



## IAPD Report

# Gary CHARLES Cranford

CRD# 1363063

| <b><u>Section Title</u></b>         | <b><u>Page(s)</u></b> |
|-------------------------------------|-----------------------|
| Report Summary                      | 1                     |
| Qualifications                      | 2 - 5                 |
| Registration and Employment History | 6 - 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

### Gary CHARLES Cranford (CRD# 1363063)

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 **01/31/2025**.

### CURRENT EMPLOYERS

|           | Firm   | CRD#      | Registered Since |
|-----------|--|-----------|------------------|
| <b>B</b>  | MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED | CRD# 7691 | 11/30/2017       |
| <b>IA</b> | MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED | CRD# 7691 | 12/11/2017       |

### QUALIFICATIONS

This representative is currently registered in **6** SRO(s) and **21** 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>B</b>  | UBS FINANCIAL SERVICES INC.       | 8174 | HENDERSON, NV | 11/24/2008 - 12/11/2017 |
| <b>IA</b> | UBS FINANCIAL SERVICES INC.       | 8174 | HENDERSON, NV | 11/24/2008 - 12/11/2017 |
| <b>B</b>  | MORGAN STANLEY & CO. INCORPORATED | 8209 | HENDERSON, NV | 04/02/2007 - 11/25/2008 |

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 | 3     |



## 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 **21** jurisdiction(s) and 6 SRO(s) through his or her employer(s).

### Employment 1 of 1

Firm Name: **MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED**  
Main Address: ONE BRYANT PARK  
NEW YORK, NY 10036  
Firm ID#: 7691

| Regulator                        | Registration                        | Status   | Date       |
|----------------------------------|-------------------------------------|----------|------------|
| <b>B</b> Cboe BYX Exchange, Inc. | General Securities Principal        | Approved | 11/30/2017 |
| <b>B</b> Cboe BYX Exchange, Inc. | General Securities Representative   | Approved | 11/30/2017 |
| <b>B</b> Cboe BZX Exchange, Inc. | General Securities Principal        | Approved | 11/30/2017 |
| <b>B</b> Cboe BZX Exchange, Inc. | General Securities Representative   | Approved | 11/30/2017 |
| <b>B</b> Cboe Exchange, Inc.     | General Securities Representative   | Approved | 11/30/2017 |
| <b>B</b> Cboe Exchange, Inc.     | General Securities Sales Supervisor | Approved | 11/30/2017 |
| <b>B</b> Cboe Exchange, Inc.     | General Securities Principal        | Approved | 07/06/2021 |
| <b>B</b> FINRA                   | General Securities Principal        | Approved | 11/30/2017 |
| <b>B</b> FINRA                   | General Securities Representative   | Approved | 11/30/2017 |
| <b>B</b> FINRA                   | General Securities Sales Supervisor | Approved | 11/30/2017 |
| <b>B</b> Nasdaq Stock Market     | General Securities Principal        | Approved | 11/30/2017 |
| <b>B</b> Nasdaq Stock Market     | General Securities Representative   | Approved | 11/30/2017 |
| <b>B</b> Nasdaq Stock Market     | General Securities Sales Supervisor | Approved | 11/30/2017 |



## Qualifications

| Regulator                 | Registration                        | Status   | Date       |
|---------------------------|-------------------------------------|----------|------------|
| B New York Stock Exchange | General Securities Principal        | Approved | 11/30/2017 |
| B New York Stock Exchange | General Securities Representative   | Approved | 11/30/2017 |
| B New York Stock Exchange | General Securities Sales Supervisor | Approved | 10/01/2018 |
| B Alabama                 | Agent                               | Approved | 12/01/2017 |
| B Arizona                 | Agent                               | Approved | 11/30/2017 |
| B California              | Agent                               | Approved | 11/30/2017 |
| B Colorado                | Agent                               | Approved | 11/30/2017 |
| B Florida                 | Agent                               | Approved | 12/01/2017 |
| B Hawaii                  | Agent                               | Approved | 12/22/2017 |
| B Idaho                   | Agent                               | Approved | 03/18/2020 |
| B Indiana                 | Agent                               | Approved | 12/11/2017 |
| B Michigan                | Agent                               | Approved | 02/04/2025 |
| B Montana                 | Agent                               | Approved | 12/21/2017 |
| B Nevada                  | Agent                               | Approved | 11/30/2017 |
| IA Nevada                 | Investment Adviser Representative   | Approved | 12/11/2017 |
| B New Jersey              | Agent                               | Approved | 11/30/2017 |
| B New Mexico              | Agent                               | Approved | 11/30/2017 |
| B New York                | Agent                               | Approved | 04/20/2023 |
| B North Carolina          | Agent                               | Approved | 11/06/2024 |



