

**CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.
WASHINGTON D.C.**

In the Matter of

William B. Tunink,

Respondent.

CFP Board Case No. 2025-68076

July 9, 2026

ADMINISTRATIVE ORDER OF SUSPENSION

On March 10, 2026, Enforcement Counsel for Certified Financial Planner Board of Standards, Inc. (“CFP Board”) filed a Motion for Order of Administrative Suspension under Article 4.2 of the *Procedural Rules* (“Motion”) requesting that Counsel for CFP Board’s Disciplinary and Ethics Commission (“Commission” or “DEC”) issue an Administrative Order suspending Respondent’s CFP® certification and right to use the CFP® marks.¹ Oral argument was not requested, and Respondent did not file a response to the Motion.

For the reasons stated below, the Motion is **GRANTED**.

I. BACKGROUND

Respondent has been certified as a CFP® professional since July 10, 1987. (Motion at 1.)

A. Notice of Investigation

On September 29, 2025, Enforcement Counsel issued a Notice of Investigation (NOI) to Respondent concerning his termination from employment for allegedly failing to disclose and obtain prior approval for loans from customers. (Motion, Exhibit 1 at 1-0031, 0051.) The NOI also addressed a customer complaint alleging that Respondent settled a dispute regarding an unpaid loan he received from a customer. (*Id.*)

After not receiving acknowledgment of receipt of the NOI, on December 3, 2025, Enforcement Counsel re-issued the NOI (“Second NOI”) via certified mail to Respondent’s address of record in CFP Board’s files. (Motion, Exhibit 1 at 1-005.) Respondent again failed to acknowledge receipt. (Motion at 2.)

On January 6, 2026, Enforcement Counsel unsuccessfully tried to reach Respondent by phone by calling Respondent’s phone numbers of record in CFP Board’s files. (Motion at 2.)

¹ Enforcement Counsel certifies in its Motion that it attempted to meet and confer with Respondent by telephone on December 10, 2025, in a reasonable and good faith effort to resolve or narrow the issue of Respondent’s default, but Respondent did not respond to Enforcement Counsel’s attempt. (Motion at 1.)

In the Matter of William B. Tunink
CFP Board Case No. 2025-68076
July 9, 2026

On January 22, 2026, Enforcement Counsel sent Respondent a final request for response along with the initial NOI and Second NOI by email to Respondent's current email address. (Motion, Exhibit 1 at 1-006.)

To date, Respondent has neither acknowledged nor responded to any of these communications and has not provided any information in response to either NOI. (Motion at 2.) Accordingly, under Article 4.1.a of the *Procedural Rules*, Enforcement Counsel determined that Respondent was in default and filed its Motion. (*Id.*)

B. Motion

Enforcement Counsel asserts in its Motion that, by failing to respond to the NOI, Respondent undermined Enforcement Counsel's ability to investigate the termination and customer complaint. (Motion at 3.) The Motion includes Respondent's Broker Check report with the Financial Industry Regulatory Authority, Inc., which discloses numerous customer complaints concerning funds Respondent borrowed from clients for an investment away from his firm. (Motion, Exhibit 1 at 1-0016-31.) The disclosed circumstances surrounding Respondent's separation from his firm suggest there is evidence of Respondent's failure to comply with the policies and procedures of his firm. (Motion at 2-3.)

Enforcement Counsel asserts that Respondent's conduct may have violated Standard D.2 of the *Code of Ethics and Standards of Conduct*, which requires a CFP® Professional to comply with the policies and procedures of his firm. (*Id.*)

Enforcement Counsel states in its Motion that it has determined that the seriousness, scope, and harmfulness of Respondent's conduct warrants the issuance of an Administrative Order of Suspension. (*Id.*)

II. DISCUSSION

Under Article 4.1.a of the *Procedural Rules*, Respondent is in default for failing to acknowledge receipt of the NOIs.

Enforcement Counsel's Motion states with reasonable particularity the grounds for Respondent's default, as required by Article 4.2 of the *Procedural Rules*. Enforcement Counsel delivered to Respondent its initial NOI and its Second NOI, as required by Article 1.1, but Respondent failed to acknowledge either of them as required by Article 1.1.b. (Motion at 1-2.)

Enforcement Counsel filed the Motion based on its determination of the seriousness, scope, and harmfulness of Respondent's conduct, as required under Article 4.2 of the *Procedural Rules*.

In the Matter of William B. Tunink
CFP Board Case No. 2025-68076
July 9, 2026

III. CONCLUSION

DEC Counsel **GRANTS** the Motion and issues this **Administrative Order of Suspension** against Respondent (“Order”). This Order suspends Respondent’s CFP Board certification and right to use the CFP Board certification marks. Respondent is prohibited from applying for or obtaining CFP Board certification until Respondent has been deemed eligible to apply for CFP® certification in accordance with Article 4.6 of the *Procedural Rules*.

IV. COMPLIANCE WITH ORDER

Under Article 11.2 of the *Procedural Rules*, Respondent is required to submit to Enforcement Counsel, within 45 calendar days of issuance of this Order, or by **August 24, 2026**, written evidence that Respondent:

- **Has advised Respondent’s Firm(s)** of the public sanction, in writing, in the manner set forth in Standard D.3 of the *Code and Standards*; and
- **Has advised all Clients**² of the public sanction and provided all Clients the location of CFP Board’s website that sets forth Respondent’s disciplinary history in the manner set forth in Standard A.10 of the *Code and Standards* (see <http://www.cfp.net/verify>); and
- **Will advise all future Clients** of the location of CFP Board’s website that sets forth Respondent’s disciplinary history, according to Standard A.10 of the *Code and Standards*.

Pursuant to Article 11.3 of the *Procedural Rules*, Respondent is required to submit to Enforcement Counsel, within 45 calendar days of issuance of this Order, or by **August 24, 2026**, Respondent’s statement of assurance that Respondent will not use the CFP Board certification marks and proof that Respondent has removed the CFP Board certification marks from all internet sites or other tangible materials that Respondent exposes to the public, including screenshots of the businesses, social media, and third-party financial advisor listing website profiles that Respondent controls, pictures of signage, and when applicable, copies of Respondent’s business cards, letterhead, and marketing and promotional materials, as well as pictures of any other materials Respondent controls in which the CFP® marks previously appeared publicly in reference to Respondent or Respondent’s services. Failure to do so may result in further disciplinary or legal action regarding the unauthorized use of the CFP Board certification marks.

SO ORDERED

Counsel to the Disciplinary and Ethics Commission
July 9, 2026

² Respondent must notify all Clients as the term “Client” is defined in the Glossary to CFP Board’s *Code and Standards*, available at <https://www.cfp.net/ethics/code-of-ethics-and-standards-of-conduct>.