

BrokerCheck Report

WILLIAM HENRY FRENCH III

CRD# 1730784

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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 H. FRENCH III
CRD# 1730784

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

- IA

RED OAK ADVISORS LLC
Memphis, TN
CRD# 288289
Registered with this firm since: 06/19/2017
- B

PURSHE KAPLAN STERLING INVESTMENTS
5100 Poplar Avenue
27th Floor
Memphis, TN 38117
CRD# 35747
Registered with this firm since: 09/20/2013

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
- 6 U.S. states and territories



This broker has passed:

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

Registration History

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

- IA

W ADVISORS LLC
CRD# 168452
GERMANTOWN, TN
09/2013 - 01/2018
- IA

MORGAN STANLEY
CRD# 149777
PURCHASE, NY
06/2009 - 10/2013
- B

MORGAN STANLEY
CRD# 149777
MEMPHIS, TN
06/2009 - 10/2013

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	1



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 6 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **PURSHE KAPLAN STERLING INVESTMENTS**

Main Office Address: **80 STATE STREET
ALBANY, NY 12207**

Firm CRD#: **35747**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	09/20/2013
B	FINRA	General Securities Sales Supervisor	Approved	09/20/2013
B	FINRA	Operations Professional	Approved	09/20/2013

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	08/06/2025
B	Florida	Agent	Approved	09/20/2013
B	Indiana	Agent	Approved	10/03/2013
B	Mississippi	Agent	Approved	09/20/2013
B	Tennessee	Agent	Approved	09/20/2013
B	Washington	Agent	Approved	10/04/2013

Branch Office Locations

PURSHE KAPLAN STERLING INVESTMENTS

5100 Poplar Avenue
27th Floor
Memphis, TN 38117



Broker Qualifications

Employment 1 of 2, continued

Employment 2 of 2

Firm Name: RED OAK ADVISORS LLC
Main Office Address: 5100 POPLAR AVE
SUITE 2749
MEMPHIS, TN 38137
Firm CRD#: 288289

U.S. State/ Territory	Category	Status	Date
IA Tennessee	Investment Adviser Representative	Approved	06/19/2017

Branch Office Locations

Memphis, TN



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 3 principal/supervisory exams, 6 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Sales Supervisor - Options Module Examination	Series 9	01/02/2023
B General Securities Sales Supervisor - General Module Examination	Series 10	01/02/2023
B General Securities Sales Supervisor Examination (Options Module & General Module)	Series 8	01/26/1993

General Industry/Product Exams

Exam	Category	Date
B Operations Professional Examination	Series 99TO	01/02/2023
B Securities Industry Essentials Examination	SIE	10/01/2018
B Foreign Currency Options Examination	Series 15	02/06/1996
B Interest Rate Options Examination	Series 5	02/06/1996
B National Commodity Futures Examination	Series 3	07/28/1993
B General Securities Representative Examination	Series 7	10/17/1987

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	07/29/1994
B Uniform Securities Agent State Law Examination	Series 63	10/29/1987

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



Industry Exams this Broker has Passed, continued

Broker Qualifications



Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 09/2013 - 01/2018	W ADVISORS LLC	168452	MEMPHIS, TN
B 06/2009 - 10/2013	MORGAN STANLEY	149777	MEMPHIS, TN
IA 06/2009 - 10/2013	MORGAN STANLEY	149777	MEMPHIS, TN
B 12/2007 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	MEMPHIS, TN
IA 12/2007 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	MEMPHIS, TN
IA 04/2001 - 12/2007	UBS FINANCIAL SERVICES INC.	8174	ROANOKE, VA
B 03/2001 - 12/2007	UBS FINANCIAL SERVICES INC.	8174	ROANOKE, VA
B 05/1989 - 04/2001	PRUDENTIAL SECURITIES INCORPORATED	7471	NEW YORK, NY
B 10/1987 - 05/1989	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NEW YORK, NY

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
01/2018 - Present	Red Oak Advisors, LLC	Investment Advisor	Y	Albany, NY, United States
09/2013 - Present	PURSHE KAPLAN STERLING INVESTMENTS, INC.	REGISTERED REPRESENTATIVE	Y	MEMPHIS, TN, United States
09/2013 - 12/2017	W ADVISORS LLC	CHIEF COMPLIANCE OFFICER & INVESTMENT ADVISOR	Y	MEMPHIS, TN, United States

Registration and Employment History



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.

1. Red Oak Advisors, LLC - RIA - 09/2013 - 5100 Popular Ave, 27th Floor, Suite 2749, Memphis, TN 38137- 140 HOURS/ MONTH - PROVIDE INVESTMENT ADVICE ON A FEE BASED PLATFORM.

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.
 -
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	0	1	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 1

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: PRUDENTIAL SECURITIES

Allegations: CLAIMANTS MAINTAINED AN ACCOUNT AT PRUDENTIAL SECURITIES JACKSON, MISS. OFFICE "DEALING ... WITH ANOTHER BROKER IN THE OFFICE" AND ALSO WITH MR. FRENCH. CLAIMANTS ALLEGED THE OTHER BROKER "AND/OR MR. FRENCH" MADE REPRESENTATIONS ABOUT A STOCK WHICH WERE "EITHER TOTALLY OR SUBSTANTIALLY UNTRUE:" CLAIMANTS FURTHER ALLEGE FRENCH "OMITTED TO STATE MATERIAL FACTS" CONCERNING THE STOCK, CLAIMANTS SOUGHT \$500,000.00 IN COMPENSATORY DAMAGES AND \$5,000,000.00 IN PUNITIVE DAMAGES FROM PRUDENTIAL SECURITIES INCORPORATED

Product Type:

Alleged Damages: \$500,000.00

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Arbitration/Reparation

Status Date:

**Settlement Amount:****Individual Contribution
Amount:****Arbitration Information**

**Arbitration/Reparation Claim
filed with and Docket/Case
No.:** AMERICAN ARBITRATION ASSOCIATION; 39 136 0042 91

Date Notice/Process Served: 08/14/1991

Arbitration Pending? No

Disposition: Settled

Disposition Date: 10/01/1993

**Monetary Compensation
Amount:** \$650,000.00

**Individual Contribution
Amount:** \$0.00

Broker Statement PRUDENTIAL SECURITIES PAID THE [CUSTOMERS]
\$650,000.00 AND RELEASED THEM FROM AN UNSECURED DEBIT IN THEIR
ACCOUNT OF \$70,588.84. WILLIAM FRENCH WAS NOT A PARTY TO THE
SETTLEMENT; NOR DID HE CONTRIBUTE TO THE SETTLEMENT.
WILLIAM FRENCH WAS NOT A PARTY TO THE
ARBITRATION. PRUDENTIAL SECURITIES SPECIFICALLY DENIED THE
CLAIMANTS ALLEGATIONS.

End of Report



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