

## BrokerCheck Report

### ARCHIBALD WILLIAM MCMICHAEL III

CRD# 2997111

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Please be aware that fraudsters may link to BrokerCheck from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our [investor alert](#) on imposters.

## 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](http://brokercheck.finra.org)



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://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)

**ARCHIBALD W. MCMICHAEL III**

CRD# 2997111

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

**B AVANTAX INVESTMENT SERVICES, INC.**  
 175 Stafford Ave  
 Suite 310  
 Wayne, PA 19087  
 CRD# 13686  
 Registered with this firm since: 06/06/2023

**IA AVANTAX ADVISORY SERVICES**  
 175 Strafford Ave  
 Suite 310  
 Wayne, PA 19087  
 CRD# 104556  
 Registered with this firm since: 06/07/2023

**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
- 6 U.S. states and territories

**This broker has passed:**

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

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

- IA LIFEMARK SECURITIES CORP.**  
 CRD# 16204  
 ROCHESTER, NY  
 02/2012 - 06/2023
- B LIFEMARK SECURITIES CORP.**  
 CRD# 16204  
 Wayne, PA  
 01/2012 - 06/2023
- IA LPL FINANCIAL LLC**  
 CRD# 6413  
 FORT MILL, SC  
 01/2006 - 12/2011

**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	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 6 U.S. states and territories through his or her employer.**

#### Employment 1 of 2

Firm Name: **AVANTAX ADVISORY SERVICES**

Main Office Address: **3200 OLYMPUS BLVD  
SUITE 100  
DALLAS, TX 75019**

Firm CRD#: **104556**

	U.S. State/ Territory	Category	Status	Date
IA	Pennsylvania	Investment Adviser Representative	Approved	06/07/2023

### Branch Office Locations

This individual does not have any registered Branch Office where the individual is located.

#### Employment 2 of 2

Firm Name: **AVANTAX INVESTMENT SERVICES, INC.**

Main Office Address: **3200 OLYMPUS BLVD  
SUITE 100  
DALLAS, TX 75019**

Firm CRD#: **13686**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	06/06/2023
B	FINRA	General Securities Representative	Approved	06/06/2023
B	FINRA	Invest. Co and Variable Contracts	Approved	06/06/2023
B	FINRA	Limited Representative-Prvt Scrts Ofngs	Approved	06/06/2023



## Broker Qualifications

### Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Delaware	Agent	Approved	06/14/2023
B	Florida	Agent	Approved	06/07/2023
B	Maryland	Agent	Approved	06/08/2023
B	Massachusetts	Agent	Approved	07/31/2023
B	New Jersey	Agent	Approved	06/07/2023
B	Pennsylvania	Agent	Approved	06/07/2023

### Branch Office Locations

#### AVANTAX INVESTMENT SERVICES, INC.

175 Stafford Ave  
Suite 310  
Wayne, PA 19087

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## 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.

**This individual has passed 1 principal/supervisory exam, 4 general industry/product exams, and 2 state securities law exams.**

### Principal/Supervisory Exams

Exam	Category	Date
<b>B</b> General Securities Principal Examination	Series 24	02/14/2006

### General Industry/Product Exams

Exam	Category	Date
<b>B</b> Limited Representative-Private Securities Offerings	Series 82TO	06/06/2023
<b>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> General Securities Representative Examination	Series 7	11/23/1999
<b>B</b> Investment Company Products/Variable Contracts Representative Examination	Series 6	01/28/1998

### State Securities Law Exams

Exam	Category	Date
<b>IA</b> Uniform Investment Adviser Law Examination	Series 65	01/19/2001
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	02/02/1998

