

BrokerCheck Report

DANIEL LAWRENCE ESCHRICH

CRD# 4628655

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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.



DANIEL L. ESCHRICH
CRD# 4628655

This broker is not currently registered.

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 not currently registered.

This broker has passed:

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

Registration History

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

- B BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.**
CRD# 13609
ROUND LAKE PARK, IL
05/2004 - 02/2008
- B NATIONAL SECURITIES CORPORATION**
CRD# 7569
BOCA RATON, FL
08/2003 - 06/2004
- B GUNNALLEN FINANCIAL, INC**
CRD# 17609
TAMPA, FL
02/2003 - 08/2003

Disclosure Events

This broker has been involved in one or more disclosure events involving certain final criminal matters, regulatory actions, civil judicial proceedings, or arbitrations or civil litigations.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Regulatory Event	1

Broker Qualifications



Registrations

This section provides the self-regulatory organizations (SROs), states and U.S. territories the broker is currently registered and licensed with, the category of each registration, and the date on which the registration became effective. This section also provides, for each firm with which the broker is currently employed, the address of each branch where the broker works.

This broker is not currently registered.



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 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7	03/08/2003
B Investment Company Products/Variable Contracts Representative Examination	Series 6	02/01/2003

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	04/17/2003

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 securities firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 05/2004 - 02/2008	BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.	13609	ROUND LAKE PARK, IL
B 08/2003 - 06/2004	NATIONAL SECURITIES CORPORATION	7569	BOCA RATON, FL
B 02/2003 - 08/2003	GUNNALLEN FINANCIAL, INC	17609	TAMPA, FL

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
12/2005 - Present	EVERGREEN AIRCONDITIONING	DISPATCHER	N	DOWNERS GROVE, IL, United States
05/2004 - Present	BERTHEL FISHER & COMPANY FINANCIAL SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	ROUND LAKE PARK, IL, United States
05/2004 - Present	DANIEL ESCHRICH	INSURANCE SALES	Y	ROUND LAKE PARK, IL, United States

Disclosure Events



What you should know about reported disclosure events:

- 1. Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, their employing firms, and regulators. When more than one source reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions are separated by a solid line with the reporting source labeled.

For your convenience, below is a matrix of the number and status of regulatory 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.

	Final	On Appeal
Regulatory Event	1	0



Disclosure Event Details

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.

Regulatory - Final

This type of disclosure event involves a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	NASD
Sanction(s) Sought:	
Date Initiated:	12/28/2005
Docket/Case Number:	E8A2004064502
Employing firm when activity occurred which led to the regulatory action:	NATIONAL SECURITIES CORPORATION
Product Type:	
Allegations:	SEC RULE 17A-3, NASD CONDUCT RULE 2110 AND 3110-RESPONDENT, WHILE KNOWING THAT ANOTHER REPRESENTATIVE WAS SUBJECT TO HEIGHTENED SUPERVISION, ACQUISCED TO THE REPRESENTATIVE FALSELY REPRESENTING THAT HE WAS THE REPRESENTATIVE ON A PUBLIC CUSTOMER ACCOUNT OF HIS MEMBER FIRM AND FALSELY REPORTING THAT HE WAS THE REPRESENTATIVE EFFECTING TRADES IN THE CUSTOMER ACCOUNTS, WHEN IN FACT THE OTHER REPRESENTATIVE WAS THE ONE EFFECTING TRADES IN THE ACCOUNTS.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	12/28/2005



Sanctions Ordered: Censure
Civil and Administrative Penalty(ies)/Fine(s)

Regulator Statement WITHOUT ADMITTING OR DENYING THE ALLEGATIONS, RESPONDENT
CONSENTED TO THE DESCRIBED SANCTION AND TO THE ENTRY OF
FINDINGS; THEREFORE, HE IS CENSURED AND FINED \$5,000. FINE PAID.

Reporting Source: Broker

Regulatory Action Initiated By: NASD

Sanction(s) Sought: Suspension

Other Sanction(s) Sought: 1 YEAR SUSPENSION AND \$5,000 FINE

Date Initiated: 10/14/2005

Docket/Case Number: E8A2004064502

Employing firm when activity occurred which led to the regulatory action: NATIONAL SECURITIES CORPORATION

Product Type: Other

Other Product Type(s): CUSTOMER ACCOUNTS (LETTER DOES NOT SPECIFY THE TYPE OF ACCOUNT)

Allegations: WHILE KNOWING THAT ANOTHER REPRESENTATIVE WAS SUBJECT TO
HEIGHTENED SUPERVISION, MR. ESCHRICH ACQUISCED TO THE
REPRESENTATIVE FALSELY REPRESENTING THAT HE WAS THE
REPRESENTATIVE ON A PUBLIC CUSTOMER ACCOUNT OF HIS MEMBER
FIRM AND FALSELY REPORTING THAT HE WAS THE REPRESENTATIVE
EFFECTING TRADES IN THE CUSTOMER ACCOUNTS, WHEN IN FACT THE
OTHER REPRESENTATIVE WAS THE ONE EFFECTING TRADES IN THE
ACCOUNTS.

Current Status: Final

Resolution: Acceptance, Waiver & Consent(AWC)

Resolution Date: 12/28/2005

Sanctions Ordered: Censure
Monetary/Fine \$5,000.00

Other Sanctions Ordered:

Sanction Details: CENSURE AND TOTAL FINE OF \$5,000. REP HAS REQUESTED TO MAKE



INSTALLMENT PAYMENTS AND THE DATES HAVE NOT BEEN SET YET.

End of Report



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