### Qualifications

| Regulator             | Registration                      | Status              | Date       |
|-----------------------|-----------------------------------|---------------------|------------|
| <b>B</b> Pennsylvania | Agent                             | Approved            | 11/30/2017 |
| <b>B</b> Tennessee    | Agent                             | Approved            | 01/11/2022 |
| <b>B</b> Texas        | Agent                             | Approved            | 03/09/2020 |
| <b>IA</b> Texas       | Investment Adviser Representative | Restricted Approval | 03/09/2020 |
| <b>B</b> Utah         | Agent                             | Approved            | 11/30/2017 |
| <b>B</b> Washington   | Agent                             | Approved            | 07/18/2023 |
| <b>B</b> Wyoming      | Agent                             | Approved            | 11/30/2017 |

### Branch Office Locations

**MERRILL LYNCH, PIERCE, FENNER & SMITH  
INCORPORATED**  
450 N STEPHANIE ST  
HENDERSON, NV 89014






## 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, 2 general industry/product exams, and 2 state securities law exams.**



#### Principal/Supervisory Exams

| Exam   | Category  | Date       |
|--|-----------|------------|
|  General Securities Sales Supervisor - General Module Examination (S10) | Series 10 | 05/08/2002 |
|  General Securities Sales Supervisor - Options Module Examination (S9)  | Series 9  | 04/25/2002 |
|  General Securities Principal Examination (S24)                        | Series 24 | 12/13/1989 |

#### General Industry/Product Exams

| Exam   | Category | Date       |
|--|----------|------------|
|  Securities Industry Essentials Examination (SIE)   | SIE      | 10/01/2018 |
|  General Securities Representative Examination (S7) | Series 7 | 04/20/1985 |

#### State Securities Law Exams

| Exam   | Category  | Date       |
|--|-----------|------------|
|  Uniform Investment Adviser Law Examination (S65)     | Series 65 | 11/06/1993 |
|  Uniform Securities Agent State Law Examination (S63) | Series 63 | 06/10/1985 |

### 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 |
|----|-------------------------|---|------------|-----------------|
| B  | 11/24/2008 - 12/11/2017 | UBS FINANCIAL SERVICES INC.             | CRD# 8174  | HENDERSON, NV   |
| IA | 11/24/2008 - 12/11/2017 | UBS FINANCIAL SERVICES INC.             | CRD# 8174  | HENDERSON, NV   |
| B  | 04/02/2007 - 11/25/2008 | MORGAN STANLEY & CO. INCORPORATED       | CRD# 8209  | HENDERSON, NV   |
| IA | 04/02/2007 - 11/25/2008 | MORGAN STANLEY & CO. INCORPORATED       | CRD# 8209  | HENDERSON, NV   |
| IA | 09/10/2002 - 04/02/2007 | MORGAN STANLEY                          | CRD# 7556  | HENDERSON, NV   |
| B  | 08/11/1998 - 04/02/2007 | MORGAN STANLEY DW INC.                  | CRD# 7556  | HENDERSON, NV   |
| B  | 01/23/1997 - 08/04/1998 | AMERICAN FRONTEER FINANCIAL CORPORATION | CRD# 1398  | DENVER, CO      |
| B  | 09/22/1995 - 01/13/1997 | SIGNAL SECURITIES, INC.                 | CRD# 15916 | FORT WORTH, TX  |
| B  | 10/28/1991 - 09/27/1995 | USA CAPITAL                             | CRD# 16634 |                 |
| B  | 12/05/1990 - 11/06/1991 | BURNETT, GREY & CO., INC.               | CRD# 23430 | ATLANTA, GA     |
| B  | 08/07/1990 - 11/26/1990 | BOUCHER, OEHMKE & COMPANY               | CRD# 17470 |                 |
| B  | 05/16/1986 - 08/24/1990 | WAINWRIGHT, AUSTIN, STONE & CO.         | CRD# 10634 |                 |
| B  | 04/23/1985 - 05/23/1986 | WALL STREET WEST, INC.                  | CRD# 7529  |                 |

