



IAPD Report

ROBERT FRIESS EBERT

CRD# 4700450

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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

ROBERT FRIESS EBERT (CRD# 4700450)

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 **01/08/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	08/10/2023
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	08/10/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **30** 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	SECURIAN FINANCIAL SERVICES, INC.	15296	MINNETONKA, MN	01/15/2014 - 08/10/2023
B	SECURIAN FINANCIAL SERVICES, INC.	15296	MINNETONKA, MN	11/06/2003 - 08/10/2023
IA	CRI SECURITIES, LLC	22589	MINNETONKA, MN	01/15/2014 - 10/19/2021

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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	08/10/2023
B FINRA	Invest. Co and Variable Contracts	Approved	08/10/2023
B Alabama	Agent	Approved	08/10/2023
B Arizona	Agent	Approved	08/10/2023
B California	Agent	Approved	08/10/2023
B Colorado	Agent	Approved	08/10/2023
B District of Columbia	Agent	Approved	08/10/2023
B Florida	Agent	Approved	08/14/2023
B Illinois	Agent	Approved	08/10/2023
B Indiana	Agent	Approved	08/10/2023
B Iowa	Agent	Approved	01/08/2026
B Kansas	Agent	Approved	08/10/2023
B Louisiana	Agent	Approved	08/10/2023



Qualifications

Regulator	Registration	Status	Date
B Maine	Agent	Approved	08/10/2023
B Maryland	Agent	Approved	08/10/2023
B Massachusetts	Agent	Approved	08/10/2023
B Michigan	Agent	Approved	08/10/2023
B Minnesota	Agent	Approved	08/10/2023
B Missouri	Agent	Approved	08/10/2023
B Montana	Agent	Approved	08/10/2023
B Nevada	Agent	Approved	08/10/2023
B New Jersey	Agent	Approved	08/10/2023
B New York	Agent	Approved	08/10/2023
B North Carolina	Agent	Approved	08/10/2023
B North Dakota	Agent	Approved	08/10/2023
B Oregon	Agent	Approved	08/10/2023
B South Dakota	Agent	Approved	08/10/2023
B Tennessee	Agent	Approved	01/06/2025
B Texas	Agent	Approved	08/10/2023
B Washington	Agent	Approved	08/10/2023
B Wisconsin	Agent	Approved	08/10/2023
B Wyoming	Agent	Approved	08/10/2023



Qualifications

Regulator	Registration	Status	Date
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Branch Office Locations

CETERA ADVISOR NETWORKS LLC
 10261 YELLOW CIRCLE DRIVE
 MINNETONKA, MN 55343

CETERA ADVISOR NETWORKS LLC
 Maple Grove, MN

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
 Main Address: 1450 AMERICAN LANE
 6TH FLOOR, SUITE 650
 SCHAUMBURG, IL 60173-2096
 Firm ID#: 105644

Regulator	Registration	Status	Date
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IA Minnesota	Investment Adviser Representative	Approved	08/10/2023
IA Texas	Investment Adviser Representative	Restricted Approval	08/10/2023

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
 10261 YELLOW CIRCLE DR
 MINNETONKA, MN 55330

CETERA INVESTMENT ADVISERS LLC
 Maple Grove, MN



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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B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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B General Securities Representative Examination (S7)	Series 7	03/31/2009
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B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/05/2003
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State Securities Law Exams

Exam	Category	Date
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IA B Uniform Combined State Law Examination (S66)	Series 66	05/11/2009
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B Uniform Securities Agent State Law Examination (S63)	Series 63	12/05/2003
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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	01/15/2014 - 08/10/2023	SECURIAN FINANCIAL SERVICES, INC.	CRD# 15296	MINNETONKA, MN
B	11/06/2003 - 08/10/2023	SECURIAN FINANCIAL SERVICES, INC.	CRD# 15296	MINNETONKA, MN
IA	01/15/2014 - 10/19/2021	CRI SECURITIES, LLC	CRD# 22589	MINNETONKA, MN
B	11/06/2003 - 10/19/2021	CRI SECURITIES, LLC	CRD# 22589	MINNETONKA, MN
IA	07/24/2009 - 12/31/2010	CRI SECURITIES, LLC	CRD# 22589	MINNETONKA, MN

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
08/2023 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
08/2023 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	MINNETONKA, MN, United States
07/2015 - Present	FORTUNE FINANCIAL	AGENT	Y	MINNETONKA, MN, United States
09/2003 - 08/2023	MINNESOTA LIFE INS CO	AGENT	Y	ST PAUL, MN, United States
09/2003 - 08/2023	SECURIAN FINANCIAL SERVICES, INC	REGISTERED REP	Y	ST PAUL, MN, United States
09/2003 - 10/2021	C.R.I SECURITIES, INC	REGISTERED REP	Y	ST PAUL, MN, 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) FORTUNE FINANCIAL LLC

POSITION: Agent/Broker NATURE: DBA INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING



Registration & Employment History



OTHER BUSINESS ACTIVITIES

HOURS: 1 START DATE: 07/01/2015

ADDRESS: , Minnetonka MN , United States

DESCRIPTION: Agent/Broker

2) NORTH STAR CONSULTANTS & NORTH STAR BROKERAGE

POSITION: Agent/Broker NATURE: Fixed Insurance Sales INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES

TRADING HOURS: 5 START DATE: 06/01/2011

ADDRESS: , Minneapolis MN , United States

DESCRIPTION: Agent/Broker

3) BROWN & BROWN, INC.

