User Guidance

www.adviserinfo.sec.gov

IAPD Report

Diana Marie Ortiz

CRD# 2093628

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

Diana Marie Ortiz (CRD# 2093628)

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 **10/28/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	RAYMOND JAMES FINANCIAL SERVICES, INC.	CRD# 6694	10/19/2023
IA	RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC	CRD# 149018	10/19/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **5** 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	CETERA INVESTMENT ADVISERS LLC	105644	TACOMA, WA	02/04/2022 - 10/18/2023
B	CETERA INVESTMENT SERVICES LLC	15340	TACOMA, WA	02/02/2022 - 10/18/2023
IA	KEY INVESTMENT SERVICES LLC	136300	Gig Harbor, WA	08/28/2009 - 02/04/2022

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 **5** 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
B	FINRA	Corporate Securities Represent	Approved	10/19/2023
B	FINRA	General Securities Representative	Approved	10/19/2023
B	FINRA	Government Securities Representative	Approved	10/19/2023
B	FINRA	Invest. Co and Variable Contracts	Approved	10/19/2023
B	FINRA	Municipal Securities Representative	Approved	10/19/2023
B	Arizona	Agent	Approved	10/19/2023
B	Maryland	Agent	Approved	12/17/2025
B	Oregon	Agent	Approved	10/23/2023
B	Texas	Agent	Approved	10/19/2023
B	Washington	Agent	Approved	10/19/2023

Branch Office Locations

RAYMOND JAMES FINANCIAL SERVICES
5303 Point Fosdick Drive
Gig Harbor, WA 98335

Employment 2 of 2

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

Qualifications

Main Address: 880 CARILLON PARKWAY
SAINT PETERSBURG, FL 33716

Firm ID#: 149018

	Regulator	Registration	Status	Date
IA	Texas	Investment Adviser Representative	Approved	10/19/2023
IA	Washington	Investment Adviser Representative	Approved	10/19/2023

Branch Office Locations

RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC
5303 Point Fosdick Drive
Gig Harbor, WA 98335

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, 6 general industry/product exams, and 3 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
	No information reported.		

General Industry/Product Exams

	Exam	Category	Date
B	Government Securities Representative Examination (S72)	Series 72	01/02/2023
B	Corporate Securities Limited Representative Examination (S62)	Series 62	01/02/2023
B	Municipal Securities Representative Examination (S52TO)	Series 52TO	01/02/2023
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	07/19/1995
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/16/1990

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	08/26/2009
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	08/13/1997
B	Uniform Securities Agent State Law Examination (S63)	Series 63	10/06/1990

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	02/04/2022 - 10/18/2023	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	TACOMA, WA
B	02/02/2022 - 10/18/2023	CETERA INVESTMENT SERVICES LLC	CRD# 15340	TACOMA, WA
IA	08/28/2009 - 02/04/2022	KEY INVESTMENT SERVICES LLC	CRD# 136300	Gig Harbor, WA
B	01/03/2006 - 02/04/2022	KEY INVESTMENT SERVICES LLC	CRD# 136300	Gig Harbor, WA
B	03/20/2002 - 12/31/2005	MCDONALD INVESTMENTS INC.	CRD# 566	CLEVELAND, OH
B	09/18/2001 - 03/20/2002	METROPOLITAN INVESTMENT SECURITIES, INC.	CRD# 14146	SPOKANE, WA
B	07/26/2001 - 09/20/2001	FIRST MONTAUK SECURITIES CORP.	CRD# 13755	RED BANK, NJ
B	10/01/1999 - 07/24/2001	METROPOLITAN INVESTMENT SECURITIES, INC.	CRD# 14146	SPOKANE, WA
B	11/20/1998 - 11/15/1999	DEAN WITTER REYNOLDS INC.	CRD# 7556	PURCHASE, NY
B	12/09/1996 - 11/01/1998	KEY INVESTMENTS INC.	CRD# 15873	CLEVELAND, OH
B	08/19/1996 - 12/13/1996	WELLS FARGO SECURITIES INC.	CRD# 17438	SAN FRANCISCO, CA
B	10/05/1995 - 08/19/1996	FIRST INTERSTATE INVESTMENTS,INC.	CRD# 17101	
B	07/24/1992 - 11/15/1995	ESSEX NATIONAL SECURITIES, INC.	CRD# 25454	NAPA, CA
B	11/19/1990 - 06/12/1992	MIDAMERICA MANAGEMENT CORPORATION	CRD# 13302	CEDAR RAPIDS, IA