### 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            |
|-------------------|--|-------------------|--------------------|------------------------------|
| 02/2018 - Present | Bank of America, N.A.                              | Financial Advisor | Y                  | Henderson, NV, United States |
| 11/2017 - Present | Merrill Lynch, Pierce, Fenner & Smith Incorporated | Financial Advisor | Y                  | Henderson, NV, United States |



## Registration & Employment History

### EMPLOYMENT HISTORY

| Employment Dates  | Employer Name              | Position          | Investment Related | Employer Location            |
|-------------------|----------------------------|-------------------|--------------------|------------------------------|
| 11/2008 - 11/2017 | UBS FINANCIAL SERVICES INC | FINANCIAL ADVISOR | Y                  | HENDERSON, NV, 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.

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 | 3     |

### 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 3

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** UBS FINANCIAL SERVICES INC

**Allegations:** TIME FRAME: FEBRUARY 15, 2011 TO FEBRUARY 15, 2012  
CLIENT ALLEGES THAT HIS FINANCIAL ADVISOR MADE HIGH RISK INVESTMENTS WHEN HIS PROFILE SAYS LITTLE OR NO RISK. THE CLIENT FURTHER ALLEGES THE FINANCIAL ADVISOR LIED TO HIM ABOUT HIS ACCOUNT, AND FILLED IN A BLANK FORM, THAT HE SIGNED STATING THAT THE INCOME FOR LIFE PROVISION HAD TO BE INVALIDATED. THE CLIENT FINALLY ALLEGES THAT HIS FINANCIAL ADVISOR KEPT MAKING CHANGES TO THE ACCOUNT EVEN THOUGH HE WAS TOLD THE CLIENT COULD NOT AFFORD ANY LOSSES. THE ALLEGED DAMAGES ARE \$250,000.00.

**Product Type:** Other: VARIABLE ANNUITIES

**Alleged Damages:** \$250,000.00

**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:** 06/21/2013

**Complaint Pending?** No

**Status:** Denied



**Status Date:** 10/15/2013

**Settlement Amount:**

**Individual Contribution Amount:**

**Broker Statement**

CLAIM DENIED. ANNUITY IN QUESTION WAS PURCHASED AT CLIENT'S PREVIOUS FIRM. UBS SIMPLY ACTED AS BROKER OF RECORD. CLIENT'S ALLEGATIONS IN REGARDS TO ADVISOR'S REPRESENTATION WERE NEITHER ACCURATE OR TRUTHFUL

### Disclosure 2 of 3

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** MORGAN STANLEY DW INC.

