



IAPD Report

GREGORY ALFREDO CHONA

CRD# 1643600

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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

GREGORY ALFREDO CHONA (CRD# 1643600)

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 **01/29/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	EQUITABLE ADVISORS, LLC	CRD# 6627	09/15/2022
IA	EQUITABLE ADVISORS, LLC	CRD# 6627	09/15/2022

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **26** 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
IA	AMERIPRISE FINANCIAL SERVICES, LLC	6363	CROWN POINT, IN	02/13/2019 - 09/26/2022
B	AMERIPRISE FINANCIAL SERVICES, LLC	6363	CROWN POINT, IN	01/16/2019 - 09/26/2022
B	LPL FINANCIAL LLC	6413	CHICAGO, IL	04/02/2018 - 01/31/2019

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
Financial	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 **26** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **EQUITABLE ADVISORS, LLC**
Main Address: 1345 AVENUE OF THE AMERICAS
NEW YORK, NY 10105
Firm ID#: 6627

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	09/15/2022
B FINRA	Invest. Co and Variable Contracts	Approved	09/15/2022
B Arizona	Agent	Approved	03/12/2024
B California	Agent	Approved	03/04/2024
B Colorado	Agent	Approved	03/05/2024
B District of Columbia	Agent	Approved	09/19/2025
B Florida	Agent	Approved	03/04/2024
B Illinois	Agent	Approved	09/23/2022
B Indiana	Agent	Approved	09/15/2022
IA Indiana	Investment Adviser Representative	Approved	09/15/2022
B Iowa	Agent	Approved	03/04/2024
B Louisiana	Agent	Approved	03/04/2024
B Maryland	Agent	Approved	03/04/2024



Qualifications

Regulator	Registration	Status	Date
B Michigan	Agent	Approved	04/08/2025
B Minnesota	Agent	Approved	03/05/2024
B Mississippi	Agent	Approved	03/04/2024
B Nevada	Agent	Approved	03/06/2024
B New Jersey	Agent	Approved	03/04/2024
B New Mexico	Agent	Approved	03/04/2024
B New York	Agent	Approved	03/05/2024
B North Carolina	Agent	Approved	03/04/2024
B North Dakota	Agent	Approved	03/04/2024
B Pennsylvania	Agent	Approved	09/15/2022
B South Dakota	Agent	Approved	03/05/2024
B Tennessee	Agent	Approved	03/04/2024
B Texas	Agent	Approved	03/04/2024
B Virginia	Agent	Approved	03/05/2024
B Washington	Agent	Approved	03/01/2024
B Wisconsin	Agent	Approved	03/05/2024

Branch Office Locations

EQUITABLE ADVISORS, LLC
CHESTERTON, IN



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


Principal/Supervisory Exams

Exam	Category	Date
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No information reported.




General Industry/Product Exams

Exam	Category	Date
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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	08/15/1991
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/29/1987

State Securities Law Exams

Exam	Category	Date
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  Uniform Combined State Law Examination (S66)	Series 66	05/13/2002
 Uniform Securities Agent State Law Examination (S63)	Series 63	07/24/1987

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	02/13/2019 - 09/26/2022	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	CROWN POINT, IN
B	01/16/2019 - 09/26/2022	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	CROWN POINT, IN
B	04/02/2018 - 01/31/2019	LPL FINANCIAL LLC	CRD# 6413	CHICAGO, IL
IA	04/24/2018 - 01/18/2019	IHT WEALTH MANAGEMENT LLC	CRD# 171481	CHICAGO, IL
IA	06/10/2013 - 09/01/2016	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	Sarasota, FL
B	06/07/2013 - 09/01/2016	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	Sarasota, FL
IA	03/07/2008 - 06/11/2013	METLIFE SECURITIES INC.	CRD# 14251	SARASOTA, FL
B	02/25/2008 - 06/11/2013	METLIFE SECURITIES INC.	CRD# 14251	SARASOTA, FL
IA	08/07/2006 - 02/14/2008	BROOKSTONE INVESTMENT ADVISORY SERVICES	CRD# 13366	SARASOTA, FL
B	05/05/2006 - 02/14/2008	BROOKSTONE SECURITIES, INC.	CRD# 13366	SARASOTA, FL
IA	03/14/2003 - 04/27/2006	RAYMOND JAMES FINANCIAL SERVICES	CRD# 6694	SARASOTA, FL
B	03/07/2003 - 04/27/2006	RAYMOND JAMES FINANCIAL SERVICES, INC.	CRD# 6694	SARASOTA, FL
IA	05/16/2002 - 03/12/2003	MERRILL LYNCH PIERCE FENNER & SMITH INC.	CRD# 7691	SARASOTA, FL
B	04/29/2002 - 03/12/2003	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY
B	08/17/1991 - 04/02/2002	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	CRD# 6363	MINNEAPOLIS, MN
B	08/17/1991 - 04/02/2002	IDS LIFE INSURANCE COMPANY	CRD# 6321	MINNEAPOLIS, MN
B	06/01/1987 - 12/07/1989	METLIFE SECURITIES INC.	CRD# 14251	SPRINGFIELD, MA



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	06/01/1987 - 12/07/1989	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	NEW YORK, NY

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
01/2024 - Present	EQUITABLE	EMPLOYEE	Y	OAK BROOK, IL, United States
09/2022 - Present	Equitable Advisors LLC	Registered Representative	Y	New York, NY, United States
01/2019 - 09/2022	AMERIPRISE FINANCIAL SERVICES, INC.	Registered Representative	Y	Crown Point, IN, United States
04/2018 - 12/2018	IHT Wealth Management	Investment Adviser Representative	Y	CHICAGO, IL, United States
04/2018 - 12/2018	LPL FINANCIAL, LLC	REGISTERED REPRESENTATIVE	Y	CHICAGO, IL, United States
10/2016 - 03/2018	UNEMPLOYED	UNEMPLOYED	N	BRADENTON, FL, United States
06/2013 - 09/2016	AMERIPRISE FINANCIAL SERVICES, INC.	FINANCIAL ADVISOR	Y	SARASOTA, FL, 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.

