



IAPD Report

MATTHEW DAVID COPLEY

CRD# 6247665

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5 - 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

MATTHEW DAVID COPLEY (CRD# 6247665)

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 **01/07/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	COPLEY FINANCIAL GROUP, INC.	CRD# 283070	06/15/2016
B	EMERSON EQUITY LLC	CRD# 130032	01/28/2020
B	COPLEY ALTERNATIVE INVESTMENTS INC.	CRD# 336405	01/09/2026

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **6** 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 GRADIENT ADVISORS, LLC	152665	SAN DIEGO, CA	11/13/2013 - 06/14/2016

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
Regulatory Event	1
Criminal	1
Customer Dispute	2



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

Employment 1 of 3

Firm Name: **COPLEY ALTERNATIVE INVESTMENTS INC.**

Main Address: 2650 CAMINO DEL RIO N. S-350
SAN DIEGO, CA 92108

Firm ID#: 336405

Regulator	Registration	Status	Date
 FINRA	Direct Participation Programs	Approved	01/09/2026
 FINRA	General Securities Principal	Approved	01/09/2026
 FINRA	General Securities Representative	Approved	01/09/2026
 FINRA	Operations Professional	Approved	01/09/2026

Branch Office Locations

2650 CAMINO DEL RIO N. S-350
SAN DIEGO, CA 92108

Employment 2 of 3

Firm Name: **EMERSON EQUITY LLC**

Main Address: 155 BOVET ROAD, SUITE 725
SAN MATEO, CA 94402

Firm ID#: 130032

Regulator	Registration	Status	Date
 FINRA	Direct Participation Programs	Approved	01/28/2020
 FINRA	General Securities Representative	Approved	09/09/2021
 FINRA	General Securities Principal	Approved	02/11/2025



Qualifications

Regulator	Registration	Status	Date
B FINRA	Operations Professional	Approved	09/24/2025
B Arizona	Agent	Approved	08/27/2021
B California	Agent	Approved	01/29/2020
B Mississippi	Agent	Approved	12/04/2025
B Nevada	Agent	Approved	11/29/2021
B New York	Agent	Approved	03/09/2021

Branch Office Locations

EMERSON EQUITY LLC
2650 CAMINO DEL RIO N.
S-350
SAN DIEGO, CA 92108

EMERSON EQUITY LLC
2650 Camino Del Rio North
Suite 350
San Diego, CA 92108

Employment 3 of 3

Firm Name: **COPLEY FINANCIAL GROUP, INC.**

Main Address: 2650 CAMINO DEL RIO NORTH,
SUITE 350
SAN DIEGO, CA 92108

Firm ID#: 283070

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	06/16/2016
IA New York	Investment Adviser Representative	Approved	04/03/2021
IA Texas	Investment Adviser Representative	Restricted Approval	06/15/2016

Branch Office Locations

COPLEY FINANCIAL GROUP, INC.
2650 CAMINO DEL RIO NORTH,
SUITE 350
SAN DIEGO, CA 92108



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

Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	02/10/2025

General Industry/Product Exams

Exam	Category	Date
 Operations Professional Examination (S99TO)	Series 99TO	09/24/2025
 General Securities Representative Examination (S7TO)	Series 7TO	09/08/2021
 Securities Industry Essentials Examination (SIE)	SIE	01/24/2020
 Direct Participation Programs Representative Examination (S22TO)	Series 22TO	12/13/2019

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	01/24/2020
 Uniform Investment Adviser Law Examination (S65)	Series 65	08/13/2013

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 11/13/2013 - 06/14/2016	GRADIENT ADVISORS, LLC	CRD# 152665	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
12/2025 - Present	COPLEY ALTERNATIVE INVESTMENTS INC.	CCO	Y	SAN DIEGO, CA, United States
04/2019 - Present	EMERSON EQUITY LLC	REGISTERED REPRESENTATIVE	Y	SAN MATEO, CA, United States
06/2016 - Present	Copley Financial Group, Inc.	President/Investment Advisor Representative	Y	San Diego, CA, United States
02/2013 - Present	Copley Enterprises dba M&M Quality Vehicles	Owner	N	San Diego, CA, United States
06/2001 - Present	HERITAGE TAX & INSURANCE SERVICES	OWNER/SALES MANAGER	Y	SAN DIEGO, CA, United States
07/2012 - 09/2025	Guild Mortgage	BRANCH MANAGER	N	SAN DIEGO, CA, United States
02/2014 - 12/2018	Copley Financial Group dba Copley Insurance Services	Chief Executive Officer/Insurance Agent	Y	San Diego, CA, United States
11/2013 - 06/2016	GRADIENT ADVISORS, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	ARDEN HILLS, MN, 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) COPLEY FINANCIAL GROUP INC.2650 CAMINO DEL RIO N, SAN DIEGO, CA 92108; REGISTERED INVESTMENT ADVISOR; OWNER.
- 2) HERITAGE TAX & INSURANCE SERVICES, INC; 2650 CAMINO DEL RIO N, SAN DIEGO, CA 92108; NATURE: FIXED ANNUITIES; POSITION: OWNER/SALES MANAGER; START: 2001.
- 3) COPLEY ENTERPRISES, INC. (QUALITY M&M QUALITY VEHICLES); NATURE: USED CAR SALES; OWNER; START DATE: 06/2013
- 4) Emerson Equity LLC: Registered Representative; 2650 CAMINO DEL RIO N, SAN DIEGO, CA 92108; securities sales and service; start 04/2019



