

## Candidate Profile Form—SFAB Election

Candidate Name: Robert Yu Loo

Title: President And CEO

Firm:

Whitehall-Parker Securities

### Candidate Biography and Personal Statement

Attended Loyola Marymount University 1976-1980 BA Business Admin.

I have been associated with the financial service industry since 1981. I started my career as a registered representative with Merrill Lynch in 1984. I moved to the independent BD side in 1992.

I became President and CEO of Whitehall-Parker Securities in 2006.

I believe that trends in the financial service industry has left numerous individual investors without the quality of guidance that they pay for and deserve. FINRA and other regulatory bodies have handcuffed small firms to the verge of being non-existent. I will not cave in to the pressure of any regulator and will fight for every independent broker dealer. Overbearing rules and regulations have stifled the industry.

Our first obligation is to understand our clients investment objectives. With this knowledge, we can provide appropriate, swift, and effective recommendations implemented with the same standards of excellence demanded from institutions. Our client is our ultimate employer.

I will be a strong voice and advocate for both small firms and clients.

### Optional Links:

Link to personal website, resume or CV:

Link to YouTube video: