

BrokerCheck Report

William Eric Rownd Sr.

CRD# 5272624

<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.

William E. Rownd Sr.

CRD# 5272624

Currently employed by and registered with the following Firm(s):**IA AMERIPRISE FINANCIAL SERVICES, LLC**

22 RAHLING CIRCLE
 LITTLE ROCK, AR 72223
 CRD# 6363
 Registered with this firm since: 08/22/2025

B AMERIPRISE FINANCIAL SERVICES, LLC

22 RAHLING CIRCLE
 LITTLE ROCK, AR 72223
 CRD# 6363
 Registered with this firm since: 08/22/2025

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
- 13 U.S. states and territories

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):****IA LPL FINANCIAL LLC**

CRD# 6413
 FORT MILL, SC
 11/2022 - 09/2025

B LPL FINANCIAL LLC

CRD# 6413
 CABOT, AR
 11/2022 - 09/2025

IA J. W. COLE ADVISORS, INC.

CRD# 112294
 TAMPA, FL
 05/2010 - 11/2022

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

Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**

Main Office Address: **9013RD AVENUE SOUTH
MINNEAPOLIS, MN 55402**

Firm CRD#: **6363**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	08/22/2025
U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	Approved	12/19/2025
B Arkansas	Agent	Approved	08/22/2025
IA Arkansas	Investment Adviser Representative	Approved	08/22/2025
B California	Agent	Approved	08/22/2025
B Colorado	Agent	Approved	08/22/2025
B Florida	Agent	Approved	08/22/2025
B Illinois	Agent	Approved	08/22/2025
B Louisiana	Agent	Approved	08/22/2025
B Missouri	Agent	Approved	08/22/2025
B Nebraska	Agent	Approved	08/22/2025
B Oklahoma	Agent	Approved	08/22/2025
B Texas	Agent	Approved	08/22/2025

Broker Qualifications



Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
IA Texas	Investment Adviser Representative	Restricted Approval	08/22/2025
B Virginia	Agent	Approved	08/22/2025
B Washington	Agent	Approved	08/22/2025

Branch Office Locations

AMERIPRISE FINANCIAL SERVICES, LLC
22 RAHLING CIRCLE
LITTLE ROCK, AR 72223

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 Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	02/12/2008

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	04/23/2008

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 11/2022 - 09/2025	LPL FINANCIAL LLC	6413	CABOT, AR
IA 11/2022 - 09/2025	LPL FINANCIAL LLC	6413	CABOT, AR
IA 05/2010 - 11/2022	J. W. COLE ADVISORS, INC.	112294	JACKSONVILLE, AR
B 05/2010 - 11/2022	J.W. COLE FINANCIAL, INC.	124583	JACKSONVILLE, AR
B 05/2008 - 05/2010	FIRST ALLIED SECURITIES, INC.	32444	SHERWOOD, AR
IA 05/2008 - 01/2009	FIRST ALLIED ADVISORY SERVICES, INC.	137888	SHERWOOD, AR
B 03/2008 - 05/2008	FFP SECURITIES, INC.	16337	SHERWOOD, AR

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
08/2025 - Present	Ameriprise Financial Services, LLC	Registered Representative	Y	Little Rock, AR, United States
11/2022 - 08/2025	LPL Financial LLC	Registered Representative	Y	CABOT, AR, United States
01/2010 - 08/2025	Rownd Asset Management	DBA	Y	CABOT, AR, United States
05/2010 - 11/2022	J.W. COLE FINANCIAL, INC.	REGISTERED REPRESENTATIVE	Y	ST. PETE, FL, United States
05/2010 - 11/2022	J.W. Cole Advisors, Inc.	INVESTMENT ADVISOR REPRESENTATIVE	Y	TAMPA, FL, United States

Registration and Employment History



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.

Business Ownership; rownd enterprises; Co-owner; holding company for my son's tech ventures ; 601 greystone blvd, , cabot, AR, 72023; Not Investment-Related; 08/23/2021; 1 to 9 hours per month; 0 during trading hours / sowell rownd and associates; Owner; S corp that was used to conduct financial advisory business prior to ameriprise. will be closed after next tax season ; 5002 madison ave, , jacksonville, AR, 72076; Investment-Related; 06/29/1995; 0 hours per month; 0 during trading hours. Board of Directors; Birthdays by Madi; board member; 601 greystone blvd, , cabot, AR, 72023; Not Investment-Related; 08/01/2025; 1 to 9 hours per month; 0 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:**
 - 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
Criminal	0	1	0



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.

