

BrokerCheck Report

ROBERT WILLIAM URBAN

CRD# 2561504

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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:
 - 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 W. URBAN**

CRD# 2561504

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

- B CETERA WEALTH SERVICES, LLC**
 12 MITCHELL ROAD
 WESTHAMPTON BEACH, NY 11978
 CRD# 13572
 Registered with this firm since: 05/31/2022

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
- 13 U.S. states and territories

This broker has passed:

- 2 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):

- B AMERIPRISE FINANCIAL SERVICES, LLC**
 CRD# 6363
 Westhampton Beach, NY
 12/2020 - 06/2022
- B LPL FINANCIAL LLC**
 CRD# 6413
 WESTHAMPTON BEACH, NY
 10/2020 - 12/2020
- B EK RILEY INVESTMENTS, LLC**
 CRD# 121003
 Westhampton Beach, NY
 03/2018 - 11/2020

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	2



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

Employment 1 of 1

Firm Name: **CETERA WEALTH SERVICES, LLC**

Main Office Address: **2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245**

Firm CRD#: **13572**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	05/31/2022
B	FINRA	General Securities Sales Supervisor	Approved	05/31/2022

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	06/13/2022
B	California	Agent	Approved	06/01/2022
B	Connecticut	Agent	Approved	05/31/2022
B	Florida	Agent	Approved	06/01/2022
B	Maryland	Agent	Approved	03/11/2025
B	Mississippi	Agent	Approved	06/03/2022
B	Nevada	Agent	Approved	06/16/2022
B	New Jersey	Agent	Approved	06/01/2022
B	New York	Agent	Approved	05/31/2022
B	Pennsylvania	Agent	Approved	06/01/2022
B	Texas	Agent	Approved	06/01/2022

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Utah	Agent	Approved	05/31/2022
B	Virginia	Agent	Approved	01/24/2024

Branch Office Locations

CETERA WEALTH SERVICES, LLC
12 MITCHELL ROAD
WESTHAMPTON BEACH, NY 11978



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Sales Supervisor - General Module Examination	Series 10	09/04/2008
B General Securities Sales Supervisor - Options Module Examination	Series 9	08/05/2008

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B Futures Managed Funds Examination	Series 31	06/15/2009
B General Securities Representative Examination	Series 7	07/16/1997

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	08/25/1997
B Uniform Securities Agent State Law Examination	Series 63	08/01/1997

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 12/2020 - 06/2022	AMERIPRISE FINANCIAL SERVICES, LLC	6363	Westhampton Beach, NY
B 10/2020 - 12/2020	LPL FINANCIAL LLC	6413	WESTHAMPTON BEACH, NY
B 03/2018 - 11/2020	EK RILEY INVESTMENTS, LLC	121003	Westhampton Beach, NY
IA 03/2018 - 08/2018	EK RILEY INVESTMENTS, LLC	121003	Westhampton Beach, NY
B 06/2009 - 03/2018	MORGAN STANLEY	149777	RIVERHEAD, NY
IA 06/2009 - 12/2009	MORGAN STANLEY SMITH BARNEY LLC	149777	RIVERHEAD, NY
B 05/2008 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	RIVERHEAD, NY
IA 05/2008 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	RIVERHEAD, NY
IA 02/2007 - 05/2008	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	RIVERHEAD, NY
B 07/1997 - 05/2008	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	RIVERHEAD, 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
05/2022 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EL SEGUNDO, CA, United States
03/2018 - Present	URBAN WEALTH MANAGEMENT	OWNER/PRESIDENT	Y	WESTHAMPTON BEACH, NY, United States
12/2020 - 05/2022	AMERIPRISE FINANCIAL SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Westhampton Beach, NY, United States
10/2020 - 12/2020	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	WESTHAMPTON BEACH, NY, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position REPRESENTATIVE	Investment Related	Employer Location NY, United States
03/2018 - 11/2020	E.K Riley Investments, LLC	Financial Advisor	Y	Seattle, WA, United States
02/2015 - 03/2018	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
06/2009 - 03/2018	MORGAN STANLEY SMITH BARNEY LLC	FINANCIAL ADVISOR	Y	RIVERHEAD, NY, 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. NAME OF OTHER BUSINESS: ROTARY CLUB OF WESTHAMPTON;

INVESTMENT RELATED: NO;

ADDRESS: WESTHAMPTON, NY;

NATURE OF BUSINESS: NON-PROFIT ROTARY CLUB;

START DATE: 06/1998;

POSITION/TITLE/RELATIONSHIP: BOARD MEMBER;

APX NUMBER OF HOURS PER WEEK: 2;

APX NUMBER OF HOURS DURING TRADING HOURS: 0;

BRIEF DESCRIPTION OF DUTIES: HELP WITH THE ORGANIZATION AND MAINTENANCE, VOTE ON FINANCIAL DECISIONS

2. NAME OF OTHER BUSINESS: URBAN WEALTH MANAGEMENT;

INVESTMENT RELATED: YES;

ADDRESS: SAME AS REGISTERED LOCATION;

NATURE OF BUSINESS: FINANCIAL SERVICES;

START DATE: 03/2018;

