

BrokerCheck Report

William Dan Gotses

CRD# 1894852

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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 D. Gotses

CRD# 1894852

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

IA COLORADO FINANCIAL SERVICE CORPORATION
LA JOLLA, CA
CRD# 104343
Registered with this firm since: 05/18/2017

B COLORADO FINANCIAL SERVICE CORPORATION
LA JOLLA, CA
CRD# 104343
Registered with this firm since: 05/17/2017

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:

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

Registration History

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

- IA SILBER BENNETT FINANCIAL, INC.**
CRD# 156435
ENCINO, CA
02/2017 - 05/2017
- B SILBER BENNETT FINANCIAL, INC.**
CRD# 156435
ENCINO, CA
02/2017 - 05/2017
- B U.S. BANCORP INVESTMENTS, INC.**
CRD# 17868
SAN DIEGO, CA
11/2011 - 12/2016

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

Employment 1 of 1

Firm Name: **COLORADO FINANCIAL SERVICE CORPORATION**

Main Office Address: **188 INVERNESS DRIVE WEST
SUITE 100
CENTENNIAL, CO 80112**

Firm CRD#: **104343**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	05/17/2017

	U.S. State/ Territory	Category	Status	Date
IA	Arizona	Investment Adviser Representative	Approved	09/25/2017
B	Arizona	Agent	Approved	02/15/2019
B	California	Agent	Approved	05/17/2017
IA	California	Investment Adviser Representative	Approved	05/18/2017
B	Colorado	Agent	Approved	09/25/2017
IA	Colorado	Investment Adviser Representative	Approved	09/25/2017
IA	Florida	Investment Adviser Representative	Approved	05/18/2017
B	Florida	Agent	Approved	08/14/2017
B	Idaho	Agent	Approved	08/11/2017
B	Nevada	Agent	Approved	01/19/2021
B	New York	Agent	Approved	05/08/2021
IA	North Carolina	Investment Adviser Representative	Approved	09/11/2023



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	North Carolina	Agent	Approved	09/13/2023
B	Oregon	Agent	Approved	06/04/2021
IA	Oregon	Investment Adviser Representative	Approved	06/04/2021
B	Texas	Agent	Approved	01/04/2021
IA	Texas	Investment Adviser Representative	Approved	07/14/2023
B	Utah	Agent	Approved	09/08/2017
IA	Washington	Investment Adviser Representative	Approved	10/12/2017
B	Washington	Agent	Approved	01/05/2021

Branch Office Locations

COLORADO FINANCIAL SERVICE CORPORATION
LA JOLLA, CA



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

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	12/17/1988

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	03/17/1998
B Uniform Securities Agent State Law Examination	Series 63	01/04/1989

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 **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 02/2017 - 05/2017	SILBER BENNETT FINANCIAL, INC.	156435	La Jolla, CA
B 02/2017 - 05/2017	SILBER BENNETT FINANCIAL, INC.	156435	ENCINO, CA
B 11/2011 - 12/2016	U.S. BANCORP INVESTMENTS, INC.	17868	SAN DIEGO, CA
IA 11/2011 - 12/2016	U.S. BANCORP INVESTMENTS, INC.	17868	SAN DIEGO, CA
B 10/2009 - 11/2011	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN DIEGO, CA
IA 10/2009 - 11/2011	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN DIEGO, CA
B 07/1999 - 10/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	ENCINITAS, CA
IA 05/1998 - 10/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	ENCINITAS, CA
B 04/1997 - 07/1999	BA INVESTMENT SERVICES, INC.	12965	OAKLAND, CA
B 11/1993 - 02/1997	WELLS FARGO SECURITIES INC.	17438	SAN FRANCISCO, CA
B 12/1990 - 11/1993	MARKETING ONE SECURITIES, INC.	16611	PORTLAND, OR
B 04/1990 - 12/1990	PAMCO SECURITIES AND INSURANCE SERVICES	11028	
B 04/1990 - 12/1990	GAF FINANCIAL AND INSURANCE SERVICES	14123	
B 08/1989 - 12/1989	J. W. GANT & ASSOCIATES, INC.	7963	
B 01/1989 - 08/1989	L.F. THOMPSON & COMPANY	21820	
B 12/1988 - 01/1989	THE STUART-JAMES COMPANY, INCORPORATED	11691	

Employment History



Registration and Employment History

Employment History, continued

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
05/2017 - Present	COLORADO FINANCIAL SERVICE CORPORATION	REGISTERED REPRESENTATIVE	Y	CENTENNIAL, CO, United States
02/2017 - 04/2017	Silber Bennett Finanical, Inc.	REGISTERED REP	Y	Encino, CA, United States
12/2016 - 02/2017	Unemployed	Unemployed	N	La Jolla, CA, United States
10/2009 - 11/2016	U.S. BANCORP INVESTMENTS, INC.	FINANCIAL ADVISOR	Y	SAN DIEGO, 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.

