



IAPD Report

WILLIAM LLOYD ADDISON

CRD# 6152328

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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

WILLIAM LLOYD ADDISON (CRD# 6152328)

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 **11/21/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	02/18/2013
IA	INDEPENDENT ADVISOR ALLIANCE, LLC	CRD# 168267	07/18/2017

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **7** 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	LPL FINANCIAL LLC	6413	AUGUSTA, GA	09/15/2016 - 10/16/2018

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
Customer Dispute	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 7 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	Invest. Co and Variable Contracts	Approved	02/18/2013
B FINRA	General Securities Representative	Approved	09/17/2018
B Arizona	Agent	Approved	11/17/2023
B Florida	Agent	Approved	09/18/2020
B Georgia	Agent	Approved	08/18/2014
B Michigan	Agent	Approved	05/04/2022
B North Carolina	Agent	Approved	08/19/2014
B South Carolina	Agent	Approved	03/18/2013
B Texas	Agent	Approved	05/16/2022

Branch Office Locations

LPL FINANCIAL LLC
1213 LADY STREET, STE 200
COLUMBIA, SC 29201

LPL FINANCIAL LLC
5455 SUNSET BLVD
LEXINGTON, SC 29072

LPL FINANCIAL LLC
3638 WALTON WAY EXTENSION
AUGUSTA, GA 30909

LPL FINANCIAL LLC
1213 LADY ST SUITE 100
COLUMBIA, SC 29201

LPL FINANCIAL LLC



Qualifications

407 SILVER BLUFF RD SW
AIKEN, SC 29803

LPL FINANCIAL LLC
631 WEST DEKALB ST.
CAMDEN, SC 29020

LPL FINANCIAL LLC
1030 LAKE MURRAY BLVD
IRMO, SC 29063

LPL FINANCIAL LLC
4325 AUGUSTA HWY
GILBERT, SC 29054

LPL FINANCIAL LLC
9822 TWO NOTCH
COLUMBIA, SC 29223

LPL FINANCIAL LLC
1735 WILSON RD
NEWBERRY, SC 29108

LPL FINANCIAL LLC
11000 ANDERSON ROAD
PIEDMONT, SC 29673

LPL FINANCIAL LLC
1670 EAST MAIN STREET
EASLEY, SC 29640

LPL FINANCIAL LLC
1746 EBENEZER RD
ROCK HILL, SC 29732

LPL FINANCIAL LLC
1449 TWO NOTCH RD
LEXINGTON, SC 29073

LPL FINANCIAL LLC
4404 FOREST DRIVE
COLUMBIA, SC 29206

LPL FINANCIAL LLC
506 MEETING STREET
WEST COLUMBIA, SC 29169

LPL FINANCIAL LLC
127 AMICKS FERRY RD
CHAPIN, SC 29036

LPL FINANCIAL LLC
101 NORTH WHEELER AVE
PROSPERITY, SC 29127

LPL FINANCIAL LLC
201 MAIN STREET
BLYTHEWOOD, SC 29016

LPL FINANCIAL LLC
45 FARRS BRIDGE ROAD
GREENVILLE, SC 29617

LPL FINANCIAL LLC
105 NORTH SPRING ST, SUITE 100
GREENVILLE, SC 29601

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 South Carolina	Investment Adviser Representative	Approved	07/18/2017
IA Texas	Investment Adviser Representative	Restricted Approval	01/05/2023

Branch Office Locations



Qualifications

INDEPENDENT ADVISOR ALLIANCE, LLC

1213 Lady Street
Suite 200
Columbia, SC 29201



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



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
 General Securities Representative Examination (S7)	Series 7	09/17/2018
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/16/2013

State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	09/15/2016
 Uniform Securities Agent State Law Examination (S63)	Series 63	03/15/2013

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
IA	09/15/2016 - 10/16/2018	LPL FINANCIAL LLC	CRD# 6413	AUGUSTA, GA

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
07/2017 - Present	Independent Advisor Alliance, LLC	Investment Advisor Representative	Y	COLUMBIA, SC, United States
01/2013 - Present	FIRST COMMUNITY BANK	FINANCIAL ADVISOR	Y	COLUMBIA, SC, United States
01/2013 - Present	LPL FINANCIAL, LLC	REGISTERED REPRESENTATIVE	Y	COLUMBIA, SC, 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) 05/28/2013 - FIRST COMMUNITY FINANCIAL CONSULTANTS - Investment Related - At Reported Business Locations(s) - DBA for LPL Business (entity for LPL business) - 0 Hrs/Mth - 0 Hrs During Trading.
- 2) 10/18/2013 - NOTARY PUBLIC - COLOMBIA, SC - Not Investment Related - 0 Hrs/Mth - 0 Hrs During Trading - 1% OF TIME SPENT .
- 3) 08/09/2017 - Independent Advisor Alliance - DBA: (Hybrid) First Community Financial Consultants -investment related - At reported business location(s) - Registered Investment Advisor DBA - start 07/18/2017 - Hours per month 160/ hours during trading 8 - I provide investment advisory services through Independent Advisor Alliance, an independent investment advisor firm. I started this business activity on 8/9/2017. I expect to spend approximately 160 hours/month on this activity. Please see the advisory firm's 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.
- 4) 08/09/2017 - Independent Advisor Alliance (IAA) - investment related - At reported business location(s) - Registered Investment Advisor Hybrid - start 07/18/2017 - Hours per month 160/ hours during trading 8 - I provide investment advisory services through Independent Advisor Alliance, an independent investment advisor firm. I started this business activity on 8/9/2017. I expect to spend approximately 160 hours/month on this activity. Please see the advisory firm's 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.
- (5) 10/13/2017 - Highland Capital Brokerage - Investment Related - At Reported Business Location(s) - Non-Variable Insurance - Started 09/28/2017 - 3 Hours Per Month During Securities Trading.
- 6) 08/15/2025 - BBCS properties -Investment Related - Road Chapin SC - Real Estate Rental - Start Date:07/01/2025 - 4 Hrs/Mth - 0 Hrs During Trading.



Registration & Employment History



OTHER BUSINESS ACTIVITIES



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

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:	Individual
Employing firm when activities occurred which led to the complaint:	LPL FINANCIAL LLC
Allegations:	Issues with suitability
Product Type:	Other: Athene SEP IRA - Indexed Annuity
Alleged Damages:	\$700,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	07/27/2023
Complaint Pending?	No
Status:	Denied
Status Date:	09/29/2023
Settlement Amount:	
Individual Contribution Amount:	



End of Report

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