



IAPD Report

ARTHUR PETER SANGER

CRD# 826217

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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

ARTHUR PETER SANGER (CRD# 826217)

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 **07/07/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	THE O.N. EQUITY SALES COMPANY	CRD# 2936	02/01/1996
IA	ON INVESTMENT MANAGEMENT CO	CRD# 105662	03/12/2012

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **20** 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	WISCONSIN FINANCIAL ADVISORS, LLC	149220	MADISON, WI	04/16/2009 - 07/29/2013
IA	ON INVESTMENT MANAGEMENT CO	105662	MADISON, WI	05/03/2010 - 12/31/2011
B	WFG SECURITIES CORPORATION	13169	MIDDLETON, WI	05/08/1986 - 01/15/1996

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



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

Employment 1 of 2

Firm Name: **THE O.N. EQUITY SALES COMPANY**

Main Address: **ONE FINANCIAL WAY
CINCINNATI, OH 45242**

Firm ID#: **2936**

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	02/01/1996
B Alabama	Agent	Approved	08/30/2021
B Arizona	Agent	Approved	09/08/2021
B California	Agent	Approved	06/08/2015
B Colorado	Agent	Approved	07/07/2025
B Florida	Agent	Approved	08/30/2021
B Georgia	Agent	Approved	08/30/2021
B Idaho	Agent	Approved	08/30/2021
B Illinois	Agent	Approved	01/14/1997
B Kansas	Agent	Approved	08/30/2021
B Massachusetts	Agent	Approved	08/30/2021
B Michigan	Agent	Approved	08/30/2021
B Minnesota	Agent	Approved	01/08/1997



Qualifications

Regulator	Registration	Status	Date
B Nevada	Agent	Approved	09/13/2021
B North Carolina	Agent	Approved	08/30/2021
B Ohio	Agent	Approved	08/30/2021
B Texas	Agent	Approved	09/08/2015
B Vermont	Agent	Approved	08/30/2021
B Virginia	Agent	Approved	08/31/2021
B Wisconsin	Agent	Approved	02/02/1996

Branch Office Locations

2923 MARKETPLACE DRIVE
SUITE 210
MADISON, WI 53719

Employment 2 of 2

Firm Name: **ON INVESTMENT MANAGEMENT CO**

Main Address: **ONE FINANCIAL WAY
CINCINNATI, OH 45242**

Firm ID#: **105662**

Regulator	Registration	Status	Date
IA Connecticut	Investment Adviser Representative	Approved	05/14/2015
IA Florida	Investment Adviser Representative	Approved	12/22/2021
IA Texas	Investment Adviser Representative	Restricted Approval	09/08/2015
IA Wisconsin	Investment Adviser Representative	Approved	03/12/2012

Branch Office Locations



Qualifications

ON INVESTMENT MANAGEMENT CO

2923 MARKETPLACE DR

SUITE 210

MADISON, WI 53719



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 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination (S7TO)	Series 7TO	01/02/2023
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Registered Representative Examination (S1)	Series 1	08/20/1976

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination (S63)	Series 63	08/22/1986

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Chartered Financial Consultant

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	04/16/2009 - 07/29/2013	WISCONSIN FINANCIAL ADVISORS, LLC	CRD# 149220	MADISON, WI
IA	05/03/2010 - 12/31/2011	ON INVESTMENT MANAGEMENT CO	CRD# 105662	MADISON, WI
B	05/08/1986 - 01/15/1996	WFG SECURITIES CORPORATION	CRD# 13169	MIDDLETON, WI
B	06/08/1987 - 12/31/1990	NEW ENGLAND SECURITIES	CRD# 615	NEW YORK, NY
B	04/24/1986 - 05/25/1989	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	CRD# 2580	
B	04/24/1986 - 01/03/1989	LINCOLN NATIONAL PENSION INSURANCE COMPANY	CRD# 10293	
B	12/13/1983 - 05/16/1986	PENN MUTUAL EQUITY SERVICES, INC.	CRD# 4031	
B	08/24/1976 - 12/02/1983	PML SECURITIES COMPANY	CRD# 4082	