- (1) Gotses Financial Services, LLC, La Jolla, CA; created for DBA; Start Date: 2/2017; Position: Managing Member; Time Spent: 0 per month / 0 during trading hours;
- (2) INSURANCE IMOS - INSUREMARK, ADVISORS EXCEL, PACIFIC SOUTHWEST FINANCIAL, ROCKY MOUNTAIN INSURANCE NETWORK / NOT INVESTMENT RELATED / 7907 CAMINITO DEL CID LA JOLLA, CA 92037 / 20 HOURS PER MONTH / INSURANCE PRODUCTS AND SERVICES
- (3) WILLIAM D GOTSES LLC; INVESTMENT-RELATED; SAN DIEGO, CA; PROPERTY OWNER IN LLC; MEMBER OF LLC; MEMBER; 1/2008; 0 HOURS/MONTH; 0 HOURS/TRADING; REAL ESTATE/PROPERTY OWNER.
- (4)NIPSY PROPERTIES 1 LLC; INVESTMENT-RELATED; SAN DIEGO, CA; REAL ESTATE; MEMBERSHIP INTEREST IN LLC WHICH OWNS REAL ESTATE; MEMBER OF LLC; 2000; 0 HOURS/MONTH; 0 HOURS/TRADING; BUY/SELL REAL ESTATE.
- (5) ADRIATIC VENTURES LLC / NOT INVESTMENT RELATED / REAL ESTATE HOLDING ENTITY / 15 GLITTERING SKY, ALISO VIEJO, CA 92656 / 15 HOURS OUTSIDE MARKET HOURS / OWNER AND MEMBER
- (6) HIGH PERFORMANCE MOTORSPORTS LLC, DBA: HIGH PERFORMANCE MOTORSPORTS; NOT INVESTMENT-RELATED; SAN DIEGO CA; USED CAR DEALERSHIP/RACING CO.; MANAGING MEMBER; MANAGING MEMBER; 7/2007; 5 HOURS/MONTH; 0 HOURS/TRADING; SELL CARS, MOTORSPORTS RACING.
- (7) HOA PRESIDENT / NOT INVESTMENT RELATED / LA JOLLA, CA / BILL'S OWN PROPERTY HOA

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	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 - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a 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, which was closed without action, withdrawn, or denied.

Disclosure 1 of 1

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	BANC OF AMERICA INVESTMENT SERVICES, INC. AND MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations:	THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS AND UNAUTHORIZED TRADING. COMPENSATORY DAMAGES ARE NOT SPECIFIED.
Product Type:	Other: STRUCTURED PRODUCTS
Alleged Damages:	\$0.00
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:	04/24/2011
Complaint Pending?	No
Status:	Denied
Status Date:	06/03/2011

**Settlement Amount:****Individual Contribution Amount:****Broker Statement****RESPONSE FROM REPRESENTATIVE WILLIAM GOTSSES:**

IN FEBRUARY, 2011, A CONFERENCE CALL WAS INITIATED BY MERRILL LYNCH COMPLIANCE, MANAGEMENT, THE CLIENT, THE CLIENT'S DAUGHTER, A LICENSED ADVISOR/ASSISTANT AND REPRESENTATIVE WILLIAM GOTSSES. DURING THIS CALL, THE CLIENT ACKNOWLEDGED THAT THEY HAD OVER A MILLION DOLLAR GAIN IN THE ACCOUNT AND WERE CONCERNED THAT IF THE STOCK MARKET FELL, THEY WOULD LOSE MONEY. COMPLIANCE, MANAGEMENT AND REPRESENTATIVE WILLIAM GOTSSES CONFIRMED THAT THERE WERE GAINS AND ASKED THE CLIENT AND HER DAUGHTER IF THEY WANTED TO LOCK IN THE GAINS OR REMAIN IN THE STOCK MARKET. THE CLIENT CONFIRMED THAT SHE WOULD BE UPSET IF SHE LOST THESE GAINS CREATED BY REPRESENTATIVE WILLIAM GOTSSES AND DID NOT CARE IF SHE MADE MORE MONIES; THEREFORE, THE CLIENT GAVE LEGAL DIRECTIVES TO SELL. THE SELL ORDERS WERE READ BACK BY REPRESENTATIVE WILLIAM GOTSSES AND BEFORE THE SELL ORDERS WERE TAKEN, THE CLIENT AND HER DAUGHTER ACKNOWLEDGED THE CONFIRMS FROM MANAGEMENT, COMPLIANCE AND REPRESENTATIVE WILLIAM GOTSSES. THE SELL ORDERS WERE MADE AND CONFIRMED ON THE SAME CALL, BOTH THE DAUGHTER AND THE CLIENT WERE EXTREMELY RELIEVED AND PLEASED. WHEN ANOTHER DAUGHTER, WHO WAS NOT PRESENT FOR ANY CONVERSATIONS, FOUND OUT THERE WERE SELL ORDERS ON HER MOTHER'S ACCOUNT SHE WROTE A SLANDEROUS, LIBELOUS AND UNSUBSTANTIATED COMPLAINT LETTER ALLEGING THE TRADES WERE MADE WITHOUT HER MOTHER'S CONSENT, STEMMING FROM AN ASSUMPTION THAT IF THESE POSITIONS WERE HELD UNTIL THE DEATH OF THE CLIENT, THERE COULD HAVE BEEN AN ADJUSTED COST BASIS BENEFITTING THIS DAUGHTER. THIS LETTER ASKED THAT THE TRADES BE REINSTATED SO THAT FUTURE ADJUSTED COST BASIS CALCULATIONS COULD BE MADE. MERRILL LYNCH IMMEDIATELY DENIED THIS LETTER AS THERE WAS NO MONETARY LOSS, THERE WERE MILLIONS OF DOLLARS OF GAINS AND MOREOVER, THERE WERE NO DAMAGES. REPRESENTATIVE WILLIAM GOTSSES ALSO HELPED THE ATTORNEYS AND CPA SAVE THE CLIENT \$26 MILLION IN TAXES DUE TO HIS INVESTMENT STRATEGIES.

IT IS UNCLEAR WHY THE COMPLAINT WAS REPORTED AS NO AMOUNT OF COMPENSATORY DAMAGES WERE ALLEGED.

AFTER THE LETTER, THE [CUSTOMER] FAMILY EXPRESSED A CONTINUED DESIRE TO RETAIN REPRESENTATIVE WILLIAM GOTSSES AS THEIR FINANCIAL ADVISOR AND ASKED HIM TO INVEST ANOTHER \$2



MILLION.

End of Report



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