



IAPD Report

TONI LYNN ROSE

CRD# 4840368

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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

TONI LYNN ROSE (CRD# 4840368)

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 **05/20/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	01/17/2019
IA	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	01/17/2019

QUALIFICATIONS

This representative is currently registered in **6** SRO(s) and **33** 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	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	WICHITA FALLS, TX	08/01/2014 - 01/22/2019
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	WICHITA FALLS, TX	08/01/2014 - 01/22/2019
IA	CETERA INVESTMENT ADVISERS LLC	105644	FORT WORTH, TX	01/21/2014 - 08/01/2014

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
Criminal	1
Customer Dispute	1



Report Summary



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 **33** jurisdiction(s) and 6 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **STIFEL, NICOLAUS & COMPANY, INCORPORATED**

Main Address: 501 N BROADWAY
ST LOUIS, MO 63102

Firm ID#: 793

	Regulator	Registration	Status	Date
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	01/17/2019
B	FINRA	General Securities Representative	Approved	01/17/2019
B	NYSE American LLC	General Securities Representative	Approved	01/17/2019
B	Nasdaq PHLX LLC	General Securities Representative	Approved	01/17/2019
B	Nasdaq Stock Market	General Securities Representative	Approved	01/17/2019
B	New York Stock Exchange	General Securities Representative	Approved	01/17/2019
B	Alabama	Agent	Approved	10/03/2019
B	Arizona	Agent	Approved	01/17/2019
B	Arkansas	Agent	Approved	01/17/2019
B	California	Agent	Approved	01/17/2019
B	Colorado	Agent	Approved	01/17/2019
B	Connecticut	Agent	Approved	01/17/2019
B	Delaware	Agent	Approved	10/04/2021



Qualifications

	Regulator	Registration	Status	Date
B	Florida	Agent	Approved	01/17/2019
B	Georgia	Agent	Approved	01/17/2019
B	Hawaii	Agent	Approved	01/17/2019
B	Illinois	Agent	Approved	01/17/2019
B	Indiana	Agent	Approved	01/17/2019
B	Louisiana	Agent	Approved	01/17/2019
B	Maryland	Agent	Approved	10/05/2020
B	Massachusetts	Agent	Approved	01/17/2019
B	Michigan	Agent	Approved	12/05/2025
B	Mississippi	Agent	Approved	12/05/2025
B	Missouri	Agent	Approved	01/17/2019
B	New Jersey	Agent	Approved	05/20/2026
B	New Mexico	Agent	Approved	01/17/2019
B	New York	Agent	Approved	01/17/2019
B	North Carolina	Agent	Approved	01/23/2019
B	Ohio	Agent	Approved	12/08/2025
B	Oklahoma	Agent	Approved	01/17/2019
B	Oregon	Agent	Approved	01/24/2023
B	Pennsylvania	Agent	Approved	01/17/2019



Qualifications

	Regulator	Registration	Status	Date
B	South Carolina	Agent	Approved	01/17/2019
B	Tennessee	Agent	Approved	01/17/2019
B	Texas	Agent	Approved	01/17/2019
IA	Texas	Investment Adviser Representative	Approved	01/17/2019
B	Utah	Agent	Approved	01/17/2019
B	Virginia	Agent	Approved	08/14/2024
B	Washington	Agent	Approved	01/17/2019
B	Wisconsin	Agent	Approved	10/02/2025

Branch Office Locations

STIFEL, NICOLAUS & COMPANY, INCORPORATED
300 THROCKMORTON STREET
SUITE 1400
FORT WORTH, TX 76102



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, 2 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	09/20/2007

