

BrokerCheck Report

Ian Christopher McElreath

CRD# 4754189

<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.](http://www.finra.org)

Ian C. McElreath

CRD# 4754189

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

- B** **METRIC FINANCIAL, LLC**
 1180 WEST PEACHTREE ST.NW
 SUITE 1910
 ATLANTA, GA 30309
 CRD# 33324
 Registered with this firm since: 01/07/2026

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
- 21 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):**

- B** **FORESIDE FUND SERVICES, LLC**
 CRD# 46106
 PORTLAND, ME
 09/2023 - 10/2025
- IA** **EMERSON EQUITY LLC**
 CRD# 130032
 SAN MATEO, CA
 07/2021 - 08/2023
- B** **EMERSON EQUITY LLC**
 CRD# 130032
 Tampa, FL
 04/2021 - 08/2023

**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	3



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

Employment 1 of 1

Firm Name: **METRIC FINANCIAL, LLC**

Main Office Address: **1180 WEST PEACHTREE ST.NW
SUITE 1910
ATLANTA, GA 30309**

Firm CRD#: **33324**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	01/07/2026

U.S. State/ Territory	Category	Status	Date
B Alabama	Agent	Approved	01/07/2026
B Connecticut	Agent	Approved	01/27/2026
B Delaware	Agent	Approved	01/22/2026
B Florida	Agent	Approved	01/21/2026
B Georgia	Agent	Approved	02/11/2026
B Indiana	Agent	Approved	01/22/2026
B Maine	Agent	Approved	03/02/2026
B Maryland	Agent	Approved	02/05/2026
B Michigan	Agent	Approved	01/22/2026
B New Hampshire	Agent	Approved	02/06/2026
B New Jersey	Agent	Approved	01/22/2026
B New York	Agent	Approved	03/27/2026



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	North Carolina	Agent	Approved	02/09/2026
B	Ohio	Agent	Approved	01/22/2026
B	Pennsylvania	Agent	Approved	01/26/2026
B	Rhode Island	Agent	Approved	01/22/2026
B	South Carolina	Agent	Approved	02/12/2026
B	Tennessee	Agent	Approved	02/05/2026
B	Vermont	Agent	Approved	02/06/2026
B	Virginia	Agent	Approved	01/22/2026
B	West Virginia	Agent	Approved	01/29/2026

Branch Office Locations

METRIC FINANCIAL, LLC
 1180 WEST PEACHTREE ST.NW
 SUITE 1910
 ATLANTA, GA 30309



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	05/24/2007
B Investment Company Products/Variable Contracts Representative Examination	Series 6	03/09/2004

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	05/08/2019
B Uniform Securities Agent State Law Examination	Series 63	12/22/2006

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 09/2023 - 10/2025	FORESIDE FUND SERVICES, LLC	46106	PORTLAND, ME
IA 07/2021 - 08/2023	EMERSON EQUITY LLC	130032	Tampa, FL
B 04/2021 - 08/2023	EMERSON EQUITY LLC	130032	Tampa, FL
IA 01/2020 - 04/2021	20/20 CAPITAL MANAGEMENT, INC	281692	Tampa, FL
B 11/2019 - 04/2021	AMERITAS INVESTMENT COMPANY, LLC	14869	Daytona Beach, FL
IA 05/2019 - 09/2019	CANTOR FITZGERALD INVESTMENT ADVISORS	159296	TAMPA, FL
B 01/2016 - 09/2019	CANTOR FITZGERALD & CO.	134	NEW YORK, NY
B 06/2009 - 12/2015	REALTY CAPITAL SECURITIES, LLC	145454	NEW YORK CITY, NY
B 04/2007 - 06/2009	KBS CAPITAL MARKETS GROUP LLC	132299	NEWPORT BEACH, CA
B 03/2004 - 04/2007	PACIFIC SELECT DISTRIBUTORS, INC.	4452	NEWPORT BEACH, CA