Criminal - Final Disposition

This type of disclosure event involves a criminal charge against the broker that has resulted in a conviction, acquittal, dismissal, or plea. The criminal matter may pertain to any felony or certain misdemeanor offenses, including bribery, perjury, forgery, counterfeiting, extortion, fraud, and wrongful taking of property.

Disclosure 1 of 1

Reporting Source:	Broker
Formal Charges were brought in:	State Court
Name of Court:	SUPERIOR COURT FOR ISLAND COUNTY, WASHINGTON
Location of Court:	ISLAND COUNTY, WASHINGTON
Docket/Case #:	02-1-00023-2
Charge Date:	02/06/2002
Charge(s) 1 of 3	
Formal Charge(s)/Description:	HIT & RUN INJURY ACCIDENT
No of Counts:	1
Felony or Misdemeanor:	Felony
Plea for each charge:	NOT GUILTY
Disposition of charge:	Dismissed
Date of Amended Charge:	03/21/2002
Charge was Amended or reduced to:	RECKLESS ENDANGERMENT
Amended No of Counts:	1



Amended Charge: Misdemeanor

Amended Plea: GUILTY

Disposition of Amended Charge: Pled guilty

Charge(s) 2 of 3

Formal Charge(s)/Description: VEHICULAR ASSAULT

No of Counts: 1

Felony or Misdemeanor: Felony

Plea for each charge: NOT GUILTY

Disposition of charge: Dismissed

Date of Amended Charge: 03/21/2002

Charge was Amended or reduced to: RECKLESS ENDANGERMENT

Amended No of Counts: 1

Amended Charge: Misdemeanor

Amended Plea: GUILTY

Disposition of Amended Charge: Pled guilty

Charge(s) 3 of 3

Formal Charge(s)/Description: DRIVING UNDER THE INFLUENCE

No of Counts: 1

Felony or Misdemeanor: Misdemeanor

Plea for each charge: NOT GUILTY

Disposition of charge: Dismissed

Date of Amended Charge: 03/21/2002

Charge was Amended or reduced to: RECKLESS ENDANGERMENT

Amended No of Counts: 1



Amended Charge:	Misdemeanor
Amended Plea:	GUILTY
Disposition of Amended Charge:	Pled guilty
Current Status:	Final
Status Date:	03/21/2002
Disposition Date:	03/21/2002
Sentence/Penalty:	THESE TWO FELONIES AND ONE MISDEMEANOR CHARGE WERE DISMISSED.
Broker Statement	I JOINED THE NAVY, AND WAS STATIONED IN OAK HARBOR, WASHINGTON STATE. MY FRIEND AND I WERE ACTING LIKE CHILDREN ONE NIGHT. HE VOLUNTARILY CLIMBED ON TOP OF MY TRUCK WHILE I DROVE AROUND THE CUL-DE-SAC I LIVED ON. HE FELL OFF AND LANDED ON HIS HEAD. I CALLED AN AMBULANCE. THEY TOOK MY FRIEND TO THE HOSPITAL AND ME TO JAIL. THEY ORIGINALLY CHARGED ME WITH THE MOST SEVERE CHARGE THEY COULD. AFTER MY FRIEND, AND HIS FAMILY, HAD A CHANCE TO SPEAK TO THE JUDGE AND THE PROSECUTOR THE CHARGES WERE REDUCED TO A MISDEMEANOR COUNT OF RECKLESS ENDANGERMENT, WHICH I PLED GUILTY TO. ALL THREE INITIAL CHARGES OF HIT & RUN INJURY ACCIDENT, VEHICULAR ASSAULT AND DRIVING UNDER THE INFLUENCE WERE DISMISSED IN EXCHANGE FOR MY GUILTY PLEA TO THE MISDEMEANOR CHARGE OF RECKLESS ENDANGERMENT.

End of Report



This page is intentionally left blank.