



## IAPD Report

# WILLIAM LOREN SCHOFF

CRD# 1048847

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Qualifications	2 - 6
Registration and Employment History	7
Disclosure Information	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.



## IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

### What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD 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 representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

### Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

### How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

### Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

### What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

### Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



## Report Summary

### WILLIAM LOREN SCHOFF (CRD# 1048847)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **02/14/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	UBS FINANCIAL SERVICES INC.	CRD# 8174	02/26/2009
<b>IA</b>	UBS FINANCIAL SERVICES INC.	CRD# 8174	04/13/2009

### QUALIFICATIONS

This representative is currently registered in **10** SRO(s) and **53** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

**Note:** Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

### REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
<b>IA</b>	CITIGROUP GLOBAL MARKETS INC.	7059	ROCHESTER, NY	01/22/2002 - 03/19/2009
<b>B</b>	CITIGROUP GLOBAL MARKETS INC.	7059	ROCHESTER, NY	12/15/1995 - 03/19/2009
<b>B</b>	PRUDENTIAL SECURITIES INCORPORATED	7471	NEW YORK, NY	12/23/1986 - 12/20/1995

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

### DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2



## Qualifications

### REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **53** jurisdiction(s) and **10** SRO(s) through his or her employer(s).

#### Employment 1 of 1

Firm Name: **UBS FINANCIAL SERVICES INC.**  
Main Address: 1200 HARBOR BOULEVARD  
WEEHAWKEN, NJ 07086  
Firm ID#: 8174

Regulator	Registration	Status	Date
<b>B</b> BOX Exchange LLC	General Securities Representative	Approved	05/15/2012
<b>B</b> Cboe Exchange, Inc.	General Securities Representative	Approved	02/26/2009
<b>B</b> FINRA	General Securities Representative	Approved	02/26/2009
<b>B</b> NYSE American LLC	General Securities Representative	Approved	02/26/2009
<b>B</b> NYSE Arca, Inc.	General Securities Representative	Approved	02/26/2009
<b>B</b> NYSE Texas, Inc.	General Securities Representative	Approved	07/20/2022
<b>B</b> Nasdaq ISE, LLC	General Securities Representative	Approved	02/26/2009
<b>B</b> Nasdaq PHLX LLC	General Securities Representative	Approved	02/26/2009
<b>B</b> Nasdaq Stock Market	General Securities Representative	Approved	02/26/2009
<b>B</b> New York Stock Exchange	General Securities Representative	Approved	02/26/2009
<b>B</b> Alabama	Agent	Approved	03/19/2009
<b>B</b> Alaska	Agent	Approved	02/14/2020
<b>B</b> Arizona	Agent	Approved	02/26/2009



## Qualifications

Regulator	Registration	Status	Date
<b>B</b> Arkansas	Agent	Approved	02/26/2009
<b>B</b> California	Agent	Approved	02/26/2009
<b>B</b> Colorado	Agent	Approved	02/26/2009
<b>B</b> Connecticut	Agent	Approved	02/26/2009
<b>B</b> Delaware	Agent	Approved	02/14/2013
<b>B</b> District of Columbia	Agent	Approved	03/24/2009
<b>B</b> Florida	Agent	Approved	02/26/2009
<b>B</b> Georgia	Agent	Approved	02/26/2009
<b>B</b> Hawaii	Agent	Approved	05/07/2021
<b>B</b> Idaho	Agent	Approved	01/26/2010
<b>B</b> Illinois	Agent	Approved	02/26/2009
<b>B</b> Indiana	Agent	Approved	04/15/2010
<b>B</b> Iowa	Agent	Approved	01/26/2010
<b>B</b> Kansas	Agent	Approved	02/26/2009
<b>B</b> Kentucky	Agent	Approved	09/06/2013
<b>B</b> Louisiana	Agent	Approved	04/18/2013
<b>B</b> Maine	Agent	Approved	02/26/2009
<b>B</b> Maryland	Agent	Approved	02/26/2009
<b>B</b> Massachusetts	Agent	Approved	02/26/2009