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	10/12/2007



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

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
B	08/01/2014 - 01/22/2019	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	WICHITA FALLS, TX
IA	08/01/2014 - 01/22/2019	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	WICHITA FALLS, TX
IA	01/21/2014 - 08/01/2014	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	FORT WORTH, TX
B	09/21/2010 - 08/01/2014	CETERA INVESTMENT SERVICES LLC	CRD# 15340	FORT WORTH, TX
IA	09/21/2010 - 01/21/2014	CETERA INVESTMENT SERVICES LLC	CRD# 15340	FORT WORTH, TX
B	04/30/2008 - 09/22/2010	CUNA BROKERAGE SERVICES, INC.	CRD# 13941	FORT WORTH, TX
IA	04/30/2008 - 09/22/2010	CUNA BROKERAGE SERVICES, INC.	CRD# 13941	FORT WORTH, TX
IA	10/23/2007 - 04/21/2008	USAA INVESTMENT MANAGEMENT COMPANY	CRD# 5475	PHOENIX, AZ
B	10/15/2007 - 04/21/2008	USAA FINANCIAL ADVISORS, INC.	CRD# 129035	PHOENIX, AZ
B	09/21/2007 - 12/31/2007	USAA INVESTMENT MANAGEMENT COMPANY	CRD# 5475	PHOENIX, AZ

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
01/2019 - Present	Stifel Nicolaus & Co Inc	Financial Advisor	Y	Fort Worth, TX, United States
10/2014 - 01/2019	BANK OF AMERICA, N.A.	SENIOR FINANCIAL ADVISOR	Y	FORT WORTH, TX, United States
08/2014 - 01/2019	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	SENIOR FINANCIAL ADVISOR	Y	FORT WORTH, TX, United States



Registration & Employment History



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. Bucking Bulls Online LLC; 2300 E Hwy 380, Decatur, TX 76234; Online Bucking Bull site with occasional competitions online; Member; occasional help with events as needed; 01/01/2014; 2.00 Hour(s) Per Month; Not during securities trading hours; Not Investment-Related.
2. Wall Street Cattle Company LLC; 1880 Jay Bird Lane Springtown TX 76082; home and equestrian facility; Owner/member; 01/14/2020; 1.00 Hour(s) Per Day; not during securities trading hours; Investment-Related.
3. Wall Street Equine Events, LLC; 1880 Jaybird Ln, Springtown, TX 76082; Hosting horse and cattle events; Horse and cattle related leasing facility and for liability protection real estate; Owner; 05/01/2020; 1 Hour per Week; Not During Securities Trading Hours; Not Investment-Related.
4. U OL' Goat Committee; 201 Main St #1400 Fort Worth TX 76102; Charity to raise funds to buy goats at the local stock shows for the local ag students and at need programs; Committee member; Help for fund raising events; 08/01/2025; 2 hrs/month; Not during security trading hours; Not Investment-Related



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
Criminal	1
Customer Dispute	1

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
Formal Charges were brought in:	State Court
Name of Court:	415th District Court
Location of Court:	Parker County, TX
Docket/Case #:	CR25-1160
Charge Date:	11/20/2025
Charge(s) 1 of 1	
Formal Charge(s)/Description:	Driving While Intoxicated 3rd or more 49.09(b)
No of Counts:	1
Felony or Misdemeanor:	Felony
Plea for each charge:	Pending
Disposition of charge:	
Current Status:	Pending
Status Date:	
Broker Statement	Next Court Date 1/13/2026.



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 1

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	Cetera Investment Services
Allegations:	Client alleges misrepresentation and/or omission of product information.
Product Type:	Annuity-Variable
Alleged Damages:	\$50,000.00
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:	06/05/2019
Complaint Pending?	No
Status:	Settled
Status Date:	10/13/2020
Settlement Amount:	\$14,000.00
Individual Contribution Amount:	\$0.00

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Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	Cetera Investment Services
Allegations:	Client alleges misrepresentation and/or omission of product information.
Product Type:	Annuity-Variable
Alleged Damages:	\$50,000.00
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:	06/05/2019
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Complaint Pending?	No
Status:	Settled
Status Date:	10/13/2020
Settlement Amount:	\$14,000.00
Individual Contribution Amount:	\$0.00



End of Report

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