



IAPD Report

RICHARD S REBER

CRD# 5506442

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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

RICHARD S REBER (CRD# 5506442)

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 **04/07/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	11/02/2017
IA	INDEPENDENT ADVISOR ALLIANCE, LLC	CRD# 168267	11/02/2017
IA	LPL FINANCIAL LLC	CRD# 6413	09/26/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **11** 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	MORGAN STANLEY	149777	CORNELIUS, NC	04/01/2014 - 11/29/2017
IA	MORGAN STANLEY	149777	CORNELIUS, NC	04/01/2014 - 11/29/2017
B	LPL FINANCIAL LLC	6413	CHARLOTTE, NC	01/13/2014 - 03/21/2014

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
Termination	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 **11** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **LPL FINANCIAL LLC**
Main Address: 1055 LPL WAY
FORT MILL, SC 29715
Firm ID#: 6413

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	11/02/2017
B	Arizona	Agent	Approved	11/02/2017
B	Colorado	Agent	Approved	11/02/2017
B	Florida	Agent	Approved	11/02/2017
B	Illinois	Agent	Approved	04/05/2021
B	Maryland	Agent	Approved	11/02/2017
B	Michigan	Agent	Approved	11/02/2017
B	North Carolina	Agent	Approved	11/02/2017
IA	North Carolina	Investment Adviser Representative	Approved	09/26/2025
B	Pennsylvania	Agent	Approved	11/02/2017
B	South Carolina	Agent	Approved	11/02/2017
B	Virginia	Agent	Approved	11/02/2017

Branch Office Locations



Qualifications

LPL FINANCIAL LLC

7778 NC 73 HWY
STANLEY, NC 28164

Employment 2 of 2

Firm Name: **INDEPENDENT ADVISOR ALLIANCE, LLC**

Main Address: 11215 N. COMMUNITY HOUSE RD.
STE. 775
CHARLOTTE, NC 28277

Firm ID#: 168267

	Regulator	Registration	Status	Date
IA	Michigan	Investment Adviser Representative	Approved	01/09/2020
IA	North Carolina	Investment Adviser Representative	Approved	11/02/2017
IA	Texas	Investment Adviser Representative	Restricted Approval	01/05/2023

Branch Office Locations

INDEPENDENT ADVISOR ALLIANCE, LLC

615 N. Hwy 16 Business
Denver, NC 28037



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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	11/28/2012

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	03/06/2014
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	06/20/2008

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	08/21/2013
B Uniform Securities Agent State Law Examination (S63)	Series 63	07/08/2008



PROFESSIONAL DESIGNATIONS

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

Certified Financial Planner

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	04/01/2014 - 11/29/2017	MORGAN STANLEY	CRD# 149777	CORNELIUS, NC
IA	04/01/2014 - 11/29/2017	MORGAN STANLEY	CRD# 149777	CORNELIUS, NC
B	01/13/2014 - 03/21/2014	LPL FINANCIAL LLC	CRD# 6413	CHARLOTTE, NC
B	06/23/2008 - 01/14/2014	PFS INVESTMENTS INC.	CRD# 10111	CHARLOTTE, NC

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
11/2017 - Present	Independent Advisor Alliance	Investment Advisor Representative	Y	STANLEY, NC, United States
11/2017 - Present	LPL Financial LLC	Registered Representative	Y	STANLEY, NC, United States
01/2015 - 10/2017	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
03/2014 - 10/2017	MORGAN STANLEY	FINANCIAL ADVISOR	Y	CHARLOTTE, NC, 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) 11/14/2017 - Independent Advisor Alliance {IAA} - DBA: (Hybrid) Independent Advisor Alliance - investment related - At Reported Business Location(s) - Registered Investment Advisor Hybrid - start date 11/15/2017 - 160 hours per month/8 hours during securities trading - times spent 100% - I provide investment advisory services through Independent Advisor Alliance, an independent investment advisor firm. I started this business activity on 11/14/2017. I expect to spend approximately 160 hours/month on this activity. Please see the advisory firms Form ADV for more information about its address, the nature of its business, its owners, and its services at <http://www.adviserinfo.sec.gov/IAPD>. The firm is separate from and independent of LPL Financial.

2) 12/3/2021 - Reber Investments - Investment Related - At Reported Business Location(s) - DBA for LPL Business (entity for LPL business) - Started 12/01/2021 - 160 Hours Per Month/100 Hours During Securities Trading.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

- 3) 12/6/2021 - Reber Investments - Investment Related - At Reported Business Location(s) - Registered Investment Advisor DBA - IAR - Started 12/01/2021 - 160 Hours Per Month/100 Hours During Securities Trading.
- 4) 11/18/2024 - How to talk to your partner about money and not kill each other - Other - Author - Not Investment Related - Home Based - Start Date 11/01/2024 - 60 Hours Per Month/ 0 Hours During Trading
- 5) 04/14/2025 - Southern Wealth Advisor Inc - Investment Related - Business Entity For Tax/Investment Purposes Only - At Reported Business Location(s) - Start Date:11/01/2017 - 0 Hrs/Mth - 0 Hrs During Trading.
- 6) 03/12/2026-Southern Wealth Advisors Inc-Author-Not inv related-At Stanley, NC-Start date 03/05/2026-60hrs/mth-0hrs/mth during trading



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
Termination	1

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Firm Name: MORGAN STANLEY SMITH BARNEY LLC

Termination Type: Voluntary Resignation

Termination Date: 11/02/2017

Allegations: ALLEGATION THAT REPRESENTATIVE HAD FORWARDED A SPREADSHEET TO HIS PERSONAL EMAIL ADDRESS CONTAINING THE FIRM'S CONFIDENTIAL BUSINESS INFORMATION.

Product Type: No Product

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Reporting Source: Individual

Firm Name: MORGAN STANLEY SMITH BARNEY LLC

Termination Type: Voluntary Resignation

Termination Date: 11/02/2017

Allegations: ALLEGATION THAT REPRESENTATIVE HAD FORWARDED A SPREADSHEET TO HIS PERSONAL EMAIL ADDRESS CONTAINING THE FIRM'S CONFIDENTIAL BUSINESS INFORMATION.

Product Type: No Product



End of Report

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