Secondary POA and Trustee for mother, Start date 7/2023



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
Financial	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 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: METLIFE SECURITIES

Allegations: CUSTOMER ALLEGED THE REPRESENTATIVE'S ADVICE TO INVEST IN REIT'S, IN AUGUST 2010 APPROXIMATELY, WAS NOT APPROPRIATE AND HE WAS NOT INFORMED OF THE HIGH RISK OF THE RECOMMENDATION. NO SPECIFIC COMPENSATORY DAMAGES WERE ALLEGED.

Product Type: Other: REIT

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): IT IS BELIEVED THE POTENTIAL DAMAGES WOULD EXCEED THE REPORTING THRESHOLD.

Is this an oral complaint? No

Is this a written complaint? No

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

Arbitration/Reparation forum or court name and location: FINRA DISPUTE RESOLUTION ARBITRATION

Docket/Case #: 14-03851



Filing date of arbitration/CFTC reparation or civil litigation: 12/22/2014

Customer Complaint Information

Date Complaint Received: 12/31/2014

Complaint Pending? No

Status: Settled

Status Date: 10/13/2015

Settlement Amount: \$45,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: METLIFE SECURITIES

Allegations: CUSTOMER ALLEGED THE REPRESENTATIVE'S ADVICE TO INVEST IN REITS, IN AUGUST 2010 APPROXIMATELY, WAS NOT APPROPRIATE AND HE WAS NOT INFORMED OF THE HIGH RISK OF THE RECOMMENDATION. NO SPECIFIC COMPENSATORY DAMAGES WERE ALLEGED.

Product Type: Other: REIT

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): IT IS BELIEVED THE POTENTIAL DAMAGES WOULD EXCEED THE REPORTING THRESHOLD.

Is this an oral complaint? No

Is this a written complaint? No

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

Arbitration/Reparation forum or court name and location: FINRA DISPUTE RESOLUTION ARBITRATION

Docket/Case #: 14-03851

Filing date of arbitration/CFTC reparation or civil litigation: 12/22/2014

Customer Complaint Information

Date Complaint Received: 12/31/2014

Complaint Pending? No

Status: Settled

Status Date: 10/13/2015

Settlement Amount: \$45,000.00

Individual Contribution Amount: \$0.00



Amount:

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: RAYMOND JAMES FINANCIAL SERVICES, INC

Allegations: CLIENT OPENED AN ACCOUNT WITH A SPLIT FA NUMBER. (TONY GOMES AND GREG CHONA) CLIENT ALLEGES THAT MR. CHONA PLACED TRADES IN HIS ACCOUNT WITHOUT AUTHORIZATION. CLIENT FURTHER ACKNOWLEDGES THAT HE BELIEVED MR. GOMES WOULD BE THE ONE PLACING TRADES IN THE ACCOUNT. UPON INITIAL REVIEW IT APPEARS THAT MR. GOMES WOULD MAKE THE EQUITY SELECTIONS BUT EITHER MR. GOMES OR MR. CHONA COULD LEGALLY PLACE THE TRADES.

Product Type: Equity - OTC

Alleged Damages: \$8,000.00

Customer Complaint Information

Date Complaint Received: 03/24/2006

Complaint Pending? No

Status: Settled

Status Date: 04/27/2006

Settlement Amount: \$6,634.00

Individual Contribution Amount: \$6,634.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: RAYMOND JAMES FINANCIAL SERVICES, INC

Allegations: CLIENT OPENED AN ACCOUNT WITH A SPLIT FA NUMBER. (TONY GOMES AND GREG CHONA) CLIENT ALLEGES THAT MR. CHONA PLACED TRADES IN HIS ACCOUNT WITHOUT AUTHORIZATION. CLIENT FURTHER ACKNOWLEDGES THAT HE BELIEVED MR. GOMES WOULD BE THE ONE PLACING TRADES IN THE ACCOUNT. UPON INITIAL REVIEW IT APPEARS THAT MR. GOMES WOULD MAKE THE EQUITY SELECTIONS BUT EITHER MR. GOMES OR MR. CHONA COULD LEGALLY PLACE THE TRADES.

Product Type: Equity - OTC

Alleged Damages: \$8,000.00

Customer Complaint Information

Date Complaint Received: 03/24/2006

Complaint Pending? No

Status: Settled

Status Date: 04/24/2006

Settlement Amount: \$6,634.00



Individual Contribution Amount:	\$6,634.00
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Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source:	Individual
Action Type:	Compromise
Action Date:	08/11/2022
Organization Investment-Related?	
Action Pending?	No
Disposition:	Satisfied/Released
Disposition Date:	11/22/2024
If a compromise with creditor, provide:	
Name of Creditor:	Internal Revenue Service
Original Amount Owed:	\$138,315.66
Terms Reached with Creditor:	\$7,100 to settle in full



End of Report

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