



IAPD Report

SHERRY DENISE HOLLEY

CRD# 1845544

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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

SHERRY DENISE HOLLEY (CRD# 1845544)

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 **04/01/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	RAYMOND JAMES FINANCIAL SERVICES, INC.	CRD# 6694	09/25/2018
IA	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC	CRD# 149018	09/25/2018

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **32** 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	J.J.B. HILLIARD, W.L. LYONS, LLC	453	LEXINGTON, KY	08/21/2009 - 09/26/2018
IA	J.J.B. HILLIARD, W.L. LYONS, LLC	453	LEXINGTON, KY	08/21/2009 - 09/26/2018
B	WELLS FARGO ADVISORS, LLC	19616	LEXINGTON, KY	01/01/2008 - 08/24/2009

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

Employment 1 of 2

Firm Name: **RAYMOND JAMES FINANCIAL SERVICES, INC.**

Main Address: 880 CARILLON PARKWAY
ST. PETERSBURG, FL 33716

Firm ID#: 6694

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	09/25/2018
	FINRA	General Securities Sales Supervisor	Approved	09/25/2018
	Alabama	Agent	Approved	10/04/2018
	Arizona	Agent	Approved	03/19/2024
	California	Agent	Approved	03/19/2024
	Colorado	Agent	Approved	01/08/2021
	Delaware	Agent	Approved	02/05/2020
	District of Columbia	Agent	Approved	07/21/2023
	Florida	Agent	Approved	10/01/2018
	Georgia	Agent	Approved	09/25/2018
	Hawaii	Agent	Approved	10/02/2019
	Idaho	Agent	Approved	09/25/2018
	Illinois	Agent	Approved	09/27/2018



Qualifications

	Regulator	Registration	Status	Date
B	Kentucky	Agent	Approved	09/25/2018
B	Louisiana	Agent	Approved	09/25/2018
B	Maryland	Agent	Approved	09/25/2018
B	Massachusetts	Agent	Approved	05/16/2023
B	Michigan	Agent	Approved	09/25/2018
B	Missouri	Agent	Approved	09/25/2018
B	Montana	Agent	Approved	09/25/2018
B	Nevada	Agent	Approved	08/02/2019
B	New Mexico	Agent	Approved	01/08/2021
B	New York	Agent	Approved	03/19/2024
B	North Carolina	Agent	Approved	09/25/2018
B	Ohio	Agent	Approved	09/25/2018
B	Oklahoma	Agent	Approved	07/15/2025
B	Pennsylvania	Agent	Approved	09/02/2022
B	Rhode Island	Agent	Approved	10/15/2018
B	South Carolina	Agent	Approved	09/21/2021
B	Tennessee	Agent	Approved	09/25/2018
B	Texas	Agent	Approved	09/25/2018
B	Virginia	Agent	Approved	09/25/2018



Qualifications

Regulator	Registration	Status	Date
B Washington	Agent	Approved	03/19/2024
B Wisconsin	Agent	Approved	09/25/2018

Branch Office Locations

RAYMOND JAMES FINANCIAL SERVICES

110 E. Third Street
Lexington, KY 40508

RAYMOND JAMES FINANCIAL SERVICES

82 Patton Avenue
Suite 610
Asheville, NC 28801

Employment 2 of 2

Firm Name: **RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC**
Main Address: 880 CARILLON PARKWAY
SAINT PETERSBURG, FL 33716
Firm ID#: 149018

Regulator	Registration	Status	Date
IA Kentucky	Investment Adviser Representative	Approved	09/25/2018
IA Texas	Investment Adviser Representative	Approved	09/25/2018

Branch Office Locations

RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC

110 E Third St
Lexington, KY 40508

RAYMOND JAMES FINANCIAL SERVICES ADVISORS, IN

82 Patton Avenue
Suite 610
Asheville, NC 28801



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 2 principal/supervisory exams, 3 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	06/20/2000
	General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	06/20/2000

General Industry/Product Exams

	Exam	Category	Date
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	06/08/1994
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/31/1991

State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	07/07/1994
	Uniform Securities Agent State Law Examination (S63)	Series 63	04/08/1991

