IAPD Report

GEORGE WILLIAM COLE

CRD# 846724

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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

GEORGE WILLIAM COLE (CRD# 846724)

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 **01/27/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	EQUITABLE ADVISORS, LLC	CRD# 6627	01/27/2026

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **3** 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	PROSPERITY CAPITAL ADVISORS	156480	Southport, NC	11/28/2017 - 01/26/2026
IA	HERITAGE ADVISORY GROUP, INC.	125633	TOMS RIVER, NJ	02/21/2013 - 01/02/2018
IA	NEXT FINANCIAL GROUP, INC.	46214	TOMS RIVER, NJ	02/21/2013 - 11/01/2017

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

Employment 1 of 1

Firm Name: **EQUITABLE ADVISORS, LLC**

Main Address: 1345 AVENUE OF THE AMERICAS
NEW YORK, NY 10105

Firm ID#: 6627

	Regulator	Registration	Status	Date
IA	New Jersey	Investment Adviser Representative	Approved	01/29/2026
IA	North Carolina	Investment Adviser Representative	Approved	01/27/2026
IA	Texas	Investment Adviser Representative	Approved	01/27/2026

Branch Office Locations

EQUITABLE ADVISORS, LLC
Southport, NC

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

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	06/02/1989

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	11/01/2017
B	General Securities Representative Examination (S7)	Series 7	09/21/1985
B	Registered Representative Examination (S1)	Series 1	12/12/1977

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	02/10/1986

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
IA	11/28/2017 - 01/26/2026	PROSPERITY CAPITAL ADVISORS	CRD# 156480	Southport, NC
IA	02/21/2013 - 01/02/2018	HERITAGE ADVISORY GROUP, INC.	CRD# 125633	TOMS RIVER, NJ
IA	02/21/2013 - 11/01/2017	NEXT FINANCIAL GROUP, INC.	CRD# 46214	TOMS RIVER, NJ
B	02/19/2013 - 11/01/2017	NEXT FINANCIAL GROUP, INC.	CRD# 46214	TOMS RIVER, NJ
B	11/12/2009 - 02/22/2013	GRANT WILLIAMS L.P.	CRD# 45961	TOMS RIVER, NJ
IA	11/12/2009 - 02/22/2013	GRANT WILLIAMS L.P.	CRD# 45961	TOMS RIVER, NJ
IA	05/20/2005 - 12/31/2012	HERITAGE ADVISORY GROUP, INC.	CRD# 125633	TOMS RIVER, NJ
IA	09/29/2003 - 11/04/2009	FSC SECURITIES CORPORATION	CRD# 7461	TOMS RIVER, NJ
B	05/31/1996 - 11/04/2009	FSC SECURITIES CORPORATION	CRD# 7461	TOMS RIVER, NJ
B	04/18/1995 - 05/31/1996	CAPITAL ANALYSTS, INCORPORATED	CRD# 5478	CINCINNATI, OH
B	01/25/1990 - 04/24/1995	TFS SECURITIES, INC.	CRD# 20626	LINCROFT, NJ
B	11/19/1989 - 01/31/1990	ROYAL ALLIANCE ASSOCIATES, INC.	CRD# 23131	SCOTTSDALE, AZ
B	08/09/1985 - 11/19/1989	INTEGRATED RESOURCES EQUITY CORPORATION	CRD# 6403	
B	03/05/1979 - 08/19/1985	CARDELL & ASSOCIATES, INCORPORATED	CRD# 7700	
B	12/20/1977 - 02/02/1983	INDEPENDENT FINANCIAL PLANNERS CORPORATION	CRD# 653	

Registration & Employment History

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
01/2026 - Present	Equitable Advisors, LLC	registered representative	Y	New York, NY, United States
01/2026 - Present	Robert McNeill, Jr	registered sales assistant	Y	Wall, NJ, United States
11/2017 - 01/2026	C2P Capital Advisory Group, LLC dba Prosperity Capital Advisors	Investment Advisory Rep	Y	Westlake, OH, United States
07/1987 - 01/2026	Heritage Group of Companies (d.b.a. for advisory business)	Vice President/Principal Partner, Investment Advisor Representative	Y	Southport, NC, United States
01/1980 - 01/2026	G.W. COLE and ASSOC.	OTHER - OWNER	N	Southport, NC, United States
02/2013 - 10/2017	NEXT FINANCIAL GROUP	REGISTERED REPRESENTATIVE	Y	HOUSTON, TX, 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.

Robert McNeill Jr, investment-related, registered sales assistant, client communication and scheduling meetings, 40 hours per week

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:	NEXT FINANCIAL GROUP, INC.
Allegations:	CUSTOMER ALLEGES THAT REPRESENTATIVE'S INVESTMENT ADVICE WAS UNSUITABLE AND THAT THEY LOST MAJORITY OF THE INVESTMENT. MR. COLE WAS NOT THE CLIENTS REPRESENTATIVE.
Product Type:	Insurance Other: INTERNATIONAL ASSET PROTECTION PLAN
Alleged Damages:	$1,000,000.00
Alleged Damages Amount Explanation (if amount not exact):	CUSTOMERS DO NOT SPECIFY COMPENSATORY DAMAGES, BUT INDICATE THAT THEY LOST MAJORITY OF THEIR $1,000,000 INVESTMENT.

