure 2 of 2**

**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** WORLD GROUP SECURITIES, INC.

**Allegations:** CUSTOMER ALLEGES THAT THE VARIABLE UNIVERSAL LIFE INSURANCE POLICY SOLICITED IN SEPTEMBER 2007 WAS NOT SUITABLE FOR AND OBJECTIVES.

**Product Type:** Insurance

**Alleged Damages:** \$10,449.90

**Customer Complaint Information**

**Date Complaint Received:** 04/17/2009

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 05/13/2009

**Settlement Amount:** \$0.00

**Individual Contribution Amount:** \$0.00

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** WORLD GROUP SECURITIES, INC

**Allegations:** CUSTOMER ALLEGED THE THE VARIABLE UNIVERSAL LIFE INSURANCE POLICY SOLD TO CLIENT IN DECEMBER 2007 WAS NOT SUITABLE.

**Product Type:** Insurance

**Alleged Damages:** \$4,523.00

**Alleged Damages Amount Explanation (if amount not exact):** CLIENT REQUESTED THAT UPFRONT COSTS AND THE SURRENDERED CASH VALUE BE REPAYED. THE GOOD FAITH DETERMINATION OF THE DAMAGES ARE AS FOLLOWS: AFTER DEDUCTING THE COST OF THE INSURANCE (\$4217) FOR THE PERIOD SHE HELD THE POLICY AND THE MARKET LOSSES (\$1710) FROM THE PREMIUM PAID (\$10450 IN TOTAL), THE DAMAGE AMOUNT WOULD EQUAL \$4,523, NOT THE AMOUNT WGS ALLEGED OF \$10,449.90. WE HAVE FILED THIS DRP BECAUSE WGS FILED A U5 WITH ALLEGED DAMAGE AMOUNT OF MORE THAN \$10,000 THOUGH THE DAMAGE AMOUNT WAS LESS.



**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:** 05/06/2009

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 05/21/2009

**Settlement Amount:** \$0.00

**Individual Contribution Amount:** \$0.00

**Broker Statement**

[CUSTOMER] FILED A COMPLAINT WITH WRL IN APRIL 2009. WRL INVESTIGATED AND THEY FOUND IT TO BE UNFOUNDED. [CUSTOMER] DID NOT SURRENDER IN THE FREE LOOK PERIOD AND A DETAILED DISCLOSURE FORM WAS COMPLETED BY HER AND THE REP, STATING SHE UNDERSTOOD THAT SHE WAS PURCHASING LIFE INSURANCE, THAT THERE WAS A SURRENDER PERIOD, AND THAT THE PRODUCT WAS SUITABLE FOR HER NEEDS. SHE HAD PURCHASED \$500K OF LIFE INSURANCE AND WAS COVERED FOR ABOUT ONE AND 1/2 YEARS. [CUSTOMER] HAS NOT FOLLOWED THROUGH WITH THE INITIAL INVESTMENT PLAN TO FUND THE INSURANCE AND WITH THE ADVICE OF A 3RD PARTY HAS CHANGED HER INVESTMENT STRATEGIES, WHICH DID NOT INCLUDE THE INSURANCE. THIS SALE WAS SPLIT BY THEIS AND WENDY WILLIQUETTE FROM WGS.



## End of Report

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