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/](http://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
IA 02/2012 - 06/2023	LIFEMARK SECURITIES CORP.	16204	Wayne, PA
B 01/2012 - 06/2023	LIFEMARK SECURITIES CORP.	16204	Wayne, PA
IA 01/2006 - 12/2011	LPL FINANCIAL LLC	6413	WAYNE, PA
B 01/2006 - 12/2011	LPL FINANCIAL LLC	6413	WAYNE, PA
B 05/2004 - 01/2006	PNC INVESTMENTS	129052	PITTSBURGH, PA
IA 05/2004 - 01/2006	PNC INVESTMENTS	129052	PHILADELPHIA, PA
IA 06/2003 - 04/2004	J. B. HANAUER & CO.	6958	PHILADELPHIA, PA
B 10/2002 - 04/2004	J. B. HANAUER & CO.	6958	PARSIPPANY, NJ
B 11/1999 - 10/2002	MORGAN STANLEY DW INC.	7556	PURCHASE, NY
B 10/2002 - 10/2002	J. B. HANAUER & CO.	6958	PARSIPPANY, NJ
B 02/1998 - 09/1999	VANGUARD MARKETING CORPORATION	7452	MALVERN, PA

### 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
06/2023 - Present	Avantax Advisory Services	Investment Advisor Representative	Y	Wayne, PA, United States
06/2023 - Present	Avantax Insurance Agency, LLC	Insurance Agent	Y	Wayne, PA, United States
06/2023 - Present	Avantax Investment Services Inc.	Registered Representative	Y	Wayne, PA, United States
12/2022 - Present	AW MCMICHAEL	OWNER	N	WAYNE, PA, United States





## Registration and Employment History

### Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
01/2018 - Present	Archibald McMichael dba McMichael Capital Management	Sole Proprietor	Y	Wayne, PA, United States
01/2012 - 06/2023	LIFEMARK SECURITIES CORP.	REGISTERED REPRESENTATIVE	Y	ROCHESTER, NY, United States
07/2017 - 12/2022	AW McMichael	Independent Contractor	N	Wayne, PA, United States
12/2019 - 03/2020	Sound Production Services	Independent Contractor	N	Wayne, PA, United States
04/2016 - 03/2020	Warm Water Diving Adventures, LLC	Instructor and arrange scuba diving vacations	N	Bryn Mawr, PA, United States
01/2006 - 01/2018	INDEPENDENT INSURANCE AGENT	INDEPENDENT INSURANCE AGENT	Y	WAYNE, PA, 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) AVANTAX INSURANCE AGENCY AND/OR AVANTAX INSURANCE SERVICES

POSITION: Insurance Agent NATURE: Selling insurance products approved through Avantax INVESTMENT RELATED: Yes NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 10 START DATE: 06/01/2023  
ADDRESS: 175 Stafford Ave, Suite 310, Wayne PA 19087, United States  
DESCRIPTION: Meeting with clients, identifying insurance product needs and providing best options.

#### 2) ARCHIBALD MCMICHAEL DBA MCMICHAEL CAPITAL MANAGEMENT

POSITION: Sole Proprietor NATURE: Investment Planning, Retirement Planning, Financial Planning, Estate Planning. Sales and Service of Fixed Insurance Products. INVESTMENT RELATED: Yes NUMBER OF HOURS: 100 SECURITIES TRADING HOURS: 100 START DATE: 01/01/2018  
ADDRESS: 175 Stafford Ave, Suite 310, Wayne PA 19087, United States  
DESCRIPTION: Developing and implementing investment strategies. Developing implementing and maintaining retirement plans. Developing and maintaining estate plans. Selling and servicing fixed insurance products. Office administration.

#### 3) AW MCMICHAEL

POSITION: Owner NATURE: Tax Planning, tax preparation, tax consulting, bookkeeping, payroll services. INVESTMENT RELATED: No  
NUMBER OF HOURS: 40 SECURITIES TRADING HOURS: 40 START DATE: 12/01/2022  
ADDRESS: 175 Stafford Ave, Suite 310, Wayne PA 19087, United States  
DESCRIPTION: Preparing and reviewing tax returns for individuals and businesses. Performing bookkeeping. Consulting with businesses owners. Tax planning for businesses and individuals. Small business and domestic payroll services.