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
01/2009 - Present	WISCONSIN FINANCIAL ADVISORS	RA	Y	MADISON, WI, United States
01/1996 - Present	THE O.N. EQUITY SALES COMPANY	NOT PROVIDED	Y	CINCINNATI, OH, United States
11/1981 - Present	PENN MUTUAL LIFE INS. CO.	OTHER - DISTRICT MGR./SALES	N	MADISON, WI, United States
11/1981 - Present	WISCONSIN FINANCIAL GROUP, INC.	OTHER - DISTRICT MGR./SALES	N	OSHKOSH, WI, United States



Registration & Employment History

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) WISCONSIN FINANCIAL GROUP, INC; NOT INVESTMENT RELATED; 2923 MARKETPLACE DRIVE SUITE 210 MADISON WI 53719; INSURANCE SALES; PRESIDENT/OWNER; 02/08/2008 TO PRESENT; 260 HOURS PER MONTH INCLUDING MARKET HOURS; OWN, MANAGE, HIRE, FIRE AGENTS & STAFF WITHIN AGENCY, ALSO CONDUCT LIFE, HEALTH, DISABILITY, LTC, AND FIXED ANNUITY SALES.
- 2) WELATH BUILDING CORNERSTONES; NOT INVESTMENT RELATED; 2923 MARKETPLACE DR STE 210 MADISON, WI 53719; SALES SYSTEM INSURANCE; MEMBER; START DATE: 10/11/2011; PROMOTING, TRAINING, SELLING USE OF SALES SYSTEM. 10 HOURS PER MONTH (0 HOURS DURING TRADING)



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

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:	Regulator
Regulatory Action Initiated By:	WISCONSIN DEPT OF FINANCIAL INSTITUTIONS, DIV OF SECURITIES
Sanction(s) Sought:	Censure
Other Sanction(s) Sought:	PROHIBITION
Date Initiated:	06/06/2000
Docket/Case Number:	S-00102(LX)
Employing firm when activity occurred which led to the regulatory action:	
Product Type:	Other
Other Product Type(s):	"LENDER AGREEMENT" 12 MO/21% PER ANNUM/PROCEEDS TO BE USED TO PURCHASE VIATICAL SETTLEMENT CONTRACTS (PCO, INC AKA PERSONAL CHOICE OPPORTUNITIES)
Allegations:	OFFERING AND SELLING UNREGISTERED SECURITY OFF THE BOOKS AND RECORDS OF EMPLOYING BD
Current Status:	Final
Resolution:	Order
Resolution Date:	06/06/2000
Sanctions Ordered:	Censure
Other Sanctions Ordered:	PROHIBITION
Sanction Details:	CONSENT ORDER OF CENSURE AND PROHIBITION

**Regulator Statement****SEE ALLEGATIONS**

Reporting Source: Individual
Regulatory Action Initiated By: WISCONSIN DEPARTMENT/FINANCIAL INSTITUTIONS DIV OF SECURITIES
Sanction(s) Sought: Censure
Other Sanction(s) Sought: PROHIBITION
Date Initiated: 06/06/2000
Docket/Case Number: S-00102(LX)

Employing firm when activity occurred which led to the regulatory action:

Product Type: Other
Other Product Type(s): "LENDER AGREEMENT" 12MO/21% PER ANNUM/PROCEEDS TO BE USED TO PURCHASE VIATICAL SETTLEMENT CONTRACTS (PCO, INC AKA PERSONAL CHOICE OPPORTUNITIES)

Allegations: OFFERING AND SELLING UNREGISTERED SECURITIES OFF THE BOOKS AND RECORDS OF EMPLOYING BD

Current Status: Final

Resolution: Order

Resolution Date: 06/06/2000

Sanctions Ordered: Censure

Other Sanctions Ordered: PROHIBITION

Sanction Details: CONSENT ORDER OR CENSURE AND PROHIBITION

Broker Statement
JUNE 6, 2000 ARTHUR P SANGER IS PROHIBITED FROM MAKING OR CAUSING TO BE MADE ANY FURTHER SALES OF SECURITIES UNLESS AND UNTIL SUCH SECURITIES ARE REGISTERED UNDER CH551 WIS, STATS. ARTHUR P SANGER IS CENSURED FOR AND PROHIBITED FROM EFFECTING SECURITIES TRANSACTIONS OFF THE BOOKS AND RECORDS OF HIS EMPLOYING BROKER DEALER AS PROSCRIBED BY DFT.SEC4.06 (2)(C), WIS ADM CODE AND 551.34(1)(G),WIS STATS.



End of Report

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