POSITION/TITLE/RELATIONSHIP: OWNER/PRESIDENT;

APX NUMBER OF HOURS PER WEEK: 40;

APX NUMBER OF HOURS DURING TRADING HOURS: 40;

BRIEF DESCRIPTION OF DUTIES: MANAGE ASSISTANTS AND DAY TO DAY ACTIVITIES OF MY FINANCIAL ADVISORY PRACTICE

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
Customer Dispute	0	2	N/A
Termination	N/A	2	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:	Broker
Employing firm when activities occurred which led to the complaint:	MERRILL LYNCH, PIERCE, FENNER & SMITH INC.
Allegations:	CLIENT INVESTED \$500,000 INTO FOUR CLOSED-END MUTUAL FUNDS AND VERBALLY ALLEGED THAT HE WAS NOT MADE AWARE OF THE RISK OF MARKET FLUCTUATION. NO SPECIFIC DAMAGES WERE ALLEGED.
Product Type:	Equity Listed (Common & Preferred Stock)
Alleged Damages:	\$0.00

Customer Complaint Information

Date Complaint Received:	05/03/2004
Complaint Pending?	No
Status:	Settled
Status Date:	06/24/2004
Settlement Amount:	\$24,000.00
Individual Contribution Amount:	\$2,500.00
Broker Statement	TO AVOID THE COST AND UNCERTAINTIES OF LITIGATION MERRILL LYNCH MADE A BUSINESS DECISION TO SETTLE THIS MATTER.



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: Firm

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH PIERCE FENNER & SMITH, INC.

Allegations: CUSTOMER ALLEGES HER FINANCIAL ADVISOR RECOMMENDED AN UNSUITABLE MUTUAL FUND ORIGINALLY PURCHASED IN JUNE 1998.

Product Type: Mutual Fund(s)

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 06/13/2002

Complaint Pending? No

Status: Closed/No Action

Status Date: 06/06/2008

Settlement Amount:

Individual Contribution Amount:

Firm Statement MERRILL LYNCH AND ROBERT URBAN DENY THE CUSTOMER'S ALLEGATIONS IN THEIR ENTIRETY. THE INVESTMENT AT ISSUE WAS RECOMMENDED AS A LONG TERM GROWTH INVESTMENT. ORIGINALLY THE CUSTOMER'S INVESTMENT WAS PROFITABLE. UNFORTUNATELY, DUE TO MARKET FLUCTUATION OVER WHICH NEITHER MERRILL LYNCH OR MR. URBAN HAS, AND HAD, NO CONTROL, THE VALUE OF THE FUND DECREASED AND THE CUSTOMER SOLD HER SHARES ON JULY 6, 2001 FOR A LOSS.

Reporting Source: Broker



Employing firm when activities occurred which led to the complaint: MERRILL LYNCH

Allegations: CUSTOMER ALLEGES HER FINANCIAL ADVISOR RECOMMENDED AN UNSUITABLE MUTUAL FUND. NO SPECIFIC DAMAGES ALLEGED.

Product Type: Mutual Fund(s)

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 06/13/2002

Complaint Pending? No

Status: Closed/No Action

Status Date: 06/06/2008

Settlement Amount:

Individual Contribution Amount:

Broker Statement MERRILL LYNCH AND ROBERT URBAN DENY THE CUSTOMER'S ALLEGATIONS IN THEIR ENTIRETY. THE INVESTMENT AT ISSUE WAS RECOMMENDED AS A LONG TERM GROWTH INVESTMENT. ORIGINALLY THE CUSTOMER'S INVESTMENT WAS PROFITABLE. UNFORTUNATELY, DUE TO MARKET FLUCTUATION OVER WHICH NEITHER MERRILL LYNCH OR MR. URBAN HAS, AND HAD, NO CONTROL, THE VALUE OF THE FUND DECREASED AND THE CUSTOMER SOLD HER SHARES ON JULY 6, 2001 FOR A LOSS.



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 2

Reporting Source: Firm
Employer Name: AMERIPRISE FINANCIAL SERVICES, LLC
Termination Type: Voluntary Resignation
Termination Date: 05/31/2022
Allegations: Registered representative resigned after allegations were made related to trade authorization.
Product Type: Mutual Fund

Reporting Source: Broker
Employer Name: AMERIPRISE FINANCIAL SERVICES, LLC
Termination Type: Voluntary Resignation
Termination Date: 05/31/2022
Allegations: Registered representative resigned after allegations were made related to trade authorization.
Product Type: Mutual Fund

Disclosure 2 of 2

Reporting Source: Firm
Employer Name: Morgan Stanley Wealth Management
Termination Type: Voluntary Resignation
Termination Date: 02/28/2018
Allegations: Allegations regarding timeliness and accuracy of registered representative's disclosures of his involvement in a real estate transaction with a client.
Product Type: No Product

Reporting Source: Broker



Employer Name: Morgan Stanley

Termination Type: Voluntary Resignation

Termination Date: 02/28/2018

Allegations: Allegations regarding timeliness and accuracy of registered representative's disclosures of his involvement in a real estate transaction with a client.

Product Type: No Product

End of Report



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