

BrokerCheck Report
ALEX PRITSKER
 CRD# 2509622

| <u>Section Title</u> | <u>Page(s)</u> |
|-------------------------------------|-----------------------|
| Report Summary | 1 |
| Broker Qualifications | 2 - 4 |
| Registration and Employment History | 6 - 7 |
| Disclosure Events | 8 |



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.

**ALEX PRITSKER**

CRD# 2509622

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

IA OSAIC WEALTH, INC.
 513 WEST MOUNT PLEASANT AVENUE
 SUITE 209
 LIVINGSTON, NJ 07039
 CRD# 23131
 Registered with this firm since: 01/24/2025

B OSAIC WEALTH, INC.
 513 WEST MOUNT PLEASANT AVENUE
 SUITE 209
 LIVINGSTON, NJ 07039
 CRD# 23131
 Registered with this firm since: 01/24/2025

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
- 11 U.S. states and territories

This broker has passed:

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

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

- IA OSAIC FA, INC.**
 CRD# 3978
 FORT WAYNE, IN
 01/2011 - 01/2025
- B OSAIC FA, INC.**
 CRD# 3978
 LIVINGSTON, NJ
 01/2011 - 01/2025
- IA PRUDENTIAL FINANCIAL PLANNING SERVICES**
 CRD# 5685
 NEWARK, NJ
 07/2002 - 02/2011

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? **Yes**

The following types of disclosures have been reported:

| Type | Count |
|------------------|-------|
| Customer Dispute | 2 |
| 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 11 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **OSAIC WEALTH, INC.**

Main Office Address: **18700 N. HAYDEN ROAD
SUITE 255
SCOTTSDALE, AZ 85255**

Firm CRD#: **23131**

| | SRO | Category | Status | Date |
|---|-------|-----------------------------------|----------|------------|
| B | FINRA | General Securities Representative | Approved | 01/24/2025 |
| B | FINRA | Invest. Co and Variable Contracts | Approved | 01/24/2025 |

| | U.S. State/ Territory | Category | Status | Date |
|----|-----------------------|-----------------------------------|---------------------|------------|
| B | Connecticut | Agent | Approved | 01/24/2025 |
| B | Florida | Agent | Approved | 01/24/2025 |
| B | Maryland | Agent | Approved | 01/24/2025 |
| B | New Jersey | Agent | Approved | 01/24/2025 |
| IA | New Jersey | Investment Adviser Representative | Approved | 01/24/2025 |
| B | New York | Agent | Approved | 01/24/2025 |
| B | North Carolina | Agent | Approved | 01/24/2025 |
| B | Pennsylvania | Agent | Approved | 01/24/2025 |
| B | South Carolina | Agent | Approved | 01/24/2025 |
| B | Texas | Agent | Approved | 01/24/2025 |
| IA | Texas | Investment Adviser Representative | Restricted Approval | 01/24/2025 |



Broker Qualifications

Employment 1 of 1, continued

| | U.S. State/ Territory | Category | Status | Date |
|---|-----------------------|----------|----------|------------|
| B | Virginia | Agent | Approved | 01/24/2025 |
| B | Wisconsin | Agent | Approved | 01/24/2025 |

Branch Office Locations

OSAIC WEALTH, INC.
513 WEST MOUNT PLEASANT AVENUE
SUITE 209
LIVINGSTON, NJ 07039



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, 3 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 | 05/11/1998 |
| B Investment Company Products/Variable Contracts Representative Examination | Series 6 | 08/29/1994 |

State Securities Law Exams

| Exam | Category | Date |
|---|-----------|------------|
| IA Uniform Investment Adviser Law Examination | Series 65 | 06/18/1997 |
| B Uniform Securities Agent State Law Examination | Series 63 | 05/05/1997 |

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 |
|-----------------------------|--|------|-----------------|
| B 01/2011 - 01/2025 | OSAIC FA, INC. | 3978 | LIVINGSTON, NJ |
| IA 01/2011 - 01/2025 | OSAIC FA, INC. | 3978 | LIVINGSTON, NJ |
| IA 07/2002 - 02/2011 | PRUDENTIAL FINANCIAL PLANNING SERVICES | 5685 | LIVINGSTON, NJ |
| B 10/2001 - 02/2011 | PRUCO SECURITIES, LLC. | 5685 | LIVINGSTON, NJ |
| B 02/2001 - 10/2001 | PRUDENTIAL SECURITIES INCORPORATED | 7471 | NEW YORK, NY |
| B 08/1994 - 03/2001 | PRUCO SECURITIES CORPORATION | 5685 | NEWARK, NJ |

