

BrokerCheck Report
MORGAN SEIDEL
CRD# 6979846

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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.

MORGAN SEIDEL

CRD# 6979846

Currently employed by and registered with the following Firm(s):**IA MERIT FINANCIAL ADVISORS**

1160 Fond Du Lac Ave
Sheboygan Falls, WI 53085
CRD# 142457
Registered with this firm since: 06/06/2024

B PURSHE KAPLAN STERLING INVESTMENTS

1160 Fond Du Lac Ave
Sheboygan Falls, WI 53085
CRD# 35747
Registered with this firm since: 08/16/2024

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
- 1 U.S. state or territory

This broker has passed:

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

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? **No**

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

CRD# 6413
SHEBOYGAN FALLS, WI
05/2024 - 08/2024

IA OSAIC WEALTH, INC.

CRD# 23131
SCOTTSDALE, AZ
01/2024 - 05/2024

B OSAIC WEALTH, INC.

CRD# 23131
FOND DU LAC, WI
01/2024 - 05/2024

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 1 U.S. state or territory through his or her employer.

Employment 1 of 2

Firm Name: **MERIT FINANCIAL ADVISORS**

Main Office Address: **2400 LAKEVIEW PARKWAY
SUITE 550
ALPHARETTA, GA 30009**

Firm CRD#: **142457**

U.S. State/ Territory	Category	Status	Date
IA Wisconsin	Investment Adviser Representative	Approved	06/06/2024

Branch Office Locations

2400 LAKEVIEW PARKWAY
SUITE 550
ALPHARETTA, GA 30009

1160 Fond Du Lac Ave
Sheboygan Falls, WI 53085

Employment 2 of 2

Firm Name: **PURSHE KAPLAN STERLING INVESTMENTS**

Main Office Address: **80 STATE STREET
ALBANY, NY 12207**

Firm CRD#: **35747**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	08/16/2024

Broker Qualifications



Employment 2 of 2, continued

U.S. State/ Territory	Category	Status	Date
Wisconsin	Agent	Approved	08/16/2024

Branch Office Locations

PURSHE KAPLAN STERLING INVESTMENTS

1160 Fond Du Lac Ave
Sheboygan Falls, WI 53085

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 7TO	06/26/2023
B Securities Industry Essentials Examination	SIE	03/14/2023

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	10/04/2023

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 05/2024 - 08/2024	LPL FINANCIAL LLC	6413	SHEBOYGAN FALLS, WI
B 01/2024 - 05/2024	OSAIC WEALTH, INC.	23131	FOND DU LAC, WI
IA 01/2024 - 05/2024	OSAIC WEALTH, INC.	23131	FOND DU LAC, WI
IA 10/2023 - 01/2024	WOODBURY FINANCIAL SERVICES, INC.	421	FOND DU LAC, WI
B 06/2023 - 01/2024	WOODBURY FINANCIAL SERVICES, INC.	421	FOND DU LAC, WI

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
08/2024 - Present	PURSHE KAPLAN STERLING INVESTMENTS	Registered Representative	Y	Albany, NY, United States
07/2024 - Present	Merit Financial Advisors	Client Relationship Manager / IAR	Y	Sheboygan Falls, WI, United States
05/2024 - 08/2024	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	Sheboygan Falls, WI, United States
01/2024 - 05/2024	OSAIC WEALTH, INC.	Mass Transfer	Y	FOND DU LAC, WI, United States
04/2023 - 05/2024	Agility Wealth Management Group	Advisor Assistant	Y	Fond du Lac, WI, United States
06/2023 - 01/2024	WOODBURY FINANCIAL SERVICES INC	REGISTERED REPRESENTATIVE	Y	FOND DU LAC, WI, United States
03/2022 - 04/2023	CR Meyer & Sons Company	Payroll Specialist	N	Oshkosh, WI, United States

Registration and Employment History



Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
06/2018 - 03/2022	Rose Bertram, LLC	Most recent position held at the firm: Advisor Assistant Previous positions held: Client Services Associate, Receptionist	Y	Fond du Lac, WI, United States
06/2017 - 06/2018	Aurora HealthCare	Patient Service Representative	N	Oshkosh, WI, United States
10/2016 - 06/2017	Alta Resources	Consumer Care Representative	N	Neenah, WI, United States
05/2016 - 10/2016	Prairie Homes Assisted Living	CNA	N	Menasha, WI, United States
11/2015 - 05/2016	Rue 21	Retail Associate	N	Oshkosh, WI, 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. Merit Financial Advisors. Investment Related. At Registered location. RIA. IAR. 7/15/2024. 160 hrs/month, 160 hrs during trading hrs. Admin.
2. PKS. Investment Related. At the registered location. RR of BD. Commission compensation.

End of Report



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