User Guidance

www.adviserinfo.sec.gov

IAPD Report

LARRY PHILIP GINSBURG

CRD# 731003

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

LARRY PHILIP GINSBURG (CRD# 731003)

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 **11/20/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	WEALTH ENHANCEMENT ADVISORY SERVICES, LLC	CRD# 116407	12/06/2022
B	WEALTH ENHANCEMENT BROKERAGE SERVICES, LLC	CRD# 130139	01/24/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **22** 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	LPL FINANCIAL LLC	6413	OAKLAND, CA	12/06/2022 - 06/30/2025
IA	GINSBURG FINANCIAL ADVISORS	144875	OAKLAND, CA	04/20/2018 - 12/31/2022
IA	CETERA ADVISOR NETWORKS LLC	13572	OAKLAND, CA	10/09/2007 - 12/01/2022

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

Employment 1 of 2

Firm Name: **WEALTH ENHANCEMENT BROKERAGE SERVICES, LLC**

Main Address: 505 N HIGHWAY 169
SUITE 900
PLYMOUTH, MN 55441

Firm ID#: 130139

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	01/24/2023
B	FINRA	General Securities Representative	Approved	01/24/2023
B	Arizona	Agent	Approved	06/30/2025
B	California	Agent	Approved	06/30/2025
B	District of Columbia	Agent	Approved	06/30/2025
B	Florida	Agent	Approved	06/23/2025
B	Georgia	Agent	Approved	06/30/2025
B	Hawaii	Agent	Approved	06/30/2025
B	Idaho	Agent	Approved	06/30/2025
B	Illinois	Agent	Approved	06/30/2025
B	Indiana	Agent	Approved	06/30/2025
B	Kansas	Agent	Approved	06/30/2025
B	Louisiana	Agent	Approved	06/30/2025

Qualifications

	Regulator	Registration	Status	Date
B	Maryland	Agent	Approved	06/30/2025
B	Massachusetts	Agent	Approved	06/30/2025
B	Michigan	Agent	Approved	06/30/2025
B	Missouri	Agent	Approved	06/30/2025
B	Nevada	Agent	Approved	06/30/2025
B	New Mexico	Agent	Approved	06/30/2025
B	New York	Agent	Approved	06/30/2025
B	Oregon	Agent	Approved	06/30/2025
B	Pennsylvania	Agent	Approved	06/30/2025
B	Utah	Agent	Approved	06/30/2025
B	Washington	Agent	Approved	06/30/2025

Branch Office Locations

6201 MEDAU PL
SUITE 101
OAKLAND, CA 94611

Employment 2 of 2

Firm Name: **WEALTH ENHANCEMENT ADVISORY SERVICES, LLC**

Main Address: 505 N HIGHWAY 169
SUITE 900
PLYMOUTH, MN 55441

Firm ID#: 116407

	Regulator	Registration	Status	Date
IA	California	Investment Adviser Representative	Approved	12/07/2022

Qualifications

	Regulator	Registration	Status	Date
IA	Louisiana	Investment Adviser Representative	Approved	12/06/2022

Branch Office Locations

WEALTH ENHANCEMENT ADVISORY SERVICES, LLC
6201 MEDAU PL
SUITE 101
OAKLAND, CA 94611

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, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	07/07/1988

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	05/16/1981

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/01/1987

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
B	12/06/2022 - 06/30/2025	LPL FINANCIAL LLC	CRD# 6413	OAKLAND, CA
IA	04/20/2018 - 12/31/2022	GINSBURG FINANCIAL ADVISORS	CRD# 144875	OAKLAND, CA
IA	10/09/2007 - 12/01/2022	CETERA ADVISOR NETWORKS LLC	CRD# 13572	OAKLAND, CA
B	10/04/2007 - 12/01/2022	CETERA ADVISOR NETWORKS LLC	CRD# 13572	OAKLAND, CA
IA	01/14/2011 - 12/31/2017	GINSBURG FINANCIAL ADVISORS	CRD# 144875	OAKLAND, CA
IA	08/30/2007 - 12/31/2010	GINSBURG FINANCIAL ADVISORS	CRD# 144875	OAKLAND, CA
IA	07/08/1997 - 11/30/2007	ASSOCIATED PLANNERS INVESTMENT ADVISORY INC	CRD# 104790	OAKLAND, CA
IA	07/08/1997 - 11/30/2007	ASSOCIATED SECURITIES CORP.	CRD# 12969	OAKLAND, CA
B	02/12/1985 - 11/30/2007	ASSOCIATED SECURITIES CORP.	CRD# 12969	OAKLAND, CA
B	05/18/1981 - 02/04/1985	EQUITEC SECURITIES COMPANY	CRD# 6463	

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
12/2022 - Present	WEALTH ENHANCEMENT ADVISORY SERVICES	INVESTMENT ADVISOR REPRESENTATIVE	Y	OAKLAND, CA, United States
12/2022 - Present	WEALTH ENHANCEMENT BROKERAGE SERVICES	REGISTERED REPRESENTATIVE	Y	OAKLAND, CA, United States
12/2002 - Present	WEALTH ENHANCEMENT GROUP	SVP, FINANCIAL ADVISOR	Y	OAKLAND, CA, United States
12/2022 - 06/2025	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	OAKLAND, CA, United States

Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/2013 - 12/2022	CETERA ADVISOR NETWORKS LLC	REGISTERED REPRESENTATIVE/IAR	Y	EL SEGUNDO, CA, United States
08/2007 - 12/2022	GINSBURG FINANCIAL ADVISORS	PRESIDENT, CHIEF COMPLIANCE OFFICER, ADVISORY REPRESENTATIVE	Y	OAKLAND, 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.