Registration & Employment History

OTHER BUSINESS ACTIVITIES

5) COPLEY ALTERNATIVE INVESTMENTS, INC.-INVESTMENT RELATED, 2650 CAMINO DEL RIO N. #350, SAN DIEGO, CA 92108, BROKER/DEALER-ALTERNATIVE INVESTMENTS, CCO/OWNER, REGISTERED REPRESENTATIVE, SUPERVISING OTHER REGISTERED REPRESENTATIVES, DUE DILIGENCE, OTHER SUPERVISORY DUTIES, 10 HRS MONTHLY 10 HRS MONTHLY DURING SECURITIES TRADING HOURS, 12/2025



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
Regulatory Event	1
Criminal	1
Customer Dispute	2

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Individual
Regulatory Action Initiated By:	CALIFORNIA DEPARTMENT OF INSURANCE
Sanction(s) Sought:	Revocation
Date Initiated:	05/14/2002
Docket/Case Number:	LBB 0381-A
Employing firm when activity occurred which led to the regulatory action:	NONE - APPLICATION MISTATEMENT ALLEGED
Product Type:	No Product
Allegations:	ALLEGED MISTATEMENT ON MY LICENSE APPLICATION REGARDING 1998 MISDEMEANOR THAT WAS DISCLOSED.
Current Status:	Final
Resolution:	Decision
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	01/23/2003



Sanctions Ordered:

Other: NONE

Broker Statement

JUDGE RELED THAT MATTER WAS INDEED DISCLOSED AND THE DEPARTMENT OF INSURANCE ADOPTED THE JUDGE'S DECISOIN AND ALLOWED TO KEEP INSURANCE LICENSE.



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: MUNICIPAL COURT OF CALIFORNIA, COUNTY OF SAN DIEGO
Location of Court: EL CAJON, CALIFORNIA
Docket/Case #: SCE193326
Charge Date: 11/10/1998
Charge(s) 1 of 2
Formal Charge(s)/Description: UNLAWFUL DRIVING OF A VEHICLE AND RECEIVING OF STOLEN GOODS
No of Counts: 1
Felony or Misdemeanor: Felony
Plea for each charge: NOT GUILTY
Disposition of charge: Dismissed
Charge(s) 2 of 2
Formal Charge(s)/Description: RECEIVING OF STOLEN GOODS
No of Counts: 1
Felony or Misdemeanor: Misdemeanor
Plea for each charge: GUILTY
Disposition of charge: Dismissed
Date of Amended Charge: 09/30/1999
Charge was Amended or reduced to: charge reduced to a misdemeanor on 9/30/1999 and dismissed on 7/23/2004.
Amended No of Counts: 1
Amended Charge: Misdemeanor
Amended Plea: Guilty
Disposition of Amended Charge: Dismissed
Current Status: Final
Status Date: 07/23/2004
Disposition Date: 07/23/2004
Sentence/Penalty: 20 DAYS PUBLIC WORK SERVICE
Broker Statement AS A 22 YEAR OLD COLLEGE STUDENT, I MADE A FOOLISH DECISION TO BUY STOLEN WHEELS FOR MY VEHICLE FROM MY FRIENDS FATHER. THE



CASE WAS DISMISSED IN 2004.



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 2

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Wrongful conduct, breach of fiduciary duty, breach of written contract, misrepresentation and omission, violation of state and federal securities laws; FINRA rules of fair practice and Kansas Law.
Product Type:	Real Estate Security
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant is requesting general and compensatory damages in an amount according to proof, but not less than \$688,536.32., lost opportunity cost in an amount according to proof, rescission of the unsuitable investments respondents recommended, cost of proceedings, punitive damages in an amount according to proof, interest at the legal rate on all sums recovered, attorney's fees and costs; and such other relief as this panel deems just and appropriate.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	25-01936
Date Notice/Process Served:	09/16/2025
Arbitration Pending?	Yes

Disclosure 2 of 2

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Breach of contract and warranties, promissory estoppel, consumer protection and deceptive trade practices act, violation of securities statutes, breach of fiduciary duty, claims under common law, vicarious liability, violation of Regulation Best Interest
Product Type:	Real Estate Security
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant is seeking an award between \$100,000 and \$500,000 including all direct and/or consequential damages and statutory and/or punitive damages, plus interest and costs, including attorneys' fees, an amount which claimant reserves the right to amend at any time including during hearings held on these matters, all



sums lost in any account on all transactions made or not made; plus additionally, or alternatively, all lost opportunities incurred as a result of acts and/or omissions, plus, additionally or alternatively, rescission of any or all transactions as sought, plus, additionally or alternatively, statutory damages as provided by applicable law; plus, additionally or alternatively, punitive damages in an amount that the panel shall deem appropriate; plus, additionally or alternatively, pre-award and pre-judgment interest on all sums invested from the date deposited until the date of the award and/or judgment and until such sums are paid, all at the highest rate allowed by law; plus, additionally or alternatively, all cost of these proceedings and for recovery of damages incurred, including legal fees, including while on appeal, if any, and for collection; plus, additionally or alternatively, any and all other relief available to claimant, in law or equity or otherwise, which may be granted to claimant by this arbitration panel.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):

Docket/Case #: 25-01950

Date Notice/Process Served: 09/17/2025

Arbitration Pending? Yes



End of Report

This page is intentionally left blank.