POSITION: Independent Contractor NATURE: Fixed Insurance Sales INVESTMENT RELATED: No NUMBER OF HOURS: 2

SECURITIES TRADING HOURS: 2 START DATE: 03/01/2019

ADDRESS: 80 South 8th St, #700 IDS Center, Minneapolis MN 55402, United States

DESCRIPTION: I introduce Cheryl Marks to my clients. She meets with the employer/owner and does the company benefits for employees. I do not do the ongoing meetings, administration, etc. Simply introduce her as a value add to my offerings run through MNL, Securian and Fortune Financial.

4) SUN LIFE INSURANCE COMPANU - GROUP LIFE INSURANCE POLICY

POSITION: Agent/Broker NATURE: Sales INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING

HOURS: 1 START DATE: 11/01/2022

ADDRESS: Licensing Department, P.O. Box 81039, Wellesley Hills MA 02481, United States

DESCRIPTION: I am the agent on this group life policy. and will spend very little if any time maintaining this at this time.

5) NAME OF OTHER BUSINESS: FIXED INSURANCE WITH VARIOUS COMPANIES;

INVESTMENT RELATED: YES;

ADDRESS: SAME AS REGISTERED LOCATION;

NATURE OF BUSINESS: FIXED INSURANCE;

START DATE: 11/2003;

APX NUMBER OF HOURS PER WEEK: 1;

APX NUMBER OF HOURS DURING TRADING HOURS: 5;

POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT

BRIEF DESCRIPTION OF DUTIES: SELLS LIFE, HEALTH

6) NAME OF OTHER BUSINESS: RFE, LLC;

INVESTMENT RELATED: NO;

ADDRESS: SAME AS RESIDENTIAL LOCATION;

NATURE OF BUSINESS: TAX REPORTING;

START DATE: 11/2023;

POSITION/TITLE/RELATIONSHIP: SOLE MEMBER;

APX NUMBER OF HOURS PER WEEK: 0;

APX NUMBER OF HOURS DURING TRADING HOURS: 0;

BRIEF DESCRIPTION OF DUTIES: USE FOR BUSINESS EXPENSE AND TAX REPORTING PURPOSES;



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	2

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 2

Reporting Source:	Individual
Regulatory Action Initiated By:	INSURANCE COMMISSIONER OF THE STATE OF UTAH
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	02/16/2012
Docket/Case Number:	2012-032 LC
Employing firm when activity occurred which led to the regulatory action:	CRI SECURITIES
Product Type:	No Product
Allegations:	REP FALSELY ANSWERED A QUESTION ON HIS APPLICATION FOR AN INSURANCE AGENT'S LICENSE.
Current Status:	Final
Resolution:	CIVIL PENALTY
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:	02/22/2012
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1



Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$250.00

Portion Levied against individual: \$250.00

Payment Plan:

Is Payment Plan Current: Yes

Date Paid by individual: 02/22/2012

Was any portion of penalty waived? No

Amount Waived:

Broker Statement

QUESTION ON THE APPLICATION FOR INSURANCE LICENSE WAS INADVERTANTLY ANSWERED INCORRECTLY. PAPERWORK WAS PREPARED BY ADMINISTRATIVE STAFF AND ERROR WAS NOT IDENTIFIED PRIOR TO SUBMISSION.

Disclosure 2 of 2

Reporting Source: Individual

Regulatory Action Initiated By: STATE OF MINNESOTA, MINNESOTA DEPARTMENT OF COMMERCE

Sanction(s) Sought: Civil and Administrative Penalty(ies)/Fine(s)

Date Initiated: 09/27/2011

Docket/Case Number: 21352

Employing firm when activity occurred which led to the regulatory action: CRI SECURITIES

Product Type: Other: FINANCIAL PLANNING

Allegations: INVESTIGATION OF COMPLAINT FILED REGARDING REPS BILLING A CLIENT FOR PROVIDING SPECIALIZED PLANNING SERVICES WITHOUT HAVING A SIGNED AGREEMENT.

Current Status: Final

Resolution: CIVIL PENALTY AND 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: 11/11/2011

Sanctions Ordered: Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$500.00



Portion Levied against individual:	\$500.00
Payment Plan:	
Is Payment Plan Current:	Yes
Date Paid by individual:	11/11/2011
Was any portion of penalty waived?	No
Amount Waived:	



End of Report

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