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 |
|-------------------|----------------------------|---------------------------|--------------------|-------------------------------|
| 01/2025 - Present | OSAIC WEALTH, INC. | Mass Transfer | Y | LIVINGSTON, NJ, United States |
| 01/2011 - 01/2025 | LINCOLN FINANCIAL ADVISORS | REGISTERED REPRESENTATIVE | Y | LIVINGSTON, NJ, 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) ALEX PRITSKER DBA MASTERS INSURANCE AND FINANCIAL SERVICES
 513 WEST MOUNT PLEASANT AVENUE, SUITE 209
 LIVINGSTON, NJ 07039
 CATEGORY: INSURANCE
 INVESTMENT RELATED: YES

Registration and Employment History



Other Business Activities, continued

TITLE: AGENT

DUTIES: OFFERING DISABILITY INSURANCE, FIXED ANNUITIES, LONG TERM CARE INSURANCE, AND TRADITIONAL FIXED LIFE INSURANCE

START DATE: 09/08/2017

HOURS PER MONTH: 240

HOURS PER MONTH DURING TRADING HOURS: 200

2) ALEX PRITSKER

513 WEST MOUNT PLEASANT AVENUE, SUITE 209

LIVINGSTON, NJ 07039

CATEGORY: INSURANCE

INVESTMENT-RELATED: YES

TITLE: AGENT

DUTIES: OFFERING ACCIDENT/HEALTH, DISABILITY, LTC, INDEX ANNUITIES, FIXED ANNUITIES, INSURANCE PORTION OF HSAS AND TRADITIONAL LIFE INSURANCE.

START DATE: 01/01/2009

HOURS PER MONTH: 10

HOURS PER MONTH DURING TRADING HOURS: 10

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.
 -
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 | 1 | 1 | N/A |
| 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.

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: Firm

Employing firm when activities occurred which led to the complaint: PRUCO SECURITIES, LLC.

Allegations: ADDITIONAL INFORMATION RECEIVED 01/26/2011-DURING THE COURSE OF COMPLAINT HANDLING-THE CLIENT ALLEGED THAT THE REGISTERED REPRESENTATIVE PROVIDED A CLIENT WITH AN EMAIL HE RECEIVED FROM A COMPANY REPRESENTATIVE THAT WAS ALTERED TO CONTAIN INACCURATE INFORMATION CONCERNING INCOME WITHDRAWAL OPTIONS UNDER AN OPTIONAL CONTRACT FEATURE OF A VARIABLE ANNUITY.

Product Type: Annuity-Variable

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): NO DAMAGE AMOUNT IS ALLEGED

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: 01/26/2011



Complaint Pending? No

Status: Settled

Status Date: 05/17/2012

Settlement Amount: \$178,494.12

Individual Contribution Amount: \$0.00

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: PRUCO SECURITIES, LLC.

Allegations: ADDITIONAL INFORMATION RECEIVED 01/26/2011-DURING THE COURSE OF COMPLAINT HANDLING-THE CLIENT ALLEGED THAT THE REGISTERED REPRESENTATIVE PROVIDED A CLIENT WITH AN EMAIL HE RECEIVED FROM A COMPANY REPRESENTATIVE THAT WAS ALTERED TO CONTAIN INACCURATE INFORMATION CONCERNING INCOME WITHDRAWAL OPTIONS UNDER AN OPTIONAL CONTRACT FEATURE OF A VARIABLE ANNUITY.

Product Type: Annuity-Variable

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): NO DAMAGE AMOUNT ALLEGED

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: 01/26/2011

Complaint Pending? No

Status: Settled

Status Date: 05/17/2012



Settlement Amount: \$178,494.12

Individual Contribution Amount: \$0.00

Broker Statement

THIS MATTER IS BEING REPORTED CONSISTENT WITH NASDR RULES PERTAINING TO THE REPORTING OF CERTAIN WRITTEN CUSTOMER COMPLAINTS. THE COMPANY BY THIS FILING MAKES NO ALLEGATIONS REGARDING THE ACTIONS OF THE REPRESENTATIVE.

