



IAPD Report

DAN HOLZER

CRD# 5779187

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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

DAN HOLZER (CRD# 5779187)

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 **11/06/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	REALTA EQUITIES, INC.	CRD# 23769	09/07/2022
IA	REALTA INVESTMENT ADVISORS, INC	CRD# 134952	09/08/2022

QUALIFICATIONS

This representative is currently registered in **1** 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
B	EMERSON EQUITY LLC	130032	ALISO VIEJO, CA	11/12/2013 - 09/14/2022
B	ARI FINANCIAL SERVICES, INC.	137608	CARLSBAD, CA	07/12/2012 - 12/31/2013
IA	WELLS FARGO ADVISORS, LLC	19616	SAN DIEGO, CA	07/13/2010 - 06/15/2011

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
Customer Dispute	1
Financial	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 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **REALTA EQUITIES, INC.**
Main Address: 1201 N. ORANGE STREET
SUITE 729
WILMINGTON, DE 19801
Firm ID#: 23769

Regulator	Registration	Status	Date
 FINRA	General Securities Representative	Approved	09/07/2022
 Arizona	Agent	Approved	09/07/2022
 California	Agent	Approved	09/07/2022
 Colorado	Agent	Approved	09/07/2022
 District of Columbia	Agent	Approved	09/16/2022
 Florida	Agent	Approved	09/07/2022
 Hawaii	Agent	Approved	09/09/2022
 Illinois	Agent	Approved	09/14/2022
 Kansas	Agent	Approved	11/04/2022
 Maryland	Agent	Approved	09/07/2022
 Michigan	Agent	Approved	09/07/2022
 Minnesota	Agent	Approved	09/10/2024
 Nevada	Agent	Approved	09/15/2022



Qualifications

Regulator	Registration	Status	Date
B New Mexico	Agent	Approved	09/07/2022
B New York	Agent	Approved	09/07/2022
B North Carolina	Agent	Approved	07/13/2023
B Ohio	Agent	Approved	09/07/2022
B Oklahoma	Agent	Approved	09/07/2022
B Pennsylvania	Agent	Approved	09/07/2022
B South Dakota	Agent	Approved	09/07/2022
B Texas	Agent	Approved	09/07/2022
B Utah	Agent	Approved	09/07/2022
B Virginia	Agent	Approved	09/07/2022
B Washington	Agent	Approved	09/07/2022
B Wyoming	Agent	Approved	09/07/2022

Branch Office Locations

COASTAL EQUITIES, INC.
SAN DIEGO, CA

Employment 2 of 2

Firm Name: **REALTA INVESTMENT ADVISORS, INC**

Main Address: **1201 N. ORANGE STREET
SUITE 729
WILMINGTON, DE 19801**

Firm ID#: **134952**

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	09/08/2022



Qualifications

Regulator	Registration	Status	Date
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Branch Office Locations

REALTA INVESTMENT ADVISORS, INC
SAN DIEGO, CA



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
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	06/21/2010

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	07/12/2010

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	11/12/2013 - 09/14/2022	EMERSON EQUITY LLC	CRD# 130032	ALISO VIEJO, CA
B	07/12/2012 - 12/31/2013	ARI FINANCIAL SERVICES, INC.	CRD# 137608	CARLSBAD, CA
IA	07/13/2010 - 06/15/2011	WELLS FARGO ADVISORS, LLC	CRD# 19616	SAN DIEGO, CA
B	06/22/2010 - 06/15/2011	WELLS FARGO ADVISORS, LLC	CRD# 19616	SAN DIEGO, CA

