



IAPD Report

William Eric Rownd Sr.

CRD# 5272624

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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 Eric Rownd Sr. (CRD# 5272624)

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 **02/26/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	08/22/2025
IA	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	08/22/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **13** 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	LPL FINANCIAL LLC	6413	CABOT, AR	11/01/2022 - 09/03/2025
IA	LPL FINANCIAL LLC	6413	CABOT, AR	11/01/2022 - 09/03/2025
IA	J. W. COLE ADVISORS, INC.	112294	JACKSONVILLE, AR	05/19/2010 - 11/02/2022

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



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

Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**
Main Address: 901 3RD AVENUE SOUTH
MINNEAPOLIS, MN 55402
Firm ID#: 6363

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	08/22/2025
B	Arizona	Agent	Approved	12/19/2025
B	Arkansas	Agent	Approved	08/22/2025
IA	Arkansas	Investment Adviser Representative	Approved	08/22/2025
B	California	Agent	Approved	08/22/2025
B	Colorado	Agent	Approved	08/22/2025
B	Florida	Agent	Approved	08/22/2025
B	Illinois	Agent	Approved	08/22/2025
B	Louisiana	Agent	Approved	08/22/2025
B	Missouri	Agent	Approved	08/22/2025
B	Nebraska	Agent	Approved	08/22/2025
B	Oklahoma	Agent	Approved	08/22/2025
B	Texas	Agent	Approved	08/22/2025



Qualifications

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Restricted Approval	08/22/2025
B Virginia	Agent	Approved	08/22/2025
B Washington	Agent	Approved	08/22/2025

Branch Office Locations

AMERIPRISE FINANCIAL SERVICES, LLC
22 RAHLING CIRCLE
LITTLE ROCK, AR 72223



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
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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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General Securities Representative Examination (S7)	Series 7	02/12/2008
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State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	04/23/2008
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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	11/01/2022 - 09/03/2025	LPL FINANCIAL LLC	CRD# 6413	CABOT, AR
IA	11/01/2022 - 09/03/2025	LPL FINANCIAL LLC	CRD# 6413	CABOT, AR
IA	05/19/2010 - 11/02/2022	J. W. COLE ADVISORS, INC.	CRD# 112294	JACKSONVILLE, AR
B	05/14/2010 - 11/02/2022	J.W. COLE FINANCIAL, INC.	CRD# 124583	JACKSONVILLE, AR
B	05/30/2008 - 05/18/2010	FIRST ALLIED SECURITIES, INC.	CRD# 32444	SHERWOOD, AR
IA	05/20/2008 - 01/09/2009	FIRST ALLIED ADVISORY SERVICES, INC.	CRD# 137888	SHERWOOD, AR
B	03/04/2008 - 05/30/2008	FFP SECURITIES, INC.	CRD# 16337	SHERWOOD, AR

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
08/2025 - Present	Ameriprise Financial Services, LLC	Registered Representative	Y	Little Rock, AR, United States
11/2022 - 08/2025	LPL Financial LLC	Registered Representative	Y	CABOT, AR, United States
01/2010 - 08/2025	Rownd Asset Management	DBA	Y	CABOT, AR, United States
05/2010 - 11/2022	J.W. COLE FINANCIAL, INC.	REGISTERED REPRESENTATIVE	Y	ST. PETE, FL, United States
05/2010 - 11/2022	J.W. Cole Advisors, Inc.	INVESTMENT ADVISOR REPRESENTATIVE	Y	TAMPA, FL, 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.

Business Ownership; rownd enterprises; Co-owner; holding company for my son's tech ventures; 601 greystone blvd, , cabot, AR, 72023; Not Investment-Related; 08/23/2021; 1 to 9 hours per month; 0 during trading hours / sowell rownd and associates; Owner; S corp that was used to conduct financial advisory business prior to ameriprise. will be closed after next tax season; 5002 madison ave, , jacksonville, AR, 72076; Investment-Related; 06/29/1995; 0 hours per month; 0 during trading hours. Board of Directors; Birthdays by Madi; board member; 601 greystone blvd, , cabot, AR, 72023; Not Investment-Related; 08/01/2025; 1 to 9 hours per month; 0 during trading hours.



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
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Criminal	1
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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:	SUPERIOR COURT FOR ISLAND COUNTY, WASHINGTON
Location of Court:	ISLAND COUNTY, WASHINGTON
Docket/Case #:	02-1-00023-2
Charge Date:	02/06/2002
Charge(s) 1 of 3	
Formal Charge(s)/Description:	HIT & RUN INJURY ACCIDENT
No of Counts:	1
Felony or Misdemeanor:	Felony
Plea for each charge:	NOT GUILTY
Disposition of charge:	Dismissed
Date of Amended Charge:	03/21/2002
Charge was Amended or reduced to:	RECKLESS ENDANGERMENT
Amended No of Counts:	1
Amended Charge:	Misdemeanor
Amended Plea:	GUILTY
Disposition of Amended Charge:	Pled guilty
Charge(s) 2 of 3	



Formal Charge(s)/Description: VEHICULAR ASSAULT

No of Counts: 1

Felony or Misdemeanor: Felony

Plea for each charge: NOT GUILTY

Disposition of charge: Dismissed

Date of Amended Charge: 03/21/2002

Charge was Amended or reduced to: RECKLESS ENDANGERMENT

Amended No of Counts: 1

Amended Charge: Misdemeanor

Amended Plea: GUILTY

Disposition of Amended Charge: Pled guilty

Charge(s) 3 of 3

Formal Charge(s)/Description: DRIVING UNDER THE INFLUENCE

No of Counts: 1

Felony or Misdemeanor: Misdemeanor

Plea for each charge: NOT GUILTY

Disposition of charge: Dismissed

Date of Amended Charge: 03/21/2002

Charge was Amended or reduced to: RECKLESS ENDANGERMENT

Amended No of Counts: 1

Amended Charge: Misdemeanor

Amended Plea: GUILTY

Disposition of Amended Charge: Pled guilty

Current Status: Final

Status Date: 03/21/2002

Disposition Date: 03/21/2002

Sentence/Penalty: THESE TWO FELONIES AND ONE MISDEMEANOR CHARGE WERE DISMISSED.

Broker Statement

I JOINED THE NAVY, AND WAS STATIONED IN OAK HARBOR, WASHINGTON STATE. MY FRIEND AND I WERE ACTING LIKE CHILDREN ONE NIGHT. HE VOLUNTARILY CLIMBED ON TOP OF MY TRUCK WHILE I DROVE AROUND THE CUL-DE-SAC I LIVED ON. HE FELL OFF AND LANDED ON HIS HEAD. I CALLED AN AMBULANCE. THEY TOOK MY FRIEND TO THE HOSPITAL AND ME TO JAIL. THEY ORIGINALLY CHARGED ME WITH THE MOST SEVERE CHARGE THEY COULD. AFTER MY FRIEND, AND HIS FAMILY, HAD A CHANCE TO SPEAK TO THE JUDGE AND THE PROSECUTOR THE CHARGES WERE



REDUCED TO A MISDEMEANOR COUNT OF RECKLESS ENDANGERMENT, WHICH I PLED GUILTY TO. ALL THREE INITIAL CHARGES OF HIT & RUN INJURY ACCIDENT, VEHICULAR ASSAULT AND DRIVING UNDER THE INFLUENCED WERE DISMISSED IN EXCHANGE FOR MY GUILTY PLEA TO THE MISDEMEANOR CHARGE OF RECKLESS ENDANGERMENT.



End of Report

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