Larry Ginsburg / Non-Variable Insurance / INVESTMENT RELATED / OAKLAND, CA
WEALTH ENHANCEMENT ADVISORY SERVICES LLC - Investment Related - At Reported Business Location(s) - Registered Investment Advisor Hybrid - Start Date - 11/09/2022 - 160 Hours Per Month/8 Hours During Securities Trading - Time Spent 100% - I provide investment advisory services through WEALTH ENHANCEMENT ADVISORY SERVICES LLC, an independent investment advisor firm. I started this business activity in 12/2022. I expect to spend approximately 160 hours per 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.
Wealth Enhancement Group- Other - paid survey participant with Alpha Sites- Not Investment Related- At Reported Business Location(s) - Start Date 12/30/2024- 1 hour per month/ 0 hours during trading.
Wealth Enhancement Group - Non-Investment Related - Oakland, CA - Fixed Insurance - Insurance Agent - Start Date: 11/2025 - 1 Hour Spent Per Month, 1 Hour Spent During 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	2

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: GINSBURG FINANCIAL ADVISORS

Allegations: CLIENT ALLEGES FRAUD WHEN REP FAILED TO LIQUIDATE HIS EQUITIES BACK IN JULY 2008.

Product Type: Mutual Fund(s)

Alleged Damages: $200,000.00

Customer Complaint Information

Date Complaint Received: 10/27/2008

Complaint Pending? No

Status: Denied

Status Date: 11/25/2008

Settlement Amount:

Individual Contribution Amount:

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: ASSOCIATED SECURITIES CORP.

Allegations:	FORMER CLIENT CLAIMS THAT LIMITED PARTNERSHIPS PURCHASED OVER 15 YEARS IN OR ABOUT 1986 WERE UNSUITABLE AND SHE IS REQUESTING THAT THE COMMISSIONS EARNED FROM THOSE INVESTMENTS BE RETURNED TO HER PLUS INTEREST. CLIENT CEASED BEING A CLIENT OVER 10 YEARS AGO.
Product Type:	Other
Other Product Type(s):	LIMITED PARTNERSHIPS
Alleged Damages:	$6,355.79

Customer Complaint Information

Date Complaint Received:	01/08/2005
Complaint Pending?	No
Status:	Denied
Status Date:	03/25/2005
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	THERE IS NO MERIT TO THIS CLIENT'S COMPLAINT. I PROVIDED COMPLETE AND FULL DISCLOSURE TO THE CLIENT REGARDING THESE PARTICULAR INVESTMENTS AT THE TIME OF HER INVESTMENT WHICH WAS OVER 15 YEARS AGO. SHE CEASED BEING A CLIENT APPROXIMATELY 10 YEARS AGO. IN OR ABOUT 1995, AN ATTORNEY REQUESTED INFORMATION ABOUT HER PORTFOLIO BUT AFTER RECEIVING A COMPLETE COPY OF THE CLIENT FILE, INCLUDING FAVORABLE LETTERS THE CLIENT WROTE TO ME ABOUT THE PERFORMANCE OF HER INVESTMENTS, CONCLUDED THAT APPROPRIATE DIVERSIFICATION WAS EMPLOYED AND DID NOT PURSUE ANY LITIGATION AGAINST ME. IN HER RECENT LETTER, THIS FORMER CLIENT IS NOW ATTEMPTING TO CHARACTERIZE HER MARKET LOSSES ONLY FOR THESE INVESTMENTS IN HER PORTFOLIO AS UNSUITABLE INVESTMENTS. SEVERAL OTHER INVESTMENTS IN THIS CLIENT'S PORTFOLIO HELD AT THE SAME TIME DID NOT SUFFER MARKET LOSSES AND IT IS CLEAR THAT SHE IS CHERRY PICKING CERTAIN INVESTMENTS THAT SUFFERED MARKET FLUCTUATION TO SERVE AS THE BASIS FOR HER COMPLAINT. WHILE THIS FORMER CLIENT ACKNOWLEDGES IN HER LETTER THAT ANY CLAIM IS WELL BEYOND THE STATUE OF LIMITATIONS, SHE IS REQUESTING WE RETURN COMMISSIONS EARNED PLUS INTEREST. AS THERE IS NO BASIS FOR HER COMPLAINT, HER REQUEST FOR THE "REBATING" OF COMMISSIONS PLUS INTEREST HAS BEEN DENIED.

End of Report

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