

BrokerCheck Report

WILLIAM ROSS BARTO

CRD# 1077607

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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.

About BrokerCheck®

BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck 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 broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.

WILLIAM R. BARTO

CRD# 1077607

This broker is not currently registered.

Report Summary for this Broker



This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is not currently registered.

This broker has passed:

- 1 Principal/Supervisory Exam
- 2 General Industry/Product Exams
- 1 State Securities Law Exam

Registration History

This broker was previously registered with the following securities firm(s):

- B SECURITIES AMERICA, INC.**
CRD# 10205
HOCKESSIN, DE
09/1996 - 09/2006
- B CHUBB SECURITIES CORPORATION**
CRD# 3870
FORT WAYNE, IN
10/1993 - 09/1996
- B INVESTACORP, INC.**
CRD# 7684
MIAMI, FL
04/1988 - 10/1993

Disclosure Events

This broker has been involved in one or more disclosure events involving certain final criminal matters, regulatory actions, civil judicial proceedings, or arbitrations or civil litigations.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Regulatory Event	2

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at <https://www.adviserinfo.sec.gov>

Broker Qualifications



Registrations

This section provides the self-regulatory organizations (SROs), states and U.S. territories the broker is currently registered and licensed with, the category of each registration, and the date on which the registration became effective. This section also provides, for each firm with which the broker is currently employed, the address of each branch where the broker works.

This broker is not currently registered.



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

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	Series 24	10/29/1987

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7	06/18/1983
B Investment Company Products/Variable Contracts Representative Examination	Series 6	12/08/1982

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	06/15/1983

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.



Broker Qualifications

Professional Designations

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

Certified Financial Planner

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 and Employment History

Registration History

The broker previously was registered with the following securities firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 09/1996 - 09/2006	SECURITIES AMERICA, INC.	10205	HOCKESSIN, DE
B 10/1993 - 09/1996	CHUBB SECURITIES CORPORATION	3870	FORT WAYNE, IN
B 04/1988 - 10/1993	INVESTACORP, INC.	7684	MIAMI, FL
B 04/1987 - 04/1988	INTEGRATED RESOURCES EQUITY CORPORATION	6403	
B 12/1982 - 04/1987	BNL SECURITIES INC.	10641	

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
01/2004 - Present	SECURITIES AMERICA ADVISORS, INC.	INVESTMENT ADVISOR REPRESENTATIVE	Y	HOCKESSIN, DE, United States
08/1996 - Present	SECURITIES AMERICA, INC.	REGISTERED REPRESENTATIVE	Y	HOCKESSIN, DE, United States
01/1985 - Present	EQUITY GUARDIANS, INC.	INSURANCE AGENT / TAX SERVICES	Y	HOCKESSIN, DE, United States
01/1975 - Present	WILLIAM R. BARTO	INSURANCE BROKER / SOLE PROPRIETOR	Y	HOCKESSIN, DE, United States

Disclosure Events



What you should know about reported disclosure events:

- 1. **Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, their employing firms, and regulators. When more than one source reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions are separated by a solid line with the reporting source labeled.

For your convenience, below is a matrix of the number and status of regulatory disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Final	On Appeal
Regulatory Event	2	0



Disclosure Event Details

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Regulatory - Final

This type of disclosure event involves a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations.

Disclosure 1 of 2

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Other Sanction(s) Sought:	
Date Initiated:	09/05/2008
Docket/Case Number:	2006004352401
Employing firm when activity occurred which led to the regulatory action:	SECURITIES AMERICA, INC.
Product Type:	Insurance
Other Product Type(s):	EQUITY INDEXED ANNUITIES, VARIABLE ANNUITY
Allegations:	NASD RULES 2110, 2310 AND 8210: RESPONDENT RECOMMENDED SECURITIES TRANSACTION TO PUBLIC CUSTOMERS WITHOUT HAVING REASONABLE GROUNDS FOR BELIEVING THAT SUCH TRANSACTIONS WERE SUITABLE BASED ON CUSTOMERS' FINANCIAL SITUATIONS AND NEEDS. BARTO FAILED TO INFORM CUSTOMERS THAT THE RECOMMENDED EQUITY INDEXED ANNUITY WAS NOT APPROVED FOR SALE IN CUSTOMERS' STATE OF RESIDENCE AND, IN COMPLETING THE PAPERWORK FOR THIS TRANSACTION, HE FALSIFIED THE LOCATION. BARTO FAILED TO RESPOND TO FINRA REQUESTS FOR INFORMATION AND DOCUMENTS AND FAILED TO APPEAR FOR FINRA ON-THE-RECORD INTERVIEW.
Current Status:	Final
Resolution:	Decision & Order of Offer of Settlement



Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct? No

Resolution Date: 10/27/2008

Sanctions Ordered: Bar

Other Sanctions Ordered:

Sanction Details: WITHOUT ADMITTING OR DENYING THE ALLEGATIONS, RESPONDENT CONSENTED TO THE DESCRIBED SANCTION AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS BARRED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY.

Disclosure 2 of 2

Reporting Source: Regulator

Regulatory Action Initiated By: NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 07/05/1984

Docket/Case Number: PHL 631

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

Product Type:

Other Product Type(s):

Allegations:

Current Status: Final

Resolution: Acceptance, Waiver & Consent(AWC)

Resolution Date: 03/27/1986

Sanctions Ordered: Censure

**Other Sanctions Ordered:****Sanction Details:****Regulator Statement**

ENTERED 5/1/86:

ON MARCH 27, 1986, THE LETTER OF ACCEPTANCE, WAIVER AND CONSENT NO. PHL-631-AWC (DISTRICT NO. 11) SUBMITTED BY RESPONDENT WILLIAM R. BARTO WAS ACCEPTED; THEREFORE, HE IS CENSURED (ARTICLE III, SECTION 1 OF THE RULES OF FAIR PRACTICE - PERMITTED AN INDIVIDUAL TO SELL SECURITIES WHILE HE WAS NOT REGISTERED TO DO SO).

Reporting Source:

Broker

Regulatory Action Initiated By:

NASD DISTRICT 11

Sanction(s) Sought:

Censure

Other Sanction(s) Sought:**Date Initiated:**

07/05/1984

Docket/Case Number:

PHL 631

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

BNL SECURITIES

Product Type:

Mutual Fund(s)

Other Product Type(s):**Allegations:**

THAT AN INSURANCE SALESMAN LICENSED WITH MY AGENCY SOLD SECURITIES WHILE HE WAS NOT REGISTERED TO DO SO AND THAT I PERMITTED THIS ACTIVITY IN CONTRAVENTION OF ARTICLE III, #1 OF THE NASD RULES OF FAIR PRACTICE

Current Status:

Final

Resolution:

Acceptance, Waiver & Consent(AWC)

Resolution Date:

03/27/1986

Sanctions Ordered:

Censure



Other Sanctions Ordered:

Sanction Details:

WITHOUT ADMITTING OR DENYING THE EXISTENCE OF
THE EVENTS DESCRIBED OR ANY VIOLATIVE ACTIVITY I:

- 1). ACCEPT AND CONSENT TO FINDINGS BY THE ASSOCIATION OF THE
OCCURRENCE OF THE ABOVE DESCRIBED EVENTS AND ACTIVITIES AND
TO
FINDINGS THAT SUCH CONDUCT IN VIOLATION OF ARTICLE III SECTION
I OF THE RULES OF FAIR PRACTICE
- 2). CONSENT TO A PENALTY OF CENSURE

Broker Statement

I HAVE NOT HAD A COMPLAINT BEFORE OR SINCE THIS
INCIDENT. STRONG CORRECTIVE ACTION WAS TAKEN TO ENSURE THAT
ALL
RULES & REGULATIONS ARE BEING FOLLOWED I BELIEVE THIS VIOLATION
WAS INADVERTENT & TECHNICAL AS EVIDENCED BY THE PENALTY
IMPOSED
BY THE NASD. IT IS INTERESTING TO NOTE THAT THE CUSTOMER WHO
FILED THE COMPLAINT FELT THEY WERE TREATED FAIRLY & IN FACT
MADE A VERY SUBSTANTIAL INVESTMENT THROUGH ME AFTER
CONCISON
OF THIS MATTER. THEY ALSO REFERRED SEVERAL OTHER LARGE
CLIENTS.
AND THEY OFFERED, OF THEIR OWN ACCORD TO TESTIFY ON MY BEHALF
BEFORE THE NASD IF NECESSARY

End of Report



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