## 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.
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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.
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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	1	1	N/A
Termination	N/A	1	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 - 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

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	LifeMark Securities Corp.
<b>Allegations:</b>	The rep is the subject of, but not a party to, the arbitration. Claimant is alleging unsuitable investment advice, inadequate due diligence and concentration of illiquid investments despite the fact that the client insisted on concentration of this type of investments.
<b>Product Type:</b>	Annuity-Variable Real Estate Security
<b>Alleged Damages:</b>	\$0.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	no amount listed
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA



**Docket/Case #:** 19-00389  
**Filing date of arbitration/CFTC reparation or civil litigation:** 02/06/2019

**Customer Complaint Information**

**Date Complaint Received:** 02/08/2019  
**Complaint Pending?** No  
**Status:** Withdrawn  
**Status Date:** 03/04/2019

**Settlement Amount:**

**Individual Contribution Amount:**

**Broker Statement**

An arbitration was filed without discussing the concerns with the adviser or the broker dealer. When the account was reviewed with the client and compared to his stated investment objectives, the client withdrew his complaint. The client's portfolio had positive total returns during the time it was with the adviser. When the client was reminded of his objectives and the returns of his account, the client decided withdraw the arbitration



## 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 1

<b>Reporting Source:</b>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	LIFEMARK SECURITIES CORP.
<b>Allegations:</b>	The rep is the subject of, but not a party to, the arbitration. Allegations pertain to an investment in an alternative product, intended to be a small component of a larger diversified portfolio. Unfortunately, the company that issued the investment has since filed Chapter 11 bankruptcy. As a result, the client is alleging insufficient due diligence, violation of Pennsylvania Unfair Trade Practices and Consumer Protection Law, breach of contract, common law fraud, breach of fiduciary duty, and negligence.
<b>Product Type:</b>	Equity Listed (Common & Preferred Stock)
<b>Alleged Damages:</b>	\$105,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	The claimant is seeking additional damages including bargain damages, lost opportunity costs, model portfolio damages and prejudgment interest.
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	23-01785
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	06/21/2023

## Customer Complaint Information

**Date Complaint Received:** 06/27/2023



**Complaint Pending?** Yes

**Settlement Amount:**

**Individual Contribution Amount:**

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**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** LIFEMARK SECURITIES CORP.

**Allegations:** The rep is the subject of, but not a party to, the arbitration. Allegations pertain to an investment in an alternative product, intended to be a small component of a larger diversified portfolio. Unfortunately, the company that issued the investment has since filed Chapter 11 bankruptcy. As a result, the client is alleging insufficient due diligence, violation of Pennsylvania Unfair Trade Practices and Consumer Protection Law, breach of contract, common law fraud, breach of fiduciary duty, and negligence.

**Product Type:** Equity Listed (Common & Preferred Stock)

**Alleged Damages:** \$105,000.00

**Alleged Damages Amount Explanation (if amount not exact):** The claimant is seeking additional damages including bargain damages, lost opportunity costs, model portfolio damages and prejudgment interest.

**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 #:** 23-01785

**Filing date of arbitration/CFTC reparation or civil litigation:** 06/21/2023

### Customer Complaint Information

**Date Complaint Received:** 06/27/2023

**Complaint Pending?** Yes



**Settlement Amount:**

**Individual Contribution  
Amount:**



## 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 1

**Reporting Source:** Firm  
**Employer Name:** LPL FINANCIAL LLC  
**Termination Type:** Discharged  
**Termination Date:** 12/12/2011  
**Allegations:** VIOLATION OF THE FIRM'S DOCUMENT SIGNATURE POLICY.  
**Product Type:** No Product

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**Reporting Source:** Broker  
**Employer Name:** LPL FINANCIAL LLC  
**Termination Type:** Discharged  
**Termination Date:** 12/12/2011  
**Allegations:** VIOLATION OF THE FIRM'S DOCUMENT SIGNATURE POLICY  
**Product Type:** No Product



## End of Report



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