



IAPD Report

JOEL CARLTON BERG

CRD# 5759994

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	6
Disclosure Information	7



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

JOEL CARLTON BERG (CRD# 5759994)

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 **03/16/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	10/24/2023
IA	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	10/24/2023

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **24** 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	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC	149018	DALLAS, TX	09/22/2010 - 10/26/2023
B	RAYMOND JAMES FINANCIAL SERVICES, INC.	6694	DALLAS, TX	04/14/2010 - 10/26/2023
IA	CARTER ADVISORY SERVICES, INC	116249	DALLAS, TX	03/20/2015 - 10/24/2023

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 **24** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **ROBERT W. BAIRD & CO. INCORPORATED**

Main Address: 777 E. WISCONSIN AVENUE
MILWAUKEE, WI 53202-5391

Firm ID#: 8158

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	10/24/2023
	NYSE American LLC	General Securities Representative	Approved	10/24/2023
	Nasdaq Stock Market	General Securities Representative	Approved	10/24/2023
	New York Stock Exchange	General Securities Representative	Approved	10/24/2023
	Arizona	Agent	Approved	10/24/2023
	Arkansas	Agent	Approved	10/24/2023
	California	Agent	Approved	10/24/2023
	Colorado	Agent	Approved	10/24/2023
	Connecticut	Agent	Approved	03/17/2026
	District of Columbia	Agent	Approved	10/24/2023
	Florida	Agent	Approved	10/24/2023
	Georgia	Agent	Approved	10/24/2023
	Idaho	Agent	Approved	10/24/2023



Qualifications

	Regulator	Registration	Status	Date
B	Illinois	Agent	Approved	10/24/2023
B	Louisiana	Agent	Approved	10/24/2023
IA	Louisiana	Investment Adviser Representative	Approved	10/24/2023
B	Massachusetts	Agent	Approved	10/24/2023
B	Missouri	Agent	Approved	10/24/2023
B	Nevada	Agent	Approved	10/24/2023
B	New Mexico	Agent	Approved	10/24/2023
B	New York	Agent	Approved	10/24/2023
B	North Carolina	Agent	Approved	10/26/2023
B	Ohio	Agent	Approved	07/17/2024
B	Oklahoma	Agent	Approved	10/24/2023
B	South Carolina	Agent	Approved	10/24/2023
B	Texas	Agent	Approved	10/24/2023
IA	Texas	Investment Adviser Representative	Approved	10/24/2023
B	Utah	Agent	Approved	10/24/2023
B	Virginia	Agent	Approved	10/24/2023
B	Wisconsin	Agent	Approved	10/24/2023

Branch Office Locations

ROBERT W. BAIRD & CO. INCORPORATED
8333 Douglas Ave



Qualifications

Ste 1000
Dallas, TX 75225



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
------	----------	------

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	04/13/2010

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	09/20/2010



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
IA	09/22/2010 - 10/26/2023	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC	CRD# 149018	DALLAS, TX
B	04/14/2010 - 10/26/2023	RAYMOND JAMES FINANCIAL SERVICES, INC.	CRD# 6694	DALLAS, TX
IA	03/20/2015 - 10/24/2023	CARTER ADVISORY SERVICES, INC	CRD# 116249	DALLAS, TX

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
10/2023 - Present	RW Baird	Financial Advisor/Director	Y	Dallas, TX, United States
03/2015 - 10/2023	CARTER ADVISORY SERVICES	Financial Planner	Y	DALLAS, TX, United States
09/2010 - 10/2023	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC	Investment Advisory Representative	Y	DALLAS, TX, United States
09/2010 - 10/2023	RAYMOND JAMES FINANCIAL SERVICES, INC	Registered Representative	Y	DALLAS, TX, 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)Name of Business: Assistance Center of Collin County Address: 900 18th Street, Plano, TX, 75074, United States Activity Type: Non profit Position/Title: Officer - Treasurer Investment Related: Yes Start Date: 09/01/2018 Hours per month devoted to this business: 2-10 Hours per month devoted to this business during trading hours: 2-10 Description of duties: review and help create budgetreview monthly statement of accountsreview CPA / CIO workPresent all findings to board

(3)Name of Business: Carter Financial Management Address: 12222 Merit Dr Ste 1800, Dallas, TX, 75251, United States Activity Type: Support Company - Non Owner Position/Title: Other Investment Related: No Start Date: 08/01/2010 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: N/A



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
Formal Charges were brought in:	State Court
Name of Court:	Iowa District Court for Scott County
Location of Court:	Scott County, IA
Docket/Case #:	SMCR232911
Charge Date:	02/05/2001
Charge(s) 1 of 1	
Formal Charge(s)/Description:	5TH Degree Theft
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	Not Guilty
Disposition of charge:	Dismissed
Current Status:	Final
Status Date:	07/14/2000
Disposition Date:	05/21/2001
Sentence/Penalty:	Monetary Penalty, paid fine of unknown amount (not on court docs) ON 05/21/2001 PLUS ORIGINAL CHECK \$200.00.
Broker Statement	Check Bounced paid fine and case dismissed.



End of Report

This page is intentionally left blank.