



IAPD Report

STEPHEN WILLIAM RICHMAN

CRD# 853284

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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

STEPHEN WILLIAM RICHMAN (CRD# 853284)

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 **04/22/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA ADVISORS LLC	CRD# 10299	01/01/2004
IA	ROCKDALE FINANCIAL SERVICES, INC.	CRD# 128829	01/25/2010
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	03/21/2024

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **21** 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	CETERA ADVISORS LLC	10299	LAWRENCEVILLE, NJ	04/19/2021 - 03/21/2024
IA	CETERA ADVISORS LLC	10299	LAWRENCEVILLE, NJ	01/01/2004 - 11/01/2017
IA	ROCKDALE ASSOCIATES, INC.	128829	OCEAN, NJ	11/03/2003 - 12/31/2009

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

Employment 1 of 3

Firm Name: **CETERA ADVISORS LLC**
Main Address: 5299 DTC BLVD #800
GREENWOOD VILLAGE, CO 80111
Firm ID#: 10299

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	01/01/2004
B	FINRA	Investment Co./Variable Contracts Prin	Approved	01/01/2004
B	Arizona	Agent	Approved	05/30/2023
B	California	Agent	Approved	01/01/2004
B	Colorado	Agent	Approved	01/01/2004
B	Connecticut	Agent	Approved	01/13/2016
B	Delaware	Agent	Approved	08/15/2025
B	Florida	Agent	Approved	01/01/2004
B	Maine	Agent	Approved	12/07/2012
B	Maryland	Agent	Approved	01/02/2025
B	Massachusetts	Agent	Approved	05/14/2007
B	Michigan	Agent	Approved	08/02/2024
B	Minnesota	Agent	Approved	01/12/2024



Qualifications

Regulator	Registration	Status	Date
B Nevada	Agent	Approved	02/28/2022
B New Jersey	Agent	Approved	01/01/2004
B New York	Agent	Approved	01/01/2004
B North Carolina	Agent	Approved	06/16/2010
B Pennsylvania	Agent	Approved	01/01/2004
B South Carolina	Agent	Approved	01/01/2004
B Tennessee	Agent	Approved	12/02/2024
B Texas	Agent	Approved	06/26/2024
B Virginia	Agent	Approved	01/01/2004
B Washington	Agent	Approved	04/23/2026

Branch Office Locations

CETERA ADVISORS LLC
 99 CORBETT WAY STE 103
 EATONTOWN, NJ 07724

CETERA ADVISORS LLC
 NAPLES, FL

Employment 2 of 3

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
 Main Address: 1450 AMERICAN LANE
 6TH FLOOR, SUITE 650
 SCHAUMBURG, IL 60173-2096
 Firm ID#: 105644

Regulator	Registration	Status	Date
IA Florida	Investment Adviser Representative	Approved	03/21/2024
IA New Jersey	Investment Adviser Representative	Approved	03/21/2024



Qualifications

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Approved	06/26/2024

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
 28874 BLAISDELL DR
 Naples, FL 34119

CETERA INVESTMENT ADVISERS LLC
 99 CORBETT WAY STE 103
 Eatontown, NJ 07724

Employment 3 of 3

Firm Name: **ROCKDALE FINANCIAL SERVICES, INC.**
 Main Address: 99 CORBETT WAY
 SUITE 103
 EATONTOWN, NJ 07724
 Firm ID#: 128829

Regulator	Registration	Status	Date
IA Florida	Investment Adviser Representative	Approved	11/30/2017
IA New Jersey	Investment Adviser Representative	Approved	01/25/2010
IA Pennsylvania	Investment Adviser Representative	Approved	05/02/2019
IA Texas	Investment Adviser Representative	Restricted Approval	05/09/2017

Branch Office Locations

ROCKDALE FINANCIAL SERVICES, INC.
 623 Lacey Road
 Forked River, NJ 08731

ROCKDALE FINANCIAL SERVICES, INC.
 99 CORBETT WAY
 SUITE 103
 EATONTOWN, NJ 07724

ROCKDALE FINANCIAL SERVICES, INC.
 Naples, FL

ROCKDALE FINANCIAL SERVICES, INC.
 NAPLES, FL




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
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	03/02/2000

General Industry/Product Exams

Exam	Category	Date
 Investment Company Products/Variable Contracts Representative Examination (S6TO)	Series 6TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Registered Representative Examination (S1)	Series 1	06/07/1978

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	12/29/1990

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	04/19/2021 - 03/21/2024	CETERA ADVISORS LLC	CRD# 10299	LAWRENCEVILLE, NJ
IA	01/01/2004 - 11/01/2017	CETERA ADVISORS LLC	CRD# 10299	LAWRENCEVILLE, NJ
IA	11/03/2003 - 12/31/2009	ROCKDALE ASSOCIATES, INC.	CRD# 128829	OCEAN, NJ
IA	11/12/2002 - 07/27/2009	BPR WEALTH MANAGEMENT, LLC	CRD# 120601	LAWRENCEVILLE, NJ
IA	06/12/2003 - 01/01/2004	VESTAX SECURITIES CORPORATION	CRD# 10332	OCEAN, NJ
B	05/26/1998 - 01/01/2004	VESTAX SECURITIES CORPORATION	CRD# 10332	HUDSON, OH
B	07/21/1988 - 06/02/1998	AMERICAN CAPITAL CORPORATION	CRD# 16124	VALLEY FORGE, PA
B	01/23/1986 - 06/23/1988	AMERICAN EAGLE SECURITIES, INC.	CRD# 12973	
B	07/05/1985 - 12/06/1985	CARDELL & ASSOCIATES, INCORPORATED	CRD# 7700	
B	10/06/1982 - 07/08/1983	BNL SECURITIES INC.	CRD# 10641	
B	06/16/1978 - 12/08/1982	INDEPENDENT FINANCIAL PLANNERS CORPORATION	CRD# 653	

