

BrokerCheck Report

LOUIS THOMAS ROBERTSON JR

CRD# 1787485

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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.

LOUIS T. ROBERTSON JR

CRD# 1787485

Currently employed by and registered with the following Firm(s):**IA LPL FINANCIAL LLC**

505 E NEW YORK AVE SUITE 9
ROBERTSON ADVISORY INC.
DELAND, FL 32724
CRD# 6413
Registered with this firm since: 09/30/2013

IA ROBERTSON ADVISORY, INC.

505 E NEW YORK AVE
SUITE 9
DELAND, FL 32724
CRD# 131285
Registered with this firm since: 01/04/1993

B LPL FINANCIAL LLC

505 E NEW YORK AVE SUITE 9
ROBERTSON ADVISORY INC.
DELAND, FL 32724
CRD# 6413
Registered with this firm since: 09/08/2009

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
- 12 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):****B MUTUAL SERVICE CORPORATION**

CRD# 4806
DELAND, FL
09/1992 - 09/2009

B LINCOLN FINANCIAL ADVISORS CORPORATION

CRD# 3978
FORT WAYNE, IN
01/1991 - 09/1992

B THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

CRD# 2580
FORT WAYNE, IN
01/1991 - 09/1992

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
Regulatory Event	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 12 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **LPL FINANCIAL LLC**

Main Office Address: **1055 LPL WAY
FORT MILL, SC 29715**

Firm CRD#: **6413**

SRO	Category	Status	Date
B FINRA	General Securities Principal	Approved	09/08/2009
B FINRA	General Securities Representative	Approved	09/08/2009
B FINRA	Invest. Co and Variable Contracts	Approved	09/08/2009
B FINRA	Investment Co./Variable Contracts Prin	Approved	09/08/2009

U.S. State/ Territory	Category	Status	Date
B California	Agent	Approved	03/12/2015
B Colorado	Agent	Approved	08/25/2017
B Florida	Agent	Approved	09/08/2009
IA Florida	Investment Adviser Representative	Approved	09/30/2013
B Georgia	Agent	Approved	01/02/2015
B Indiana	Agent	Approved	05/15/2013
B Kentucky	Agent	Approved	10/27/2025
B New York	Agent	Approved	01/03/2011
B North Carolina	Agent	Approved	09/08/2009



Broker Qualifications

Employment 1 of 2, continued

U.S. State/ Territory	Category	Status	Date
B South Carolina	Agent	Approved	12/14/2022
B Texas	Agent	Approved	04/26/2016
IA Texas	Investment Adviser Representative	Restricted Approval	04/01/2016
B Virginia	Agent	Approved	01/08/2014
B West Virginia	Agent	Approved	07/25/2024

Branch Office Locations

LPL FINANCIAL LLC
 505 E NEW YORK AVE SUITE 9
 ROBERTSON ADVISORY INC.
 DELAND, FL 32724

Employment 2 of 2

Firm Name: **ROBERTSON ADVISORY, INC.**

Main Office Address: **505 E NEW YORK AVE
 SUITE 9
 DELAND, FL 32724-6083**

Firm CRD#: **131285**

U.S. State/ Territory	Category	Status	Date
IA Florida	Investment Adviser Representative	Approved	01/04/1993

Branch Office Locations

505 E NEW YORK AVE
 SUITE 9
 DELAND, FL 32724-6083

Broker Qualifications



Employment 2 of 2, continued

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
General Securities Principal Examination	Series 24	07/13/2006
Investment Company Products/Variable Contracts Principal Examination	Series 26	10/01/1992

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination	SIE	10/01/2018
General Securities Representative Examination	Series 7	07/08/1996
Investment Company Products/Variable Contracts Representative Examination	Series 6	06/20/1989

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination	Series 63	04/25/1991

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/.

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 firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 09/1992 - 09/2009	MUTUAL SERVICE CORPORATION	4806	DELAND, FL
B 01/1991 - 09/1992	LINCOLN FINANCIAL ADVISORS CORPORATION	3978	FORT WAYNE, IN
B 01/1991 - 09/1992	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	2580	FORT WAYNE, IN
B 02/1990 - 07/1991	AETNA LIFE INSURANCE AND ANNUITY COMPANY	13256	HARTFORD, CT

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
09/2009 - Present	LPL FINANCIAL LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	DELAND, FL, United States
10/1986 - Present	Robertson Advisory, Inc.	Investment Adviser Representative	Y	DeLand, FL, 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.

