

## BrokerCheck Report

# BRUCE ROBERT BEETZ

CRD# 1527269

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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.

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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](http://brokercheck.finra.org)



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://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.](http://www.finra.org)

**BRUCE R. BEETZ**

CRD# 1527269

**Currently employed by and registered with the following Firm(s):**

- B** **EMERSON EQUITY LLC**  
Hollister, CA  
CRD# 130032  
Registered with this firm since: 11/04/2019

**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 registered with:**

- 1 Self-Regulatory Organization
- 17 U.S. states and territories

**This broker has passed:**

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

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

- IA** **OAK TREE SECURITIES, INC.**  
CRD# 18126  
LIVERMORE, CA  
12/2008 - 11/2019
- B** **OAK TREE SECURITIES, INC.**  
CRD# 18126  
Paicines, CA  
04/2001 - 11/2019
- B** **ROYAL ALLIANCE ASSOCIATES, INC.**  
CRD# 23131  
SCOTTSDALE, AZ  
01/1991 - 03/2001

**Disclosure Events**

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

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

**The following types of disclosures have been reported:**

Type	Count
Customer Dispute	7



## Broker Qualifications

### Registrations

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

**This individual is currently registered with 1 SRO and is licensed in 17 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **EMERSON EQUITY LLC**  
 Main Office Address: **155 BOVET ROAD, SUITE 725  
 SAN MATEO, CA 94402**  
 Firm CRD#: **130032**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	11/04/2019
B	FINRA	General Securities Representative	Approved	11/04/2019
B	FINRA	Municipal Fund	Approved	11/04/2019

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	11/04/2019
B	Arkansas	Agent	Approved	03/16/2026
B	California	Agent	Approved	11/04/2019
B	Colorado	Agent	Approved	01/17/2023
B	Florida	Agent	Approved	07/12/2022
B	Hawaii	Agent	Approved	07/11/2023
B	Idaho	Agent	Approved	12/11/2023
B	Iowa	Agent	Approved	01/15/2024
B	Kansas	Agent	Approved	11/07/2019
B	Louisiana	Agent	Approved	08/22/2022



## Broker Qualifications

### Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Nevada	Agent	Approved	11/13/2019
B	North Carolina	Agent	Approved	11/04/2019
B	Oregon	Agent	Approved	11/06/2019
B	Tennessee	Agent	Approved	05/10/2022
B	Texas	Agent	Approved	02/20/2020
B	Washington	Agent	Approved	11/04/2019
B	Wisconsin	Agent	Approved	11/04/2019

### Branch Office Locations

#### EMERSON EQUITY LLC

Hollister, CA

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## 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 2 principal/supervisory exams, 3 general industry/product exams, and 1 state securities law exam.**

### Principal/Supervisory Exams

Exam	Category	Date
<b>B</b> Municipal Fund Securities Principal Examination	Series 51	06/24/2003
<b>B</b> General Securities Principal Examination	Series 24	10/16/1997

### General Industry/Product Exams

Exam	Category	Date
<b>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> General Securities Representative Examination	Series 7	08/16/1991
<b>B</b> Registered Representative Examination	Series 1	05/07/1980

### State Securities Law Exams

Exam	Category	Date
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	09/27/1991

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/](http://www.finra.org/brokerqualifications/registeredrep/).



## Broker Qualifications

## Professional Designations

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

### Certified Financial Planner

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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 firms:

Registration Dates	Firm Name	CRD#	Branch Location
<b>IA</b> 12/2008 - 11/2019	OAK TREE SECURITIES, INC.	18126	Paicines, CA
<b>B</b> 04/2001 - 11/2019	OAK TREE SECURITIES, INC.	18126	Paicines, CA
<b>B</b> 01/1991 - 03/2001	ROYAL ALLIANCE ASSOCIATES, INC.	23131	SCOTTSDALE, AZ
<b>B</b> 06/1986 - 01/1991	SECURITY FIRST FINANCIAL, INC.	6695	NEWPORT BEACH, CA

### 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
11/2019 - Present	EMERSON EQUITY LLC	REGISTERED REPRESENTATIVE	Y	SAN MATEO, CA, United States
12/2000 - 11/2019	OAK TREE SECURITIES	REGISTERED REPRESENTATIVE	Y	HOLLISTER, CA, United States

### Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker 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.

