



IAPD Report

Jeffery Factor

CRD# 1318772

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 6
Registration and Employment History	8 - 9
Disclosure Information	10



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

Jeffery Factor (CRD# 1318772)

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 **05/05/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	TRUIST INVESTMENT SERVICES, INC.	CRD# 17499	10/19/2017
IA	TRUIST ADVISORY SERVICES, INC.	CRD# 283390	12/14/2017

QUALIFICATIONS

This representative is currently registered in **1** 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	BB&T SECURITIES, LLC	142785	Lexington, KY	12/09/2019 - 02/17/2021
B	RAYMOND JAMES & ASSOCIATES, INC.	705	NASHVILLE, TN	02/13/2013 - 10/02/2017
IA	RAYMOND JAMES & ASSOCIATES, INC.	705	NASHVILLE, TN	02/13/2013 - 10/02/2017

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	1



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 1 SRO(s) through his or her employer(s).

Employment 1 of 2

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

Main Address: 303 PEACHTREE STREET
2ND FLOOR
ATLANTA, GA 30303

Firm ID#: 17499

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	10/19/2017
B	FINRA	General Securities Sales Supervisor	Approved	10/19/2017
B	FINRA	Investment Banking Representative	Approved	02/17/2021
B	Alabama	Agent	Approved	05/23/2022
B	Alaska	Agent	Approved	05/23/2022
B	Arizona	Agent	Approved	06/01/2022
B	Arkansas	Agent	Approved	05/23/2022
B	California	Agent	Approved	05/20/2022
B	Colorado	Agent	Approved	05/23/2022
B	Connecticut	Agent	Approved	05/23/2022
B	Delaware	Agent	Approved	05/23/2022
B	District of Columbia	Agent	Approved	06/06/2022
B	Florida	Agent	Approved	05/23/2022



Qualifications

	Regulator	Registration	Status	Date
B	Georgia	Agent	Approved	05/23/2022
B	Hawaii	Agent	Approved	05/23/2022
B	Idaho	Agent	Approved	05/23/2022
B	Illinois	Agent	Approved	05/23/2022
B	Indiana	Agent	Approved	07/25/2022
B	Iowa	Agent	Approved	05/23/2022
B	Kansas	Agent	Approved	05/23/2022
B	Kentucky	Agent	Approved	10/19/2017
B	Louisiana	Agent	Approved	05/23/2022
B	Maine	Agent	Approved	05/23/2022
B	Maryland	Agent	Approved	05/24/2022
B	Massachusetts	Agent	Approved	05/23/2022
B	Michigan	Agent	Approved	05/24/2022
B	Minnesota	Agent	Approved	05/23/2022
B	Mississippi	Agent	Approved	05/23/2022
B	Missouri	Agent	Approved	05/26/2022
B	Montana	Agent	Approved	05/20/2022
B	Nebraska	Agent	Approved	05/23/2022
B	Nevada	Agent	Approved	06/02/2022



Qualifications

	Regulator	Registration	Status	Date
B	New Hampshire	Agent	Approved	05/24/2022
B	New Jersey	Agent	Approved	05/23/2022
B	New Mexico	Agent	Approved	05/23/2022
B	New York	Agent	Approved	05/21/2022
B	North Carolina	Agent	Approved	05/23/2022
B	North Dakota	Agent	Approved	05/23/2022
B	Ohio	Agent	Approved	05/25/2022
B	Oklahoma	Agent	Approved	06/02/2022
B	Oregon	Agent	Approved	12/03/2020
B	Pennsylvania	Agent	Approved	05/23/2022
B	Puerto Rico	Agent	Approved	05/24/2022
B	Rhode Island	Agent	Approved	05/31/2022
B	South Carolina	Agent	Approved	05/23/2022
B	South Dakota	Agent	Approved	06/08/2022
B	Tennessee	Agent	Approved	10/19/2017
B	Texas	Agent	Approved	05/21/2022
B	Utah	Agent	Approved	05/23/2022
B	Vermont	Agent	Approved	05/20/2022
B	Virgin Islands	Agent	Approved	05/26/2022



Qualifications

	Regulator	Registration	Status	Date
B	Virginia	Agent	Approved	05/23/2022
B	Washington	Agent	Approved	06/02/2022
B	West Virginia	Agent	Approved	05/23/2022
B	Wisconsin	Agent	Approved	05/26/2022
B	Wyoming	Agent	Approved	05/23/2022