**Allegations:** CUSTOMER ALLEGED MISREPRESENTATIONS AND OMISSIONS. DAMAGES ARE UNSPECIFIED.

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

**Other Product Type(s):** EQUITY-OTC

**Alleged Damages:** \$0.00

### Customer Complaint Information

**Date Complaint Received:** 07/18/2002

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 08/09/2002

**Settlement Amount:**

**Individual Contribution Amount:**

### Disclosure 3 of 3

**Reporting Source:** Regulator

**Employing firm when activities occurred which led to the complaint:** USA CAPITAL MANAGEMENT GROUP

**Allegations:** MISREPRESENTATION; BRCH OF FIDUCIARY DT; ACCOUNT RELATED-BREACH OF CONTRACT; CHURNING

**Product Type:**

**Alleged Damages:** \$35,000.00

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** UNKNOWN - CASE #94-01709

**Date Notice/Process Served:** 07/25/1994

**Arbitration Pending?** No



**Disposition:** Settled  
**Disposition Date:** 08/30/1995  
**Disposition Detail:** CASE CLOSED,SETTLED/OTHER  
 ACTUAL/COMPENSATORY DAMAGES, RELIEF  
 REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND  
 SEVERALLY; PUNITIVE/EXEMPLARY DAMAGES, RELIEF REQUEST IS  
 WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY;  
 OTHER COSTS, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD  
 AMOUNT JOINTLY AND SEVERALLY; ATTORNEY'S FEES, RELIEF REQUEST  
 IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY;  
 OTHER MONETARY RELIEF, RELIEF REQUEST IS  
 WITHDRAWN/SETTLED/ETC,  
 AWARD AMOUNT JOINTLY AND SEVERALLY; INTEREST, RELIEF REQUEST IS  
 WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY

**Reporting Source:** Firm  
**Employing firm when activities occurred which led to the complaint:** USA CAPITAL MANAGEMENT GROUP  
**Allegations:** CLAIM FILED BY CLIENT MENTIONED ABOVE AGAINST  
 MYSELF AND USA CAPITAL ALLEGING TRANSACTION DAMAGES OF \$35,000  
 + INTREST & ATTY FEES

**Product Type:**  
**Alleged Damages:** \$35,000.00

**Customer Complaint Information**

**Date Complaint Received:**  
**Complaint Pending?** No  
**Status:** Arbitration/Reparation  
**Status Date:**

**Settlement Amount:**  
**Individual Contribution Amount:**

**Arbitration Information**

**Arbitration/Reparation Claim filed with and Docket/Case No.:** National Association of Securities Dealers, Inc.; 94-01709  
**Date Notice/Process Served:** 07/25/1994  
**Arbitration Pending?** No  
**Disposition:** Settled  
**Disposition Date:** 08/30/1995  
**Monetary Compensation Amount:** \$11,500.00  
**Individual Contribution Amount:**  
**Firm Statement** A SETTLEMENT WAS REACHED WITHOUT ADMISSION OF



ANY LIABILITY IN ORDER TO MINIMIZE RISKS AND AVOID ADDITIONAL COSTS & ATTY FEES. SETTLEMENT WAS FOR \$11,500.  
Not Provided

---

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** USA CAPITAL MANAGEMENT GROUP

**Allegations:** CLAIM FILED BY ABOVE REFERENCED CLIENT WAS AGAINST APPLICANT (GARY C. CRAFORD) AND FIRM (USA CAPITAL) ALLEGING TRANSACTION DAMAGES OF \$35,000.00 PLUS INTEREST AND ATTORNEY FEES, ETC.

**Product Type:**

**Alleged Damages:** \$35,000.00

**Customer Complaint Information**

**Date Complaint Received:**

**Complaint Pending?** No

**Status:** Arbitration/Reparation

**Status Date:**

**Settlement Amount:**

**Individual Contribution Amount:**

**Arbitration Information**

**Arbitration/Reparation Claim filed with and Docket/Case No.:** NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.; 94-01709

**Date Notice/Process Served:** 07/25/1994

**Arbitration Pending?** No

**Disposition:** Settled

**Disposition Date:** 08/30/1995

**Monetary Compensation Amount:** \$11,500.00

**Individual Contribution Amount:**

**Broker Statement** A SETTLEMENT WAS REACHED WITHOUT ADMISSION OF ANY LIABILITY IN ORDER TO MINIMIZE RISKS AND TO AVOID ADDITIONAL COSTS AND ATTORNEY FEES. SETTLEMENT WAS FOR \$11,500.00  
NOT PROVIDED



## End of Report

This page is intentionally left blank.