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	08/21/2009 - 09/26/2018	J.J.B. HILLIARD, W.L. LYONS, LLC	CRD# 453	LEXINGTON, KY
IA	08/21/2009 - 09/26/2018	J.J.B. HILLIARD, W.L. LYONS, LLC	CRD# 453	LEXINGTON, KY
B	01/01/2008 - 08/24/2009	WELLS FARGO ADVISORS, LLC	CRD# 19616	LEXINGTON, KY
IA	01/01/2008 - 08/24/2009	WELLS FARGO ADVISORS, LLC	CRD# 19616	LEXINGTON, KY
B	04/25/1997 - 01/03/2008	A. G. EDWARDS & SONS, INC.	CRD# 4	LEXINGTON, KY
IA	12/04/2003 - 01/01/2008	A. G. EDWARDS & SONS, INC.	CRD# 4	LEXINGTON, KY
IA	10/29/2003 - 12/03/2003	A. G. EDWARDS & SONS, INC.	CRD# 4	LEXINGTON, KY
B	06/09/1994 - 05/13/1997	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY
B	02/01/1991 - 01/17/1994	METLIFE SECURITIES INC.	CRD# 14251	SPRINGFIELD, MA
B	02/01/1991 - 01/17/1994	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
09/2018 - Present	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC.	IAR	Y	LEXINGTON, KY, United States
09/2018 - Present	RAYMOND JAMES FINANCIAL SERVICES, INC.	FINANCIAL ADVISOR	Y	LEXINGTON, KY, United States
08/2009 - Present	J.J.B Hilliard, W.L. Lyons, LLC	Wealth Advisor	N	Lexington, KY, United States



Registration & Employment History



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) Name of Business: Blue Grass Trust for Historic Preservation Address: 201 N. Mill St., Lexington, KY, 40508, United States Activity Type: Non profit Position/Title: Board Member, Committee Member Investment Related: Yes Start Date: 03/31/2026 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: I am there to support and raise funds for the non profit organization. Also, to review the financials and investments as part of the finance committee.
- (2) Name of Business: Gratz Park Private Wealth Address: 110 E. Third St., Lexington, KY, 40508, United States Activity Type: Support Company - Owner Position/Title: Other Investment Related: No Start Date: 09/25/2018 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: Wealth Advisor
- (3) Name of Business: Holley-Slaughter Charitable Foundation Address: 331 S. Mill St., Lexington, KY, 40508, United States Activity Type: Non profit Position/Title: Other Investment Related: Yes Start Date: 07/17/2025 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: Grantor
- (4) Name of Business: Purple Aura Properties LLC Address: 331 S Mill St, Lexington, KY, 40508, United States Activity Type: Rental Real Estate Position/Title: Investment Related: Yes Start Date: 02/12/2021 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties:
- (5) Name of Business: Signature Wealth Group Address: 190 Market St Ste 2, Lexington, KY, 40507, United States Activity Type: Support Company - Owner Position/Title: Other Investment Related: No Start Date: 09/25/2018 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: Help in recruiting and advise on processes and systems
- (6) Name of Business: Small Giant LLC Address: 1206 Clear Creek Rd, Nicholasville, KY, 40356, United States Activity Type: Rental Real Estate Position/Title: Investment Related: Yes Start Date: 03/15/2022 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties:
- (7) Name of Business: Transylvania University Address: 300 N. Broadway , Lexington, KY, 40508, United States Activity Type: Non profit Position/Title: Other, Board Member, Finance/Investment Committee Member, Committee Member Investment Related: Yes Start Date: 07/02/2018 Hours per month devoted to this business: 2-10 Hours per month devoted to this business during trading hours: 2-10 Description of duties: Board member - Support the mission of the university\n\nI am now Chair of Finance Committee and Chair of Investment Committee. I do not hold any accounts for the university, nor do I have signing privileges.
- (8) Name of Business: Uncarved Block, LLC Address: 1206 Clear Crekk Road, Nicholasville, KY, 40356, United States Activity Type: Rental Real Estate Position/Title: Owner/Proprietor Investment Related: Yes Start Date: 09/25/2018 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: Landowner
- (9) Name of Business: Womens Worth Alliance Address: 110 E. Third St., Lexington, KY, 40508, United States Activity Type: Support Company - Non Owner Position/Title: Other Investment Related: No Start Date: 04/01/2021 Hours per month devoted to this business: 2-10 Hours per month devoted to this business during trading hours: 0-1 Description of duties: I am helping with content and networking relationships.



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:	A.G. EDWARDS & SONS, INC.
Allegations:	CLIENTS ALLEGED OMISSION OF MATERIAL FACTS. **** UPON REVIEW BY THE FIRM, ALLEGATION WAS REFUTED & UNFOUNDED AND RESTITUTION DECLINED.
Product Type:	CD(s)
Alleged Damages:	\$0.00

Customer Complaint Information

Date Complaint Received:	06/28/2000
Complaint Pending?	No
Status:	Denied
Status Date:	07/11/2000
Settlement Amount:	
Individual Contribution Amount:	



End of Report

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