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
01/2026 - Present	Metric Financial LLC	Registered Representative	Y	Atlanta, GA, United States
09/2023 - 10/2025	Foreside Fund Services, LLC	Registered Representative	Y	Tampa, FL, United States
08/2023 - 10/2025	Griffin Capital Company, LLC	SVP, Wealth Solutions	Y	Tampa, FL, United States
01/2023 - 08/2023	Infinite Wealth Designs LLC	Manager, Sole Owner	Y	Tampa, FL, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
04/2021 - 08/2023	EMERSON EQUITY LLC	REGISTERED REPRESENTATIVE	Y	San Mateo, CA, United States
03/2021 - 08/2023	TRUCHOICE FINANCIAL	AGENT	Y	ST LOUIS, MO, United States
02/2021 - 08/2023	STRYDE SAVINGS	CONSULTANT	N	Fenton, MI, United States
01/2020 - 08/2023	FINANCIAL INDEPENDENT GROUP	AGENT	Y	CORNELIUS, NC, United States
11/2019 - 04/2021	20/20 FINANCIAL ADVISORS	EMPLOYEE	Y	DAYTONA BEACH, FL, United States
11/2019 - 04/2021	2020 CAPITAL INVESTMENT MANAGEMENT	EMPLOYEE	Y	DAYTONA BEACH, FL, United States
11/2019 - 04/2021	AMERITAS INVESTMENT CORP.	REGISTERD REPRESENTATIVE	Y	LINCOLN, NE, United States
11/2019 - 04/2021	AMERITAS LIFE INSURANCE CORP.	AGENT	Y	LINCOLN, NE, United States
01/2016 - 09/2019	CANTOR FITZGERALD & CO	SVP WHOLESALE DIVISION	Y	TAMPA, FL, 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) TLCIAN Ventures LLC-Not Investment Related; Tampa, FL; MGR, Part Owner, Holding company for spouse's business, 03/2023; 0 hrs./mo.
- 2) McElreath Enterprises LLC dba TLC Boutique Wellness; Not Investment Related; IV and medical weight loss Medspa; Tampa, FL; 03/2023; owner, Profit sharing; 5 hrs./mo.
- 3) Infinite Wealth Designs LLC; Investment Related; Tampa, FL; Insurance and Fixed Annuity; Owner; Owner, managing member; 01/2023; 1 hr./mo.
- 4) Bonaventure: 209 Madison Street, 4th Floor, Alexandria, VA, Role: Investor Relations Associate, Investment Related. Bonaventure is a real estate company specializing in investment management, architectural design, and development of multifamily rental properties. Time Spent: 40-50 hours per week during trading hours.



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	3	0	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 - 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 3

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Breach of contract, violation of securities laws and Regulation Best Interest
Product Type:	Real Estate Security
Alleged Damages:	\$416,844.69
Alleged Damages Amount Explanation (if amount not exact):	in addition to the amount of the investment, claimant(s) are requesting costs, expenses, disbursements associated with the filing of claim, expert witness fees; such other relief the arbitration panel deems just and proper
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	26-00125



Filing date of arbitration/CFTC reparation or civil litigation: 01/21/2026

Customer Complaint Information

Date Complaint Received: 02/19/2026

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:

Disclosure 2 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: EMERSON EQUITY LLC

Allegations: Suitability

Product Type: Real Estate Security

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Unspecified

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 25-01880

Filing date of arbitration/CFTC reparation or civil litigation: 09/08/2025

Customer Complaint Information



Date Complaint Received: 12/16/2025

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: EMERSON EQUITY LLC

Allegations: Suitability

Product Type: Real Estate Security

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Unspecified

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 25-01880

Filing date of arbitration/CFTC reparation or civil litigation: 09/08/2025

Customer Complaint Information

Date Complaint Received: 12/16/2025

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:



Broker Statement Registered representative denies the allegations and has indicated that all investment recommendations were consistent with the stated investment objectives and risk tolerance of the client.

Disclosure 3 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: Emerson Equity LLC

Allegations: Violation of Federal Securities Laws, Violation of the California Securities Act, Breach of Contract, Common Law Fraud, Breach of Fiduciary Duty, Negligence and Gross Negligence,

Product Type: Real Estate Security

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Claimant seeks recovery of compensatory damages in an amount to be determined by the arbitration panel, as well as benefit of bargain damages, lost opportunity costs, model portfolio damages, prejudgment interest, costs, reasonable attorney's fees, punitive damages in an amount to be determined by the arbitrators, and such other relief as is deemed necessary and proper.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 25-02052

Date Notice/Process Served: 10/02/2025

Arbitration Pending? Yes

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: Emerson Equity LLC

Allegations: Violation of Federal Securities Laws, Violation of the California Securities Act, Breach of Contract, Common Law Fraud, Breach of Fiduciary Duty, Negligence and Gross Negligence,



Product Type:	Real Estate Security
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant seeks recovery of compensatory damages in an amount to be determined by the arbitration panel, as well as benefit of bargain damages, lost opportunity costs, model portfolio damages, prejudgment interest, costs, reasonable attorney's fees, punitive damages in an amount to be determined by the arbitrators, and such other relief as is deemed necessary and proper.

Customer Complaint Information

Date Complaint Received:	
Complaint Pending?	No
Status:	Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date:	09/26/2025
Settlement Amount:	
Individual Contribution Amount:	

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	Finra
Docket/Case #:	25-02052
Date Notice/Process Served:	10/02/2025
Arbitration Pending?	Yes
Broker Statement	Registered representative denies the allegations and has indicated that all investment recommendations were consistent with the stated investment objectives and risk tolerance of the client.

End of Report



This page is intentionally left blank.