



IAPD Report

WILLIAM SEYFARTH

CRD# 6921144

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4 - 5



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 SEYFARTH (CRD# 6921144)

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 **11/05/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	VISTAMARK INVESTMENTS	CRD# 335309	10/23/2025

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** 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	ALLIANCEBERNSTEIN L.P.	108477	Chicago, IL	08/07/2023 - 09/17/2025
B	SANFORD C. BERNSTEIN & CO., LLC	104474	CHICAGO, IL	08/07/2023 - 09/17/2025
IA	KEEBECK WEALTH MANAGEMENT LLC	297496	CHICAGO, IL	02/07/2022 - 04/13/2023

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?

No



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

Employment 1 of 1

Firm Name: **VISTAMARK INVESTMENTS**
Main Address: 333 WEST CHESTNUT STREET
HINSDALE, IL 60521
Firm ID#: 335309

	Regulator	Registration	Status	Date
	Arizona	Investment Adviser Representative	Approved	11/13/2025
	Illinois	Investment Adviser Representative	Approved	10/23/2025

Branch Office Locations

VISTAMARK INVESTMENTS
333 WEST CHESTNUT STREET
HINSDALE, IL 60521



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
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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	06/11/2018

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	08/06/2018



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	08/07/2023 - 09/17/2025	ALLIANCEBERNSTEIN L.P.	CRD# 108477	Chicago, IL
B	08/07/2023 - 09/17/2025	SANFORD C. BERNSTEIN & CO., LLC	CRD# 104474	CHICAGO, IL
IA	02/07/2022 - 04/13/2023	KEEBECK WEALTH MANAGEMENT LLC	CRD# 297496	CHICAGO, IL
B	01/04/2021 - 12/15/2021	GOLDMAN SACHS & CO. LLC	CRD# 361	DEERFIELD, IL
IA	08/30/2019 - 12/15/2021	GOLDMAN SACHS AYCO PERSONAL FINANCIAL MANAGEMENT	CRD# 106693	DEERFIELD, IL
B	08/30/2019 - 01/04/2021	MERCER ALLIED COMPANY, L.P.	CRD# 37404	DEERFIELD, IL
IA	08/07/2018 - 03/29/2019	DIMENSIONAL FUND ADVISORS LP	CRD# 106482	AUSTIN, TX
B	06/11/2018 - 03/29/2019	DFA SECURITIES LLC	CRD# 10292	AUSTIN, 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
10/2025 - Present	Vistamark Investments, LLC	Partner and Investment Advisor Representative	Y	Hinsdale, IL, United States
09/2025 - Present	Vistamark Consulting LLC	Consultant	Y	Hinsdale, IL, United States
07/2023 - 09/2025	Bernstein Private Wealth Management	Vice President Financial Advisor	Y	Chicago, IL, United States
01/2022 - 04/2023	Keebeck Wealth Management LLC	Investment Adviser Representative	Y	Chicago, IL, United States
01/2021 - 12/2021	Goldman Sachs & Co. LLC	Mass Transfer	Y	New York, NY, United States
08/2019 - 01/2021	Mercer Allied Company, L.P.	Registered Representative	Y	Deerfield, IL, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
04/2019 - 07/2019	Unemployed	Unemployed	N	Hinsdale, IL, United States
02/2018 - 03/2019	Dimensional Fund Advisors	Senior Associate	Y	Austin, TX, United States
08/2016 - 12/2017	University of Kansas	Graduate MBA Student	N	Lawrence, KS, United States
05/2017 - 08/2017	Dimensional Fund Advisors	Intern	Y	Austin, TX, United States
08/2011 - 06/2016	Aon Plc	Business Development Analyst	N	Chicago, IL, 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.

Vistamark Consulting LLC, Yes, Hinsdale IL, Consulting, Consultant, Consultant, 10/2025, 4hrs/mo, 0-1, Consulting businesses



End of Report

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