Branch Office Locations

SUNTRUST INVESTMENT SERVICES, INC.
5205 MARYLAND WAY
STE 200
BRENTWOOD, TN 37027

SUNTRUST INVESTMENT SERVICES, INC.
NASHVILLE, TN

Employment 2 of 2

Firm Name: **TRUIST ADVISORY SERVICES, INC.**
Main Address: 303 PEACHTREE STREET
2ND FLOOR
ATLANTA, GA 30303
Firm ID#: 283390

	Regulator	Registration	Status	Date
IA	Tennessee	Investment Adviser Representative	Approved	12/14/2017

Branch Office Locations

TRUIST ADVISORY SERVICES, INC.
5205 MARYLAND WAY
STE 200
BRENTWOOD, TN 37027



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 3 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/02/2023
B	General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/02/2023
B	General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	03/17/1993

General Industry/Product Exams

	Exam	Category	Date
B	Investment Banking Registered Representative Examination (S79TO)	Series 79TO	01/02/2023
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	National Commodity Futures Examination (S3)	Series 3	01/24/1996
B	General Securities Representative Examination (S7)	Series 7	11/17/1984

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	04/02/1992
B	Uniform Securities Agent State Law Examination (S63)	Series 63	11/29/1984



PROFESSIONAL DESIGNATIONS

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

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	12/09/2019 - 02/17/2021	BB&T SECURITIES, LLC	CRD# 142785	Lexington, KY
B	02/13/2013 - 10/02/2017	RAYMOND JAMES & ASSOCIATES, INC.	CRD# 705	NASHVILLE, TN
IA	02/13/2013 - 10/02/2017	RAYMOND JAMES & ASSOCIATES, INC.	CRD# 705	NASHVILLE, TN
IA	12/04/2009 - 02/13/2013	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	NASHVILLE, TN
B	12/01/2009 - 02/13/2013	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	NASHVILLE, TN
B	06/01/2009 - 12/10/2009	MORGAN STANLEY SMITH BARNEY	CRD# 149777	NASHVILLE, TN
IA	06/01/2009 - 12/10/2009	MORGAN STANLEY SMITH BARNEY LLC	CRD# 149777	NASHVILLE, TN
IA	01/29/1999 - 06/01/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	NASHVILLE, TN
B	07/31/1993 - 06/01/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	NASHVILLE, TN
B	04/11/1988 - 07/31/1993	LEHMAN BROTHERS INC.	CRD# 7506	NEW YORK, NY
B	11/21/1984 - 04/11/1988	E. F. HUTTON & COMPANY INC	CRD# 235	

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
02/2021 - Present	TRUIST INVESTMENT SERVICES, INC.	Mass Transfer	Y	BRENTWOOD, TN, United States
12/2019 - Present	BB&T Securities, LLC	Complex Director	Y	Brentwood, TN, United States
12/2017 - Present	SUNTRUST ADVISORY SERVICES, INC.	ADVISOR	Y	ATLANTA, GA, United States
10/2017 - Present	SUNTRUST INVESTMENT SERVICES, INC.	DIVISIONAL DIRECTOR	Y	ATLANTA, GA, United States
02/2013 - 09/2017	RAYMOND JAMES & ASSOCIATES, INC.	REGISTERED ASSOCIATE	Y	NASHVILLE, TN, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
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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.

No information reported.



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	1

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 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	CITIGROUP GLOBAL MARKETS INC
Allegations:	FAILURE TO SUPERVISE UNSPECIFIED DAMAGES
Product Type:	Equity-OTC
Alleged Damages:	\$600,000.00
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:	10/21/1997
Complaint Pending?	No
Status:	Settled
Status Date:	10/18/1999
Settlement Amount:	\$240,000.00
Individual Contribution Amount:	\$0.00

Arbitration Information



Date Notice/Process Served:

Arbitration Pending?

Disposition:

Disposition Date:

Civil Litigation Information

Type of Court: THIS QUESTION WAS ANSWERED IN ERROR

Name of Court:

Location of Court:

Docket/Case #:

Date Notice/Process Served:

Litigation Pending?

Broker Statement Losses in the stock market by an active investor/trader who claimed he was naïve and didn't understand the risks of his trading strategy. Settled through mediation \$240,000



End of Report

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