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
09/2022 - Present	REALTA EQUITIES, INC.	REGISTERED REPRESENTATIVE	Y	WILMINGTON, DE, United States
09/2022 - Present	REALTA INVESTMENT ADVISORS, INC.	INVESTMENT ADVISOR REPRESENTATIVE	Y	WILMINGTON, DE, United States
01/2016 - Present	ALTERNATIVE INVESTMENT, INC.	CEO	N	San Diego, CA, United States
11/2013 - 09/2022	EMERSON EQUITY LLC	REGISTERED REPRESENTATIVE	Y	SAN MATEO, CA, 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) ALTERNATIVE INVESTMENT, INC.; INVESTMENT RELATED: 13589 FOXGLOVE WAY, SAN DIEGO, CA 92130; REAL ESTATE INVESTING; WWW.ALТИINVESTINC.COM; CEO; COMPENSATION IN THE FORM OF SALARY; 30 HOURS PER WEEK DURING NORMAL TRADING HOURS.

(2) REALTA INVESTMENT ADVISORS, INC.; WILMINGTON, DE; INVESTMENT ADVISORY SERVICES, INVESTMENT ADVISOR REPRESENTATIVE; WWW.REALTAWEALTH.COM; COMPENSATION IN THE FORM OF FEES; 40 HOURS PER WEEK DURING NORMAL 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
Customer Dispute	1
Financial	1

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:	Emerson Equity LLC
Allegations:	Breach of fiduciary duty, suitability, Fraudulently or negligently made material misrepresentations and omissions of material information, Violation of FINRA rules 2010, I-M-2310-2, and 2020, breach of contract,
Product Type:	Other: DST
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant seeks unspecified damages consisting including benefit of the bargain damages, or alternatively, damages consisting of what a well-managed account would have performed in an amount presently unknown. Punitive damages in an amount to be determined by arbitration panel, consequential damages, including benchmark portfolio damages, statutory damages, interest at statutory rate, attorneys' fees, expert fees. forum fees, any and all relief available to claimant in law or equity or otherwise, which may be granted to them by the arbitration panel
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA



Docket/Case #: 24-02012
Filing date of arbitration/CFTC reparation or civil litigation: 09/18/2024

Customer Complaint Information

Date Complaint Received: 09/16/2024

Complaint Pending? No

Status: Settled

Status Date: 10/16/2025

Settlement Amount: \$100,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EMERSON EQUITY LLC

Allegations: Breach of fiduciary duty, suitability, Fraudulently or negligently made material misrepresentations and omissions of material information, Violation of FINRA rules 2010, I-M-2310-2, and 2020, breach of contract

Product Type: Other: DST

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Claimant seeks unspecified damages consisting of including benefit of the bargain damages, or alternatively, damages consisting of what a well-managed account would have performed in an amount presently unknown. Punitive damages in an amount to be determined by arbitration panel, consequential damages, including benchmark portfolio damages, statutory damages, interest at statutory rate, attorneys' fees, expert fees, forum fees, any and all relief available to claimant in law or equity or otherwise, which may be granted to them by the arbitration panel

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 24-02012

Filing date of arbitration/CFTC reparation or civil litigation: 09/18/2024

Customer Complaint Information

Date Complaint Received: 09/16/2024

Complaint Pending? No

Status: Settled



Status Date: 10/16/2025
Settlement Amount: \$100,000.00
Individual Contribution Amount: \$0.00



Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source: Individual

Action Type: Bankruptcy

Bankruptcy: Chapter 13

Action Date: 09/26/2016

Organization Investment-Related?

Type of Court: Federal Court

Name of Court: United States Bankruptcy Court

Location of Court: 325 West F. Street, San Diego, CA 92101

Docket/Case #: 1605921

Action Pending? No

Disposition: Dismissed

Disposition Date: 06/14/2019

If a compromise with creditor, provide:

Name of Creditor:

Original Amount Owed:

Terms Reached with Creditor: Still Pending

Broker Statement

This BK filing was a refiling or original BK listed herein as was the result Applicant receiving a bad loan from Cornerstone and Cornerstone selling it to a REIT hedge fund. Applicant tried in good faith to restructure the loan and modify it with no loss to them. The fund's refusal to negotiate this solution forced me on this path in order to keep my family/kids in our home.



End of Report

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