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
03/2024 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	Naples, FL, United States
01/2024 - Present	Cetera Investment Advisers	Investment Advisory Representative	Y	Schaumburg, IL, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/2009 - Present	PROFESSIONAL GROUP PLANS	HEALTH INSURANCE AGENT	N	CRANFORD, NJ, United States
01/2004 - Present	CETERA ADVISORS LLC	REGISTERED REPRESENTATIVE	Y	DENVER, CO, United States
02/1998 - Present	ROCKDALE ASSOCIATES, INC.	STOCKHOLDER / RIA	Y	OCEAN, NJ, United States
01/1996 - Present	BOLINGER INSURANCE	HEALTH INSURANCE AGENT	N	MANASQUAN, NJ, United States
01/1990 - Present	AMERICAN UNITED	MORTGAGE ORIGINATOR	N	SPRINGFIELD, NJ, United States
01/2004 - 11/2017	Cetera Advisors, LLC	investment adviser representative	Y	DENVER, CO, 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. ROCKDALE FINANCIAL SERVICES, INC. INVESTMENT RELATED, ADDRESS SAME AS REGISTERED LOCATION, REGISTERED INVESTMENT ADVISOR, STARTED AUGUST 2013, 10 HRS PER WEEK - DURING TRADING HOURS, ASSET ALLOCATION MODELING THROUGH THIRD-PARTY MONEY MANAGEMENT, PRESIDENT & CEO.
2. FIXED INSURANCE WITH VARIOUS COMPANIES, INVESTMENT RELATED, ADDRESS SAME AS REGISTERED LOCATION, START 1981, 5 HRS/WEEK, VARIES DURING TRADING HOURS, INSURANCE AGENT SELLS LIFE, HEALTH, DISABILITY, ANNUITIES AND LONG TERM CARE
3. PRE PAID LEGAL SERVICE-START 09/14/09-901 99 CORBETT WAY SUITE 103 EATONTOWN NJ 07724-SALES-1 HR/WK.
4. RICHMAN WEALTH MANAGERS, INC., NOT INVESTMENT RELATED, ADDRESS SAME AS REGISTERED LOCATION, START 2013, PRESIDENT/OWNER, ENTITY NOT HELD OUT TO THE PUBLIC - FOR INTERNAL RECORD KEEPING ONLY.
5. TS ASSET MANAGEMENT LLC, NOT INVESTMENT RELATED, 623 LACY ROAD, FORKED RIVER, NJ 028731, START 2013, CO-OWNER, ENTITY NOT HELD OUT TO THE PUBLIC - FOR INTERNAL RECORD KEEPING ONLY.



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	1

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 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MULTI-FINANCIAL SECURTIES CORPORATION
Allegations:	CLIENT ALLEGES REPRESENTATIVE OMITTED MATERIAL FACTS IN AN INTERNAL VARIABLE ANNUITY EXCHANGE
Product Type:	Annuity-Variable
Alleged Damages:	\$16,000.00
Alleged Damages Amount Explanation (if amount not exact):	CDSC TO EXIT CURRENT CONTRACT
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	03/24/2010
Complaint Pending?	No
Status:	Denied
Status Date:	04/13/2010
Settlement Amount:	



Individual Contribution Amount:

Broker Statement

[CUSTOMER] AND [SPOUSE]'S COMPLAINT WAS REVIEWED BY PRUDENTIAL. MULTI FINANCIAL SECURITIES CORPORATION ALSO REVIEWED THIS COMPLAINT AS THEY ARE MR. RICHMAN'S BROKER DEALER AND ARE REQUIRED TO HANDLE AND REVIEW ALL COMPLIANCE MATTERS INCLUDING ALL COMPLAINTS FILED BY CONSUMERS REGARDING SECURITIES TRANSACTIONS.

AFTER REVIEW OF ALL THE DOCUMENTATION AND FACTS, PRUDENTIAL'S COMPLIANCE REVIEW DEPARTMENT FOR CUSTOMER COMPLAINTS DID NOT REVERSE THIS TRANSACTION. MR. RICHMAN'S BROKER DEALER COMPLIANCE DEPARTMENT REVIEWED ALL DOCUMENTATION AND FACTS AND AFTER REVIEW STATED THAT ALL DOCUMENTATION WAS SIGNED BY [CUSTOMER] AND [SPOUSE] WHICH SHOWS THAT THEY HAD BEEN PROVIDED TOTAL DISCLOSURE OF THIS INVESTMENT PRIOR TO THIS INVESTMENT TRANSACTION TAKING PLACE.

FURTHERMORE I MADE ALL REQUIRED DISCLOSURES CONCERNING RISKS, REWARDS, SURRENDER CHARGES, AND COMPARABLE INVESTMENTS PRIOR TO [CUSTOMER] AND [SPOUSE] EFFECTING THIS TRANSACTION. I CONSIDER THIS COMPLAINT TO BE FRIVOLOUS AND WITHOUT ANY MERIT WHATSOEVER. I HAVE NEVER HAD A CUSTOMER COMPLAINT ASSERTED AGAINST ME IN OVER THIRTY YEARS OF PROVIDING PROFESSIONAL FINANCIAL ADVICE TO THE INVESTING PUBLIC.



End of Report

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