ALCHEMY INVESTMENT PLANNING. FIXED INSURANCE SALES AND RELATED ESTATE PLANNING. ANY SECURITIES RELATED ACTIVITIES ARE CONDUCTED THROUGH MY EMPLOYING BROKER-DEALER. START DATE OF OBA: 1979. APPROXIMATELY 1 HOUR PER MONTH SPENT ON OBA.



## Disclosure Events

### What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
  - A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
  - A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
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3. **Disclosure events in BrokerCheck reports come from different sources:**
  - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage 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 BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
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4. **There are different statuses and dispositions for disclosure events:**
  - A disclosure event may have a status of *pending*, *on appeal*, or *final*.
    - A "pending" event involves allegations that have not been proven or formally adjudicated.
    - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
    - A "final" event has been concluded and its resolution is not subject to change.
  - A final 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 involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
    - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of 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.

	Pending	Final	On Appeal
Customer Dispute	5	2	N/A



## Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

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.

### Customer Dispute - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

#### Disclosure 1 of 2

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	EMERSON EQUITY LLC
<b>Allegations:</b>	Breach of written contract, Breach of fiduciary duty, negligence and gross negligence, misrepresentations and omissions, violation of FINRA rules, violation of Federal securities laws, violation of the CA securities act and violation of Best Interest Obligations. 05/2020
<b>Product Type:</b>	Debt-Corporate
<b>Alleged Damages:</b>	\$200,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	In addition to the above compensatory damages, claimant is requesting under-performance damages, attorney's fees, cost of proceedings, punitive damages in an amount according to proof, interest at the legal rate on all sums recovered, such other and further relief as the panel deems just and appropriate.
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	24-02486



**Filing date of arbitration/CFTC reparation or civil litigation:** 01/10/2025

### Customer Complaint Information

**Date Complaint Received:** 01/23/2025  
**Complaint Pending?** No  
**Status:** Settled  
**Status Date:** 01/19/2026  
**Settlement Amount:** \$63,000.00  
**Individual Contribution Amount:** \$0.00

### Disclosure 2 of 2

**Reporting Source:** Broker  
**Employing firm when activities occurred which led to the complaint:** Emerson Equity LLC  
**Allegations:** Unsuitable Recommendation  
**Product Type:** Debt-Corporate  
**Alleged Damages:** \$300,000.00  
**Is this an oral complaint?** No  
**Is this a written complaint?** No  
**Is this an arbitration/CFTC reparation or civil litigation?** Yes  
**Arbitration/Reparation forum or court name and location:** FINRA  
**Docket/Case #:** 24-01207  
**Filing date of arbitration/CFTC reparation or civil litigation:** 06/04/2024

### Customer Complaint Information

**Date Complaint Received:** 06/04/2024



<b>Complaint Pending?</b>	No
<b>Status:</b>	Settled
<b>Status Date:</b>	10/16/2025
<b>Settlement Amount:</b>	\$72,000.00
<b>Individual Contribution Amount:</b>	\$0.00



## Customer Dispute - Pending

This type of disclosure event involves (1) a pending consumer-initiated, investment-related arbitration or civil suit that contains allegations of sales practice violations against the broker; or (2) a pending, consumer-initiated, investment-related written complaint containing allegations that the broker engaged in, sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities.