## Qualifications

	Regulator	Registration	Status	Date
B	Michigan	Agent	Approved	02/26/2009
B	Minnesota	Agent	Approved	01/26/2010
B	Mississippi	Agent	Approved	02/26/2009
B	Missouri	Agent	Approved	02/26/2009
B	Montana	Agent	Approved	01/26/2010
B	Nebraska	Agent	Approved	02/05/2014
B	Nevada	Agent	Approved	02/26/2009
B	New Hampshire	Agent	Approved	01/20/2012
B	New Jersey	Agent	Approved	02/26/2009
B	New Mexico	Agent	Approved	02/26/2009
B	New York	Agent	Approved	02/26/2009
IA	New York	Investment Adviser Representative	Approved	10/26/2021
B	North Carolina	Agent	Approved	02/26/2009
B	North Dakota	Agent	Approved	04/20/2018
B	Ohio	Agent	Approved	02/26/2009
B	Oklahoma	Agent	Approved	08/02/2010
B	Oregon	Agent	Approved	03/16/2010
B	Pennsylvania	Agent	Approved	02/26/2009
B	Puerto Rico	Agent	Approved	05/18/2012



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Rhode Island	Agent	Approved	02/26/2009
<b>B</b> South Carolina	Agent	Approved	02/26/2009
<b>B</b> South Dakota	Agent	Approved	07/23/2014
<b>B</b> Tennessee	Agent	Approved	02/26/2009
<b>B</b> Texas	Agent	Approved	02/26/2009
<b>IA</b> Texas	Investment Adviser Representative	Restricted Approval	04/13/2009
<b>B</b> Utah	Agent	Approved	02/19/2010
<b>B</b> Vermont	Agent	Approved	01/20/2012
<b>B</b> Virgin Islands	Agent	Approved	11/29/2017
<b>B</b> Virginia	Agent	Approved	02/26/2009
<b>B</b> Washington	Agent	Approved	02/26/2009
<b>B</b> West Virginia	Agent	Approved	03/12/2014
<b>B</b> Wisconsin	Agent	Approved	02/26/2009
<b>B</b> Wyoming	Agent	Approved	03/13/2020

#### Branch Office Locations

**UBS FINANCIAL SERVICES INC.**  
400 LINDEN OAKS  
ROCHESTER, NY 14625



## Qualifications

### PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

**This individual has passed 1 principal/supervisory exam, 3 general industry/product exams, and 2 state securities law exams.**

#### Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	01/13/1989

#### General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Futures Managed Funds Examination (S31)	Series 31	06/20/2005
General Securities Representative Examination (S7)	Series 7	07/17/1982

#### State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	01/13/1994
Uniform Securities Agent State Law Examination (S63)	Series 63	02/01/1985

### PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



## Registration & Employment History

### PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
IA	01/22/2002 - 03/19/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	ROCHESTER, NY
B	12/15/1995 - 03/19/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	ROCHESTER, NY
B	12/23/1986 - 12/20/1995	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	09/18/1984 - 12/19/1986	MICHAEL C. TALLEY & CO., INC.	CRD# 8679	
B	04/09/1984 - 09/17/1984	KOBIN SECURITIES, INC.	CRD# 10204	
B	07/30/1982 - 03/12/1984	FIRST JERSEY SECURITIES, INC.	CRD# 6621	

### EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2009 - Present	UBS FINANCIAL SERVICES INC	FINANCIAL ADVISOR	Y	ROCHESTER, NY, United States

### OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative 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) GILDA'S CLUB CANCER SUPPORT CENTER / ALEXANDER AVE ROCHESTER,NY 14607 / OTHER/ HEALTH CARE & PHARMACEUTICALS / SUPPORTING PEOPLE AFFECTED BY CANCER / MEMBER OF BOARD OF DIRECTORS / BOARD MEMBER / START DATE 03/05/2012.
- 2) Rental Property - Bristol View, Fairport, ny United States-14450, real estate property, it is a condo I rent out for income, Owner, collecting money, start date-5/12/2020.
- 3) Fish Creek Honeymoon LLC, Greg NYUnited States, Partnership, Real Estate, land ownership/logging, Partner, i invest moOney when it is deposited from logging operations, start date-9/7/2020



## Disclosure Summary

### Disclosure Information

#### What you should know about reported disclosure events:

##### (1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

##### (2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, 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 IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

##### (3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
  - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
  - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
  - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure 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 represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
  - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

##### (4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



## DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2

### Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

#### Disclosure 1 of 2

<b>Reporting Source:</b>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	CITI GLOBAL MARKETS INC.
<b>Allegations:</b>	CLIENT ALLEGES MISREPRESENTATION WITH RESPECT TO THE SALE OF MAT THREE IN JANUARY 2006. THE FIRM DENIES THE ALLEGATIONS AS THE RISKS OF MAT WERE DISCLOSED BOTH VERBALLY AND IN WRITING AND THE LOSSES WERE THE RESULT OF HISTORIC MARKET EVENTS.
<b>Product Type:</b>	Other: MUNICIPAL ARBITRAGE FUND.
<b>Alleged Damages:</b>	\$367,573.00
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

