



IAPD Report

MICHAEL JOHN REISEL

CRD# 5613345

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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

MICHAEL JOHN REISEL (CRD# 5613345)

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 **04/27/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	BELPOINTE ASSET MANAGEMENT LLC	CRD# 143440	01/11/2019

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	THIRD SEVEN CAPITAL LLC	160209	Palm Beach Gardens, FL	02/04/2021 - 04/28/2026
B	WADDELL & REED	866	WAUKESHA, WI	10/19/2017 - 12/10/2018
IA	WADDELL & REED	866	WAUKESHA, WI	10/19/2017 - 12/10/2018

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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **BELPOINTE ASSET MANAGEMENT LLC**
Main Address: 500 DAMONTE RANCH PARKWAY
BUILDING 700, UNIT 700
RENO, NV 89521
Firm ID#: 143440

	Regulator	Registration	Status	Date
	Wisconsin	Investment Adviser Representative	Approved	01/11/2019

Branch Office Locations

BELPOINTE ASSET MANAGEMENT LLC
249 PAWLING AVENUE
SUITE 201
HARTLAND, WI 53029



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
	General Securities Principal Examination (S24)	Series 24	08/22/2017

General Industry/Product Exams

	Exam	Category	Date
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	06/28/2011
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/04/2009

State Securities Law Exams

	Exam	Category	Date
	Uniform Securities Agent State Law Examination (S63)	Series 63	02/19/2021
	Uniform Investment Adviser Law Examination (S65)	Series 65	12/22/2011

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	02/04/2021 - 04/28/2026	THIRD SEVEN CAPITAL LLC	CRD# 160209	Palm Beach Gardens, FL
B	10/19/2017 - 12/10/2018	WADDELL & REED	CRD# 866	WAUKESHA, WI
IA	10/19/2017 - 12/10/2018	WADDELL & REED	CRD# 866	WAUKESHA, WI
IA	01/05/2012 - 10/20/2017	MML INVESTORS SERVICES, LLC	CRD# 10409	WAUKESHA, WI
B	07/25/2011 - 10/20/2017	MML INVESTORS SERVICES, LLC	CRD# 10409	WAUKESHA, WI
B	09/08/2009 - 07/13/2011	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	CRD# 2881	NEW BERLIN, 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
01/2019 - Present	BELPOINTE ASSET MANAGEMENT, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	RENO, NE, United States
01/2019 - Present	Redwood Financial Strategies	Investment Advisor Representative	Y	Hartland, WI, United States
10/2017 - 12/2018	VARIOUS INSURANCE CARRIERS FOR W&R INSURANCE AGENCIES	INSURANCE AGENT	Y	HARTLAND, WI, United States
10/2017 - 12/2018	WADDELL & REED INC	ASSOCIATED PERSON	Y	WAUKESHA, WI, United States
07/2012 - 12/2018	M4 FINANCIAL PARTNERS LLC	MANAGING MEMBER/ OWNER	Y	HARTLAND, WI, United States
11/2009 - 11/2017	COVER5 INC.	PARTIAL OWNER	Y	NEW BERLIN, WI, United States
07/2011 - 10/2017	MASSMUTUAL LIFE INSURANCE COMPANY	FINANCIAL ADVISOR/SALES MANAGER	Y	WAUKESHA, WI, United States
07/2011 - 10/2017	MML INVESTORS SERVICES	REGISTERED REPRESENTATIVE	Y	WAUKESHA, WI, 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). FIXED INSURANCE SALES, INVESTMENT RELATED, SAME ADDRESS AS BRANCH, INSURANCE PRODUCER FOR MULTIPLE COMPANIES, SINCE 01/2019 APPROX 10 HOURS PER MONTH DURING SOME TRADING HOURS.
- 2). SCHERRER CARES INC, BURLINGTON, WI, NON-INVESTMENT RELATED, NON PROFIT 501C-3,DIRECTOR -ON BOARD OF DIRECTORS FOR BUDDY BENCH, PROMOTES ANTI BULLYING ATMOSPHERE IN K-12 SCHOOLS, 8 HRS/MO, 0HRS/MO DURING SECURITY TRADING HOURS, 05/2015-PRESENT.
- 3). CEO TO CEO, NON-INVESTMENT RELATED, 358 SUNSHINE DR, HARTFORD, WI 53029, BUSINESS CONSULTING/COACHING SERVICE, OWNER/CONSULTANT SINCE 12/2020, 3 TO 8 HOURS PER WEEK, 4 TRADING HOURS.
- 4)THIRD SEVEN CAPITAL, INVESTMENT RELATED, SAME ADDRESS AS BRANCH, BROKER DEALER ASSOCIATION FOR VARIABLE ANNUITY AND ALTERNATIVE INVESTMENT SALES, 8 HOURS/MONTH DURING TRADING HOURS, STARTING 02/2021
- 5) AUTHOR, NON-INVESTMENT RELATED, N71W31034 LOWER CLUB CIRCLE W, HARTFORD, WI 53029, SALES OF BOOK WRITTEN BY MICHAEL REISEL
- 6) REDWOOD FINANCIAL STRATEGIES, INVESTMENT RELATED, SAME ADDRESS AS BRANCH, SINCE 01/2019, DBA NAME FOR INVESTMENT ADVICE AND INSURANCE SALES.
- 7) Redwood Station, LLC, non investment related, 249 Pawling Ave, Hartland, WI, Commercial building - office leases, start 04/2024, owner, 4 hours per month outside of 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
Criminal	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
Court Details:	WAUKESHA COUNTY CIRCUIT COURT, WAUKESHA, WI, 97CM2032
Charge Date:	03/30/1997
Charge Details:	THEFT OF MOVABLE PROPERTY WITHOUT CONSENT, 1) ONE COUNT, 2)MISDEMEANOR, 3)NOT GUILTY, 4) NOT INVESTMENT RELATED
Felony?	No
Current Status:	Final
Status Date:	02/03/1998
Disposition Details:	A. DISMISSED, B. 02/03/1998, C. N/A, D. N/A, E. N/A, F. N/A, G. N/A



End of Report

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