



## IAPD Report

# TERRY JEROME HEINRICHS

CRD# 1980656

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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

### TERRY JEROME HEINRICHS (CRD# 1980656)

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 **04/23/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	SANCTUARY SECURITIES, INC.	CRD# 205	11/04/2022
<b>IA</b>	SANCTUARY ADVISORS, LLC	CRD# 226606	11/07/2022

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **30** 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>	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	MADISON, WI	09/05/1996 - 11/07/2022
<b>B</b>	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	MADISON, WI	08/02/1996 - 11/07/2022

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

### Employment 1 of 2

Firm Name: **SANCTUARY SECURITIES, INC.**  
Main Address: 1450 BRICKELL AVENUE  
SUITE 2610  
MIAMI, FL 33131  
Firm ID#: 205

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	11/04/2022
<b>B</b> Alabama	Agent	Approved	06/25/2024
<b>B</b> Arizona	Agent	Approved	11/17/2022
<b>B</b> California	Agent	Approved	11/04/2022
<b>B</b> Colorado	Agent	Approved	11/08/2022
<b>B</b> Connecticut	Agent	Approved	11/08/2022
<b>B</b> Florida	Agent	Approved	11/14/2022
<b>B</b> Georgia	Agent	Approved	11/01/2023
<b>B</b> Illinois	Agent	Approved	11/17/2022
<b>B</b> Indiana	Agent	Approved	11/09/2022
<b>B</b> Iowa	Agent	Approved	11/07/2022
<b>B</b> Kentucky	Agent	Approved	11/06/2024
<b>B</b> Louisiana	Agent	Approved	11/09/2022



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Maryland	Agent	Approved	11/09/2022
<b>B</b> Michigan	Agent	Approved	11/07/2022
<b>B</b> Minnesota	Agent	Approved	11/10/2022
<b>B</b> Missouri	Agent	Approved	11/07/2022
<b>B</b> Nebraska	Agent	Approved	11/07/2022
<b>B</b> Nevada	Agent	Approved	11/18/2022
<b>B</b> New Jersey	Agent	Approved	11/14/2022
<b>B</b> New Mexico	Agent	Approved	11/20/2023
<b>B</b> North Carolina	Agent	Approved	11/09/2022
<b>B</b> Oregon	Agent	Approved	04/13/2025
<b>B</b> Pennsylvania	Agent	Approved	11/07/2022
<b>B</b> South Carolina	Agent	Approved	11/15/2022
<b>B</b> Tennessee	Agent	Approved	02/18/2026
<b>B</b> Texas	Agent	Approved	11/04/2022
<b>B</b> Utah	Agent	Approved	04/24/2026
<b>B</b> Virginia	Agent	Approved	11/09/2022
<b>B</b> Washington	Agent	Approved	11/08/2022
<b>B</b> Wisconsin	Agent	Approved	11/08/2022

### Branch Office Locations





## Qualifications

### DAVID A. NOYES & COMPANY

401 CHARMANY DR  
SUITE 315  
MADISON, WI 53719

### Employment 2 of 2

Firm Name: **SANCTUARY ADVISORS, LLC**  
Main Address: 1450 BRICKELL AVENUE  
SUITE 2610  
MIAMI, FL 33131  
Firm ID#: 226606

Regulator	Registration	Status	Date
 Texas	Investment Adviser Representative	Restricted Approval	11/07/2022
 Wisconsin	Investment Adviser Representative	Approved	11/08/2022

### Branch Office Locations

#### SANCTUARY ADVISORS, LLC

401 CHARMANY DR  
SUITE 315  
MADISON, WI 53719



## 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, 2 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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<b>B</b> Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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<b>B</b> General Securities Representative Examination (S7)	Series 7	08/01/1996
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#### State Securities Law Exams

Exam	Category	Date
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<b>IA</b> Uniform Investment Adviser Law Examination (S65)	Series 65	08/28/1996
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<b>B</b> Uniform Securities Agent State Law Examination (S63)	Series 63	08/28/1996
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### 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	09/05/1996 - 11/07/2022	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	MADISON, WI
B	08/02/1996 - 11/07/2022	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	MADISON, WI