### Disclosure 1 of 5

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	EMERSON EQUITY LLC
<b>Allegations:</b>	Breach of Contract, violation of securities laws and Regulation Best Interest
<b>Product Type:</b>	Real Estate Security
<b>Alleged Damages:</b>	\$251,875.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	in addition to the amount of the investment, claimant is requesting costs, expenses, disbursements associated with the filing of claim, expert witness fees; such other relief the arbitration panel deems just and proper
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	26-00125
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	01/21/2026

### Customer Complaint Information

<b>Date Complaint Received:</b>	02/19/2026
<b>Complaint Pending?</b>	Yes
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	



## Disclosure 2 of 5

<b>Reporting Source:</b>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	OAK TREE SECURITIES, INC.
<b>Allegations:</b>	The client purchased three 1031's and is alleging that the firm failed to do proper due diligence, solicited unsuitable recommendations and failed to supervise the rep Bruce Beetz. The trades were conducted between 2018 and 2019. The client approached the firm looking for 1031's.
<b>Product Type:</b>	Real Estate Security
<b>Alleged Damages:</b>	\$1,862,532.05
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	25-01381
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	07/03/2025

## Customer Complaint Information

<b>Date Complaint Received:</b>	07/03/2025
<b>Complaint Pending?</b>	Yes
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	OAK TREE SECURITIES, INC.
<b>Allegations:</b>	Unsuitable recommendations trades placed between 2018 and 2019



<b>Product Type:</b>	Real Estate Security
<b>Alleged Damages:</b>	\$1,862,532.05
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	Information contained herein was obtained from the U5 amendment filing by Oak Tree Securities, Inc.
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	25-01381
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	07/03/2025

### Customer Complaint Information

<b>Date Complaint Received:</b>	12/23/2025
<b>Complaint Pending?</b>	Yes
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	
<b>Broker Statement</b>	Information contained herein was obtained from the U5 amendment filing by Oak Tree Securities, Inc.

### Disclosure 3 of 5

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	EMERSON EQUITY LLC
<b>Allegations:</b>	Breach of Fiduciary Duty; Misrepresentations and Omissions; Violation of Nevada Securities Laws; Violation of California Securities Laws. trades placed between 2017 and 2024
<b>Product Type:</b>	Real Estate Security



**Alleged Damages:** \$0.00

**Alleged Damages Amount Explanation (if amount not exact):** In addition to compensatory amount, claimant is seeking lost opportunity cost, punitive damages, pre-award and post-award interest, cost of arbitration, reasonable attorneys' fees.

### Arbitration Information

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** FINRA

**Docket/Case #:** 25-02388

**Date Notice/Process Served:** 11/03/2025

**Arbitration Pending?** Yes

### Disclosure 4 of 5

**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** EMERSON EQUITY LLC

**Allegations:** Unsuitable investments

**Product Type:** Real Estate Security

**Alleged Damages:** \$300,000.00

**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:** 08/27/2025

**Complaint Pending?** Yes

**Settlement Amount:**

**Individual Contribution Amount:**



## Disclosure 5 of 5

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	EMERSON EQUITY LLC
<b>Allegations:</b>	Violations of Federal Securities Laws, fraud in offer or sale of securities, fraud in connection with the purchase of sale of securities, Violations of California Securities Laws, unsuitable recommendations, misrepresentations and omissions of material fact, California Unfair, Unlawful and Fraudulent Business Practices, Violation of California's Financial Elder Abuse Law, Violation of Washington's Securities Act, Violation of Washington's Consumer Protection Act, Violation of the Colorado Securities Act, Violation of Colorado Consumer Protection Act, Breach of Contract, Common Law Fraud, Breach of Fiduciary Duty, Negligence and Gross Negligence, 11/2020 and 11/2021
<b>Product Type:</b>	Debt-Corporate
<b>Alleged Damages:</b>	\$0.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	SOC states claimants seek the recovery of compensatory damages in the amount to be determined by the arbitration panel, as well as benefit of the bargain damages, lost opportunity costs, model portfolio damages, prejudgment interest, costs, punitive damages in an amount to be determined by the panel, reasonable attorney's fees, and such other relief as is deemed necessary and proper.
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	25-00150
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	01/22/2025

## Customer Complaint Information

<b>Date Complaint Received:</b>	01/23/2025
<b>Complaint Pending?</b>	Yes
<b>Settlement Amount:</b>	



**Individual Contribution  
Amount:**

## End of Report



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