### Customer Complaint Information

<b>Date Complaint Received:</b>	02/16/2012
<b>Complaint Pending?</b>	No
<b>Status:</b>	Settled
<b>Status Date:</b>	11/26/2012
<b>Settlement Amount:</b>	\$187,500.00
<b>Individual Contribution Amount:</b>	\$0.00

**Firm Statement**

THIS COMPLAINT WAS SETTLED TO AVOID THE COST AND RISK OF ARBITRATION. THE FIRM DENIES THE ALLEGATIONS AS THE RISKS OF MAT WERE DISCLOSED BOTH VERBALLY AND IN WRITING AND THE LOSSES ARE THE RESULT OF HISTORIC MARKET EVENTS

---

**Reporting Source:**

Individual

**Employing firm when activities occurred which led to the complaint:**

CITI GLOBAL MARKETS INC.

**Allegations:**

CLIENT ALLEGES MISREPRESENTATION WITH RESPECT TO THE SALE OF MAT THREE. THE FIRM DENIES THE ALLEGATIONS AS THE RISKS OF MAT WERE DISCLOSED BOTH VERBALLY AND IN WRITING AND THE LOSSES WERE THE RESULT OF HISTORIC MARKET EVENTS.

**Product Type:**

Other: MUNICIPAL ARBITRAGE FUND.

**Alleged Damages:**

\$367,573.00

**Is this an oral complaint?**

No

**Is this a written complaint?**

Yes

**Is this an arbitration/CFTC reparation or civil litigation?**

No

**Customer Complaint Information****Date Complaint Received:**

02/16/2012

**Complaint Pending?**

No

**Status:**

Settled

**Status Date:**

11/26/2012

**Settlement Amount:**

\$187,500.00

**Individual Contribution Amount:**

\$0.00

**Broker Statement**

I CATEGORICALLY DENY ANY AND ALL OF THE ALLEGATIONS CLAIMED BY THE COMPLAINANT AND THESE ALLEGATIONS ARE WITHOUT MERIT. THE CLIENT WAS A HIGH LEVEL, SENIOR EXECUTIVE OF A WELL KNOWN FORTUNE 500 COMPANY. BASED ON HIS SOPHISTICATION, WEALTH AND OBJECTIVES, THIS INVESTMENT WAS PRESENTED TO THE CLIENT ALONG WITH SALES LITERATURE, SALES PRESENTATIONS AND PROSPECTUS PROVIDED TO ME BY THE FIRM AND AT THE TIME OF SALE, WAS SUITABLE FOR THIS CLIENT. THIS INVESTMENT, AS WITH MANY PRODUCTS OF THIS NATURE, WAS GREATLY AFFECTED BY THE FINANCIAL COLLAPSE AND I BELIEVE WOULD NOT HAVE BECOME AN ISSUE EXCEPT FOR THE FINANCIAL ISSUES AND CREDIT CRISIS OF 2008. THIS SETTLEMENT DOES NOT REFLECT ANY ACKNOWLEDGEMENT OR ADMISSION OF ANY LIABILITY OR MISCONDUCT ON MY PART WHATSOEVER. CITIGROUP, WHICH DENIED THE CLAIMS ASSERTED BY THE CUSTOMER RESOLVED THIS ISSUE STRICTLY TO AVOID THE POTENTIAL COST AND UNCERTAINTIES OF THE ARBITRATION FORUM. FINALLY, I DID NOT, NOR WAS I ASKED TO PERSONALLY CONTRIBUTE ANY AMOUNT TOWARDS THE SETTLEMENT OF THIS CASE. IN ADDITION, I WILL BE EXPLORING THE POSSIBILITY OF HAVING THIS COMPLAINT EXPUNGED FROM MY RECORD AS I FIRMLY BELIEVE I ACTED APPROPRIATELY AS A PROFESSIONAL IN THIS INDUSTRY AND REPRESENTED THE PRODUCT AS I HAD BEEN TRAINED.



**Disclosure 2 of 2**

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** SALOMON SMITH BARNEY INC.  
**Allegations:** ALLEGES BREACH OF FIDUCIARY DUTIES.  
**Product Type:** Equity Listed (Common & Preferred Stock)  
**Alleged Damages:** \$250,000.00

**Customer Complaint Information**

**Date Complaint Received:** 03/08/2001  
**Complaint Pending?** No  
**Status:** Denied  
**Status Date:** 04/18/2001  
**Settlement Amount:**  
**Individual Contribution Amount:**  
**Broker Statement** RICHARD APICELLA  
(212) 783-7337



## End of Report

This page is intentionally left blank.