

BrokerCheck Report

ROBERT LEO KERCH JR

CRD# 2421770

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 6
Registration and Employment History	8 - 9



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:
 - o 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
 - o 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 L. KERCH JR**

CRD# 2421770

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

IA **EQUITABLE ADVISORS, LLC**
 12377 MERIT DRIVE
 SUITE 1500
 DALLAS, TX 75251
 CRD# 6627
 Registered with this firm since: 12/20/2021

B **EQUITABLE ADVISORS, LLC**
 12377 MERIT DRIVE
 SUITE 1500
 DALLAS, TX 75251
 CRD# 6627
 Registered with this firm since: 09/11/2019

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
- 1 U.S. state or territory

This broker has passed:

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

Registration History

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

IA **HODGES CAPITAL MANAGEMENT INC**
 CRD# 110080
 DALLAS, TX
 06/2009 - 08/2019

B **FIRST DALLAS SECURITIES INCORPORATED**
 CRD# 24549
 DALLAS, TX
 05/2009 - 08/2019

IA **FIRST DALLAS SECURITIES, INC.**
 CRD# 24549
 DALLAS, TX
 06/2009 - 11/2011

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? **No**



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 1 U.S. state or territory through his or her employer.

Employment 1 of 1

Firm Name: **EQUITABLE ADVISORS, LLC**
 Main Office Address: **1345 AVENUE OF THE AMERICAS
 NEW YORK, NY 10105**
 Firm CRD#: **6627**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	09/11/2019
B	FINRA	General Securities Representative	Approved	09/11/2019
B	FINRA	General Securities Sales Supervisor	Approved	09/11/2019
B	FINRA	Municipal Securities Principal	Approved	09/11/2019
B	FINRA	Municipal Securities Representative	Approved	09/11/2019
B	FINRA	Registered Options Principal	Approved	09/11/2019

	U.S. State/ Territory	Category	Status	Date
B	Texas	Agent	Approved	09/11/2019
IA	Texas	Investment Adviser Representative	Approved	12/20/2021

Branch Office Locations

EQUITABLE ADVISORS, LLC
 12377 MERIT DRIVE
 SUITE 1500
 DALLAS, TX 75251

EQUITABLE ADVISORS, LLC
 PLANO, TX

Broker Qualifications



Employment 1 of 1, 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 6 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Financial and Operations Principal Examination	Series 27	12/16/2011
B Municipal Securities Principal Examination	Series 53	07/07/2011
B Registered Options Principal Examination	Series 4	07/18/2006
B General Securities Principal Examination	Series 24	02/21/2006
B General Securities Sales Supervisor - General Module Examination	Series 10	08/01/2002
B General Securities Sales Supervisor - Options Module Examination	Series 9	06/12/2002

General Industry/Product Exams

Exam	Category	Date
B Municipal Securities Representative Examination	Series 52TO	01/02/2023
B Securities Industry Essentials Examination	SIE	10/01/2018
B Futures Managed Funds Examination	Series 31	04/22/2008
B General Securities Representative Examination	Series 7	04/21/1994

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	12/16/2021
B Uniform Securities Agent State Law Examination	Series 63	04/26/1994

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at

Broker Qualifications



Industry Exams this Broker has Passed, continued

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 06/2009 - 08/2019	HODGES CAPITAL MANAGEMENT INC	110080	DALLAS, TX
B 05/2009 - 08/2019	FIRST DALLAS SECURITIES INCORPORATED	24549	DALLAS, TX
IA 06/2009 - 11/2011	FIRST DALLAS SECURITIES, INC.	24549	DALLAS, TX
B 04/2006 - 03/2009	STANFORD GROUP COMPANY	39285	DALLAS, TX
B 01/2003 - 04/2006	CREDIT SUISSE SECURITIES (USA) LLC	816	NEW YORK, NY
B 08/1995 - 01/2003	DONALDSON, LUFKIN & JENRETTE SECURITIES CORPORATION	7560	JERSEY CITY, NJ
B 04/1994 - 04/1995	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	6363	MINNEAPOLIS, MN
B 04/1994 - 04/1995	IDS LIFE INSURANCE COMPANY	6321	MINNEAPOLIS, MN

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
09/2019 - Present	EQUITABLE	EMPLOYEE	Y	DALLAS, TX, United States
08/2019 - Present	EQUITABLE ADVISORS, LLC	REGISTERED REPRESENTATIVE	Y	NEW YORK, NY, United States
09/2019 - 06/2020	AXA EQUITABLE, LLC	BRANCH CONTROLS MANAGER	Y	DALLAS, TX, United States
08/2019 - 06/2020	AXA ADVISORS, LLC	BRANCH CONTROLS MANAGER	Y	NEW YORK, NY, United States
05/2009 - 08/2019	FIRST DALLAS SECURITIES, INC	CCO	Y	DALLAS, TX, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
05/2009 - 08/2019	HODGES CAPITAL MANAGEMENT	CCO	Y	DALLAS, TX, 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.

No information reported.

End of Report



This page is intentionally left blank.