1. 12/9/2009 - NON-VARIABLE INSURANCE - LOW LOAD INSURANCE SERVICES - PROCURE PERMANENT LIFE INSURANCE FOR CLIENTS ON A FEE BASIS. - TIME SPENT 1% - DELAND, FL.

2. 12/22/2009 - REGISTERED INVESTMENT ADVISOR - ROBERTSON ADVISORY INC. - PROVIDE FINANCIAL PLANS AND ADVISORY SERVICES BASED ON HOURLY RATE. - TIME SPENT 20% - DELAND, FL.

Registration and Employment History



Other Business Activities, continued

3. 12/28/2009 - NON-VARIABLE INSURANCE - ROBERTSON ADVISORY, INC. - PRES. / AGENT - FIXED INSURANCE: LIFE, HEALTH, AND ANNUITY PRODUCTS - COMMISSIONED BASED WITH TERM LIFE, HEALTH AND ANNUITY PRODUCTS. 1% FEE FOR PERMANENT LIFE INSURANCE TRANSACTIONS - EVALUATION, ANALYSIS AND SALES. - 25% OF TIME SPENT - DELAND, FL.

4. 9/3/2013 - DBA ONLY - ROBERTSON ADVISORY, INC. - DELAND, FL.

5. 09/17/2015 * Mustard Seed Publishing, Inc. dba DeLand Beacon Newspaper * For-Profit Board Member * NOT INV REL * 110 W. New York Ave. DeLand, FL 32720 * START 06/01/2001 * 1 HR/MO DURING SECS TRDG HRS.

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:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o 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.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o 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.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o 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.
 - o 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
Regulatory Event	0	1	0



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.

Regulatory - Final

This type of disclosure event may involve (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of a broker's authority to act as an attorney, accountant, or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	08/20/2015
Docket/Case Number:	51792a-S
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	
Product Type:	No Product
Allegations:	N/A
Current Status:	Final
Resolution:	Order



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:	08/20/2015
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$10,000.00
Portion Levied against individual:	\$10,000.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	08/20/2015
Was any portion of penalty waived?	No
Amount Waived:	
Regulator Statement	On 8/20/2015, the Office of Financial Regulation entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Louis Thomas Robertson Jr. Mr. Robertson admits to and consents to the findings by the Office. The Office found that Mr. Robertson had engaged in investment advisory business from an office in Florida without being lawfully registered in the State of Florida. Mr. Robertson agreed to pay an administrative fine in the amount of \$10,000.
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Reporting Source:	Broker
Regulatory Action Initiated By:	STATE OF FLORIDA OFFICE OF FINANCIAL REGULATION
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	08/14/2015
Docket/Case Number:	51792A-S



Employing firm when activity occurred which led to the regulatory action:	LPL FINANCIAL LLC
Product Type:	No Product
Allegations:	MR. ROBERTSON CONSENTED TO THE SANCTIONS AND THE ENTRY OF THE FINDINGS THAT FROM SEPTEMBER 2009 TO SEPTEMBER 2013, MR. ROBERTSON ENGAGED IN INVESTMENT ADVISORY BUSINESS FROM AN OFFICE IN THE STATE OF FLORIDA WITHOUT BEING LAWFULLY REGISTERED IN FLORIDA.
Current Status:	Final
Resolution:	Order
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:	08/20/2015
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$10,000.00
Portion Levied against individual:	\$0.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	08/17/2015
Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	DOCUMENTATION WAS PROVIDED TO FLORIDA'S OFFICE OF FINANCIAL REGULATION REPRESENTING MR. ROBERTSON FILED THE PROPER



PAPERWORK WITH LPL FOR THEM TO REGISTER HIM WITH THE STATE OF FLORIDA EACH YEAR. MR. ROBERTSON WAS UNAWARE THAT THE PAPERWORK HAD NOT BEEN SUBMITTED UNTIL THE OFFICE CONDUCTED AN EXAMINATION ON SEPTEMBER 25, 2013. LPL ACKNOWLEDGED THEIR ADMINISTRATIVE ERROR AND REIMBURSED IN FULL MR. ROBERTSON'S MONETARY SANCTION FROM THE STATE. IN ADDITION, MR. ROBERTSON HAD PROPERLY REGISTERED DIRECTLY WITH THE STATE OF FLORIDA HIS OWN INVESTMENT ADVISORY FIRM, ROBERTSON ADVISORY, INC., EACH OF THE YEARS IN QUESTION.

End of Report



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