

BrokerCheck Report

ROBERT HOWARD KELLER

CRD# 2168444

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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.

ROBERT H. KELLER

CRD# 2168444

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

301 CALIFORNIA DR. STE 10
BURLINGAME, CA 94010
CRD# 6413

Registered with this firm since: 05/06/2024

B LPL FINANCIAL LLC

301 CALIFORNIA DR. STE 10
BURLINGAME, CA 94010
CRD# 6413

Registered with this firm since: 05/03/2024

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
- 16 U.S. states and territories

This broker has passed:

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

Registration History**This broker was previously registered with the following securities firm(s):****IA B. RILEY WEALTH ADVISORS, INC.**

CRD# 115927
MEMPHIS, TN
08/2022 - 05/2024

B B. RILEY WEALTH MANAGEMENT

CRD# 2543
Burlingame, CA
07/2017 - 05/2024

IA B RILEY WEALTH MANAGEMENT

CRD# 2543
MEMPHIS, TN
07/2017 - 12/2022

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
Termination	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 16 U.S. states and territories through his or her employer.

Employment 1 of 1

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 Representative	Approved	05/03/2024
U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	Approved	05/03/2024
B California	Agent	Approved	05/03/2024
IA California	Investment Adviser Representative	Approved	05/06/2024
B Colorado	Agent	Approved	05/03/2024
B Florida	Agent	Approved	05/03/2024
B Georgia	Agent	Approved	10/22/2024
B Illinois	Agent	Approved	07/29/2024
B Massachusetts	Agent	Approved	05/03/2024
B Montana	Agent	Approved	05/03/2024
B Nevada	Agent	Approved	05/03/2024
B New York	Agent	Approved	05/03/2024
B North Carolina	Agent	Approved	08/13/2025

Broker Qualifications



Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
B Ohio	Agent	Approved	01/30/2025
B Tennessee	Agent	Approved	05/03/2024
B Utah	Agent	Approved	05/03/2024
B Washington	Agent	Approved	05/03/2024
B Wisconsin	Agent	Approved	05/03/2024

Branch Office Locations

LPL FINANCIAL LLC

301 CALIFORNIA DR. STE 10
BURLINGAME, CA 94010

LPL FINANCIAL LLC

301 California Dr.
Suite 10
Burlingame, CA 94010

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, 3 general industry/product exams, and 3 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination	Series 24	08/14/2002
General Securities Sales Supervisor - Options Module Examination	Series 9	02/05/2002
General Securities Sales Supervisor - General Module Examination	Series 10	01/08/2002

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination	SIE	10/01/2018
Futures Managed Funds Examination	Series 31	02/18/2005
General Securities Representative Examination	Series 7	03/26/2001

State Securities Law Exams

Exam	Category	Date
Uniform Combined State Law Examination	Series 66	04/23/2001
Uniform Investment Adviser Law Examination	Series 65	03/15/1995
Uniform Securities Agent State Law Examination	Series 63	10/23/1991

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 **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 08/2022 - 05/2024	B. RILEY WEALTH ADVISORS, INC.	115927	Burlingame, CA
B 07/2017 - 05/2024	B. RILEY WEALTH MANAGEMENT	2543	Burlingame, CA
IA 07/2017 - 12/2022	B RILEY WEALTH MANAGEMENT	2543	Burlingame, CA
B 09/2013 - 08/2017	MORGAN STANLEY	149777	BEVERLY HILLS, CA
IA 09/2013 - 08/2017	MORGAN STANLEY	149777	BEVERLY HILLS, CA
B 10/2009 - 09/2013	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN MATEO, CA
IA 10/2009 - 09/2013	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN MATEO, CA
IA 09/2008 - 10/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	SAN MATEO, CA
B 08/2008 - 10/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	SAN MATEO, CA
B 09/2004 - 09/2008	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN MATEO, CA
IA 09/2004 - 09/2008	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN MATEO, CA
B 10/2002 - 09/2004	QUICK & REILLY, INC.	11217	NEW YORK, NY
IA 10/2002 - 09/2004	QUICK & REILLY, INC.	11217	PALO ALTO, CA
B 09/2002 - 10/2002	WELLS FARGO INVESTMENTS, LLC	10582	SAN FRANCISCO, CA
IA 09/2002 - 10/2002	WELLS FARGO INVESTMENTS, LLC	10582	MENLO PARK, CA
IA 09/2002 - 09/2002	QUICK & REILLY, INC.	11217	PALO ALTO, CA
B 04/2001 - 09/2002	QUICK & REILLY, INC.	11217	NEW YORK, NY
B 03/2001 - 05/2001	WORLDCO, L.L.C.	24673	NEW YORK, NY
B 06/1998 - 12/1998	RAYMOND JAMES & ASSOCIATES, INC.	705	ST. PETERSBURG, FL



Registration and Employment History

Registration History, continued

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 09/1994 - 07/1998	PRUDENTIAL SECURITIES INCORPORATED	7471	NEW YORK, NY
B 07/1993 - 09/1994	NATIONSSECURITIES	32542	
B 08/1991 - 07/1993	DEAN WITTER REYNOLDS INC.	7556	PURCHASE, 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
05/2024 - Present	LPL Financial	Investment Advisor Representative	Y	Burlingame, CA, United States
07/2022 - 05/2024	B. RILEY WEALTH ADVISORS, INC.	Investment Adviser Representative	Y	Burlingame, CA, United States
07/2017 - 05/2024	B. RILEY WEALTH MANAGEMENT	Registered Representative	Y	Burlingame, CA, United States
01/2015 - 07/2017	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
09/2013 - 07/2017	MORGAN STANLEY	FINANCIAL ADVISOR	Y	PALO ALTO, 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- 05/2024 / Keller Capital Advisors/ DBA for LPL Business (entity for LPL business) / Investment Related / At reported business location(s)
- 2- 05/2024 / OAKS DRIVE, LLC / Real Estate Rental / Hillsborough, CA / Investment Related / 1 hr mth / Start date: 08/01/2015
- 3- 05/03/2024 - Keller Capital - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s) - Start Date 05/03/2024 - 1 Hour Per Month/ 0 Hours During Trading

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
Termination	N/A	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.

Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source:	Firm
Employer Name:	Morgan Stanley Smith Barney
Termination Type:	Discharged
Termination Date:	07/13/2017
Allegations:	Allegations involving trades in low-priced securities, including inaccurately designating some of the trades as unsolicited, and his communications about them.
Product Type:	Other: Low-Priced Securities

Reporting Source:	Broker
Employer Name:	Morgan Stanley
Termination Type:	Discharged
Termination Date:	07/13/2017
Allegations:	Concerns involving trades in low-priced securities, including inaccurately designating some of the trades as unsolicited, reliance on third-parties in making trades.
Product Type:	No Product

End of Report



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