IN AN AMENDMENT FILING TO THIS COMPLAINT, PRUCO INDICATED AN ADDITIONAL ALLEGATION REGARDING THE IMPROPER USE OF AN EMAIL CONCERNING INACCURATE INFORMATION REGARDING THE PRODUCT IN QUESTION. THESE ALLEGATIONS WERE ULTIMATELY UNSUBSTANTIATED DURING AN INTERNAL REVIEW WHICH WAS CONCLUDED BY PRUCO ON 1/26/2011.



Customer Dispute - Pending

This type of disclosure event involves (1) a pending consumer-initiated, investment-related arbitration or civil suit that contains allegations of sales practice violations against the broker; or (2) a pending, 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.

Disclosure 1 of 1

| | |
|--|--|
| Reporting Source: | Broker |
| Employing firm when activities occurred which led to the complaint: | LINCOLN FINANCIAL ADVISORS CORPORATION |
| Allegations: | The client alleges the registered representative recommended an unsuitable variable annuity exchange in November 2018. |
| Product Type: | Annuity-Variable |
| Alleged Damages: | \$250,000.00 |
| 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: | 08/30/2022 |
| Complaint Pending? | No |
| Status: | Evolved into Arbitration/CFTC reparation (the individual is a named party) |
| Status Date: | 10/30/2024 |
| Settlement Amount: | |
| Individual Contribution Amount: | |

Arbitration Information

| | |
|---|------------|
| Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): | FINRA |
| Docket/Case #: | 24-02339 |
| Date Notice/Process Served: | 10/30/2024 |



Arbitration Pending? Yes



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: PRUCO SECURITIES, LLC

Termination Type: Voluntary Resignation

Termination Date: 01/07/2011

Allegations: THE REGISTERED REPRESENTATIVE PROVIDED A CLIENT WITH AN EMAIL HE RECEIVED FROM A COMPANY REPRESENTATIVE THAT WAS ALTERED TO CONTAIN INACCURATE INFORMATION CONCERNING INCOME WITHDRAWAL OPTIONS UNDER AN OPTIONAL CONTRACT FEATURE OF A VARIABLE ANNUITY. THE COMPANY'S REVIEW DID NOT IDENTIFY THE CREATOR OF THE ALTERED EMAIL.

Product Type: Annuity-Variable

Reporting Source: Broker

Employer Name: PRUCO SECURITIES INC

Termination Type: Voluntary Resignation

Termination Date: 01/07/2011

Allegations: PRUCO HAD ALLEGED THAT THE REPRESENTATIVE PROVIDED A CLIENT WITH AN EMAIL HE RECEIVED FROM ANOTHER COMPANY REPRESENTATIVE THAT WAS ALTERED TO CONTAIN INACCURATE INFORMATION CONCERNING INCOME WITHDRAWAL OPTIONS UNDER AN OPTIONAL CONTRACT FEATURE OF A VARIABLE ANNUITY. THE COMPANY'S REVIEW DID NOT IDENTIFY THE CREATOR OF THE ALTERED EMAIL. THE CLIENT HAS DISPUTED THE INFORMATION PROVIDED BY PRUCO AS FALSE INDICATING THAT NO SUCH EMAIL WAS PROVIDE TO HIM BY THE REPRESENTATIVE NOR FROM HIM TO PRUCO.

Product Type: Annuity-Variable

Broker Statement ACCORDING TO THE CLIENT'S ONLY LETTER TO PRUDENTIAL ANNUITIES ON 8/3/2010, THERE IS NO COMPLIANT OR DISPUTE AGAINST THIS REPRESENTATIVE. THE REPRESENTATIVE PROVIDED THE CLIENT WITH INFORMATION ABOUT AN ANNUITY FEATURE AS IT HAD BEEN PRESENTED TO HIM BY THE COMPANY AND THAT THE INFORMATION WAS CONFIRMED



BY PRUDENTIAL'S CUSTOMER SERVICE DEPARTMENT. IN ADDITION, THE CLIENT MADE NO ALLEGATIONS OF FRAUD OR THEFT BY THE REPRESENTATIVE. THEREFORE, THE REPRESENTATIVE DISAGREES WITH THE U5 FILED BY PRUCO. IN REVIEWING THE U5 PRUCO FILED, THERE IS NO INDICATION OF FRAUD OR WRONGFUL TAKING OF PROPERTY THAT WOULD SUPPORT A YES ANSWER TO 7F2.

End of Report



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