### 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
11/2022 - Present	SANCTUARY ADVISORS, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	MADISON, WI, United States
11/2022 - Present	SANCTUARY SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	MADISON, WI, United States
10/2009 - 11/2022	BANK OF AMERICA, N.A.	VP; WEALTH MANAGEMENT ADVISOR	Y	MADISON, WI, United States
09/1994 - 11/2022	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	WEALTH MANAGEMENT ADVISOR	Y	MADISON, WI, 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) Name: Society for Quantitative Ethnography  
 Position: President Nature: The main purpose of the Society is to host international conferences for the university professors, students and related people to present and share ideas involving quantitative ethnography. Investment Related: No Hours: 1 Securities Trading Hours: 0 Start Date: 03/07/2019  
 Address: 5509 Trempealeau Trail, Madison WI 53705, United States  
 Description: I serve as President. However, my main role is to provide business acumen to an organization otherwise run and influenced by university academics.

2) Name: Society for Quantitative Ethnography  
 Position: President Nature: The main purpose of the Society is to host international conferences for the university professors, students and related people to present and share ideas involving quantitative ethnography. Investment Related: No Hours: 1 Securities Trading Hours: 0 Start Date: 03/07/2019  
 Address: 5509 Trempealeau Trail, Madison WI 53705, United States  
 Description: I serve as President. However, my main role is to provide business acumen to an organization otherwise run and influenced by university academics.



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

3) Name: United Way of Dane County Foundation

Position: Trustee Nature: Raise long term funding to support the goals of the United Way of Dane County. Investment Related: No  
Hours: 2 Securities Trading Hours: 1 Start Date: 05/05/2016

Address: 2059 Atwood Avenue, Madison WI 53704, United States

Description: Currently, I am the Vice Chair and am scheduled to be the President beginning the Spring of 2023. Also, I participate on the Investment Committee of the Foundation. We set policy for the Foundation's investments and oversee the investment manager of the Foundation's assets.

4) Name: Dumb & Dumber LLC

Position: Managing Member Nature: This is an LLC created with my father (50% owner) to invest in the Nolan Hotel, a Holiday Inn Express hotel in Madison, WI. Investment Related: Yes Hours: 1 Securities Trading Hours: 0 Start Date: 06/17/2013

Address: 5509 Trempealeau Trail, Madison WI 53705, United States

Description: I file the financial reports, organize the tax filing and handle any financial disbursements.

5) FRIENDS OF PBS WISCONSIN

POSITION: Audit Committee

NATURE: The Friends of PBS Wisconsin provides fundraising support for PBS Wisconsin, the local (state-wide) public television station.

INVESTMENT RELATED: No

NUMBER OF HOURS: 1

SECURITIES TRADING HOURS: 0

START DATE: 03/02/2026

ADDRESS: 821 University Ave, Madison WI 53706, United States

DESCRIPTION: The committee oversees the annual audit process on the behalf of the Friends board.



## 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>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
<b>Allegations:</b>	THE CUSTOMER ALLEGES FAILURE TO FOLLOW INSTRUCTIONS IN NOVEMBER 2011. COMPENSATORY DAMAGES ARE NOT SPECIFIED.
<b>Product Type:</b>	Other: MANAGED/WRAP ACCOUNTS
<b>Alleged Damages:</b>	\$0.00
<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>	11/28/2011
<b>Complaint Pending?</b>	No
<b>Status:</b>	Settled
<b>Status Date:</b>	12/16/2011
<b>Settlement Amount:</b>	\$20,877.41
<b>Individual Contribution Amount:</b>	\$0.00



**Disclosure 2 of 2**

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** MERRILL LYNCH

**Allegations:** CUSTOMER ALLEGES THAT HIS FINANCIAL CONSULTANT RECOMMENDED INVESTMENTS INCONSISTENT WITH HIS RISK PROFILE AND STATED OBJECTIVES. NO SPECIFIC DAMAGES ALLEGED.

**Product Type:** Mutual Fund(s)

**Alleged Damages:** \$0.00

**Customer Complaint Information**

**Date Complaint Received:** 02/18/2000

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 05/03/2000

**Settlement Amount:** \$0.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** FINANCIAL CONSULTANT DENIES THE ALLEGATIONS. INVESTMENTS WERE CONSISTENT WITH CUSTOMER'S STATED INVESTMENT OBJECTIVES. FURTHERMORE, AT THE TIME OF PURCHASES, FINANCIAL CONSULTANT DISCUSSED INVESTMENT STRATEGY WITH CUSTOMER.



## End of Report

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