Civil Litigation Information

Type of Court:	State Court
Name of Court:	SUPERIOR COURT OF NEW JERSEY
Location of Court:	MONMOUTH COUNTY, NEW JERSEY
Docket/Case #:	L-1629-14
Date Notice/Process Served:	05/13/2014
Litigation Pending?	No
Disposition:	Settled
Disposition Date:	10/19/2016

Monetary Compensation Amount:	$100,000.00
Individual Contribution Amount:	$15,000.00
Broker Statement	REGISTERED REPRESENTATIVES, G. WILLIAM COLE AND [SPOUSE], FEEL THAT THE CLAIM AGAINST THEM IS FRIVOLOUS, ERRONEOUS AND WITHOUT MERIT. COLES CLAIM THAT THEIR INVOLVEMENT DID NOT INVOLVE ANY SPECIFIC INVESTMENTS NOR ANY RECOMMENDATIONS TO THE PLAN DESIGN THEY IMPLEMENTED. RRS STATE THAT AT NO POINT THEY GAVE THE CLAIMANTS ANY INVESTMENT ADVICE, OR RECOMMENDATIONS OF ANY KIND. IN 2005, THEY DID HAVE A CONVERSATION DISCUSSING THE MERITS OF INTERNATIONAL ASSET PROTECTION. COLES SUGGESTED THAT CUSTOMERS DO THEIR OWN DUE DILIGENCE AS WELL AS ATTEND AN INTERNATIONAL 2 DAY EDUCATIONAL AND DUE DILIGENCE CONFERENCE SPONSORED BY THE FOSTER AND DUNHILL GROUP IN FREEPORT BAHAMAS. THEY DID. MR. AND [SPOUSE] DID NOT ATTEND ANY OF THEIR PERSONAL MEETINGS, NOR HAD KNOWLEDGE OF THE STRUCTURE OF THEIR INITIAL PLAN OR THE INVESTMENTS THEY WERE CONSIDERING USING IN THEIR PLAN. COLES' X PARTNER, [THIRD PARTY] WAS [CUSTOMERS'] ACCOUNTANT AND ADVISOR AND HANDLED THEIR CASE AS THEIR REPRESENTATIVE AND ADVISOR TO THEIR OFFSHORE TRUST AND INTERNATIONAL PLAN STRUCTURES. COLES WERE DISMISSED BY THE [CUSTOMERS], FROM ANY POTENTIAL ENGAGEMENTS WITH THE [CUSTOMERS] IN ALL CAPACITIES APPROXIMATELY 3 MONTHS AFTER FIRST MEETING. IT IS RRS UNDERSTANDING THAT, THEIR X PARTNER, [THIRD PARTY], CONTINUED TO ADVISE THEM. IT IS MR.COLE AND [SPOUSE'S] BELIEF THAT THIS CASE AGAINST THEM AS DEFENDANTS IS COMPLETELY WITHOUT MERIT AND FRIVOLOUS, AS THEIR ACTION WAS IN AN "INTRODUCTORY CAPACITY ONLY" AND SHOULD BE DISMISSED AND THEIR RECORDS EXPUNGED ACCORDINGLY.

Disclosure 2 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	FSC SECURITIES CORPORATION
Allegations:	CUSTOMER ALLEGES THE REPRESENTATIVE CHANGED HER SEI ACCOUNT INTO A DEFENSIVE POSITION WITHOUT HER KNOWLEDGE OR CONSENT.
Product Type:	Other: THIRD PARTY MONEY MANAGER
Alleged Damages:	$41,944.50
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	AMERICAN ARBITRATION ASSOCIATION
Docket/Case #:	18 148 01786 09
Filing date of	10/18/2009

arbitration/CFTC reparation or civil litigation:	

Customer Complaint Information

Date Complaint Received:	10/18/2009
Complaint Pending?	No
Status:	Settled
Status Date:	04/21/2010
Settlement Amount:	$34,000.00
Individual Contribution Amount:	$0.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	AMERICAN ARBITRATION ASSOCIATION
Docket/Case #:	18 434 E 01786 09
Date Notice/Process Served:	10/18/2009
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	04/21/2010
Monetary Compensation Amount:	$34,000.00
Individual Contribution Amount:	$0.00

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	FSC SECURITIES CORPORATION
Allegations:	CUSTOMER ALLEGES THE REPRESENTATIVE CHANGED HER SEI ACCOUNT INTO A DEFENSIVE POSITION WITHOUT HER KNOWLEDGE OR CONSENT.
Product Type:	Other: THIRD PARTY MONEY MANAGER
Alleged Damages:	$41,944.50
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	AMERICAN ARBITRATION ASSOCIATION
Docket/Case #:	18 148 01786 09
Filing date of arbitration/CFTC reparation or civil litigation:	10/18/2009

Customer Complaint Information

Date Complaint Received:	10/18/2009
Complaint Pending?	No
Status:	Settled
Status Date:	04/21/2010
Settlement Amount:	$34,000.00
Individual Contribution Amount:	$0.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	AMERICAN ARBITRATION ASSOCIATION
Docket/Case #:	18 434 E 01786 09
Date Notice/Process Served:	10/18/2009
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	04/21/2010
Monetary Compensation Amount:	$34,000.00
Individual Contribution Amount:	$0.00
Broker Statement	CLIENT SIGNED THE SEI ADVISORY AGREEMENT THAT PERMITTED THE CHANGE TO THE DEFENSIVE ACCOUNT, AND THEREFORE THE COMPLAINT AND ALLEGATIONS ARE UNFOUNDED.

End of Report

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