Registration & Employment History

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
10/2023 - Present	Raymond James Financial Services, Inc.	Registered Representative	Y	Gig Harbor, WA, United States
03/2023 - Present	Umpqua Bank	Columbia Bank	Y	Gig Harbor, WA, United States
02/2022 - Present	Raymond James Financial Services Advisors, Inc	Associate/Employee	Y	Gig Harbor, WA, United States
02/2022 - 10/2023	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	Tacoma, WA, United States
02/2022 - 10/2023	CETERA INVESTMENT SERVICES LLC	REGISTERED REPRESENTATIVE	Y	ST CLOUD, MN, United States
02/2022 - 03/2023	Columbia Bank	REGISTERED REPRESENTATIVE	Y	Tacoma, WA, United States
12/2005 - 02/2022	KEY INVESTMENT SERVICES LLC	FA	Y	TACOMA, WA, 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 of Business: Columbia Wealth Advisors Address: 5303 Point Fosdick Dr, Gig Harbor, WA, 98335-1720, United States Activity Type: Support Company - Non Owner Position/Title: Associate/Employee Investment Related: No Start Date: 02/02/2022 Hours per month devoted to this business: 81+ Hours per month devoted to this business during trading hours: 81+ Description of duties: Financial Advisor

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

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	KEY INVESTMENT SERVICES LLC
Allegations:	CLIENT ALLEGES THAT THE RR RECOMMENDED TO INVEST $310K INTO MUNI UIT'S THAT WAS NOT A SUITABLE PRODUCT BASED ON CLIENT'S INVESTMENT OBJECTIVE WHICH WAS LIQUIDITY AND SAFETY OF PRINCIPLE.
Product Type:	Unit Investment Trust
Alleged Damages:	$60,000.00
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:	07/29/2011
Complaint Pending?	No
Status:	Settled
Status Date:	11/02/2011
Settlement Amount:	$45,000.00
Individual Contribution Amount:	$6,993.69

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	KEY INVESTMENT SERVICES
Allegations:	CLIENT ALLEGES THAT THE RR RECOMMENDED TO INVEST $310K INTO MUNI UIT'S THAT WAS NOT A SUITABLE PRODUCT BASED ON CLIENT'S INVESTMENT OBJECTIVE WHICH WAS LIQUIDITY AND SAFETY OF PRINCIPLE.
Product Type:	Unit Investment Trust
Alleged Damages:	$60,000.00
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:	07/29/2011
Complaint Pending?	No
Status:	Settled
Status Date:	11/02/2011
Settlement Amount:	$45,000.00
Individual Contribution Amount:	$6,993.69
Broker Statement	I FEEL DUE DILIGENCE WAS FOLLOWED IN GATHERING INFORMATION FROM AND FOR THE CLIENT. IT'S UNFORTUNATE THAT THE COMMUNICATION BROKE DOWN BETWEEN MYSELF AND CLIENT FOR THIS SITUATION TO ARISE.

Disclosure 2 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	
Allegations:	CUSTOMER ALLEGED UNAUTHORIZED INVESTMENT IN PFL ANNUITY.
Product Type:	
Alleged Damages:	$10,000.00

Customer Complaint Information

Date Complaint Received:	11/22/1997
Complaint Pending?	No
Status:	Denied
Status Date:	01/09/1998

Settlement Amount:

Individual Contribution Amount:

Firm Statement CLAIM DENIED.
Not Provided

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint:

Allegations: COMPLAINT INDICATING UNAUTHORIZED INVESTMENT OF $10,000 TO ANNUITY. CUSTOMER COULD NOT RECALL ALL AUTHORIZING ADDITION TO HER FIXED ANNUITY. HE SHOWS ALL COPIES & SIGNATURES BY CUSTOMER AUTHORIZING THIS ADDITION.

Product Type:

Alleged Damages: $10,000.00

Customer Complaint Information

Date Complaint Received: 11/22/1997

Complaint Pending? No

Status: Denied

Status Date: 01/09/1998

Settlement Amount:

Individual Contribution Amount:

Broker Statement CLAIM WAS DENIED. ALL DOCUMENTS IN FILE SHOWING THIS WAS AUTHORIZED BY CUSTOMER.
ANNUITY WAS OPENED 3/95. AT THAT TIME [CUSTOMER] HAD RECENTLY MOVED FROM CALIFORNIA TO BE CLOSER TO HER SON IN SPOKANE, WASHINGTON. CLIENT DIDN'T NEED FUNDS AND WANTED FUNDS
AVAILABLE TO HEIRS UPON DEATH. THEREFORE WE OPENED A FIXED ANNUITY FOR HER. SHE LATER CAME TO US BECAUSE SHE HAD SOME MORE FUNDS DUE FROM SALE OF SECURITIES IN ARIZONA & AGAIN DIDN'T NEED FUNDS NOR DID SHE WANT PRINCIPAL FLUCTUATION. THEREFORE WE ADDED TO HER EXISTING ANNUITY. SHE WAS GIVEN A RECEIPT FOR SAID ADDITIONAL DEPOSIT. NOW SON IS NOT HAPPY W/ HER INVESTMENT DECISION & HAD HER FILE A COMPLAINT. COMPLAINT WAS DENIED. IT IS VERY IMPORTANT FOR ME TO DO WHAT'S RIGHT FOR THE CLIENT AND I FEEL I DID.

End of Report

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