



## IAPD Report

# WILLIAM EDWARD MOORE JR

CRD# 2313901

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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

### WILLIAM EDWARD MOORE JR (CRD# 2313901)

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 **06/27/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	05/06/2005
<b>IA</b>	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	05/06/2005

### QUALIFICATIONS

This representative is currently registered in **6** SRO(s) and **25** 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>	MORGAN STANLEY	7556	ATLANTA, GA	12/20/2002 - 05/10/2005
<b>B</b>	MORGAN STANLEY DW INC.	7556	PURCHASE, NY	05/24/1999 - 05/10/2005
<b>B</b>	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NEW YORK, NY	03/12/1993 - 06/01/1999

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 **25** 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 Cboe BYX Exchange, Inc.	General Securities Representative	Approved	05/09/2014
B Cboe BZX Exchange, Inc.	General Securities Representative	Approved	05/09/2014
B Cboe Exchange, Inc.	General Securities Representative	Approved	05/06/2005
B Cboe Exchange, Inc.	General Securities Sales Supervisor	Approved	05/06/2005
B FINRA	General Securities Representative	Approved	05/06/2005
B FINRA	General Securities Sales Supervisor	Approved	05/06/2005
B Nasdaq Stock Market	General Securities Representative	Approved	07/12/2006
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	07/12/2006
B New York Stock Exchange	General Securities Representative	Approved	05/06/2005
B New York Stock Exchange	General Securities Sales Supervisor	Approved	10/01/2018
B Alabama	Agent	Approved	09/06/2005
B Arkansas	Agent	Approved	10/31/2023
B California	Agent	Approved	05/26/2005



### Qualifications

Regulator	Registration	Status	Date
B Colorado	Agent	Approved	02/04/2014
B Florida	Agent	Approved	05/06/2005
B Georgia	Agent	Approved	05/06/2005
IA Georgia	Investment Adviser Representative	Approved	05/06/2005
B Illinois	Agent	Approved	05/27/2005
B Indiana	Agent	Approved	05/26/2005
B Kansas	Agent	Approved	07/07/2017
B Louisiana	Agent	Approved	06/29/2021
B Maryland	Agent	Approved	05/26/2005
B Michigan	Agent	Approved	04/11/2022
B Missouri	Agent	Approved	03/28/2017
B New Jersey	Agent	Approved	05/06/2005
B North Carolina	Agent	Approved	05/06/2005
B Ohio	Agent	Approved	06/16/2022
B Pennsylvania	Agent	Approved	05/27/2005
B South Carolina	Agent	Approved	05/06/2005
B Tennessee	Agent	Approved	03/26/2018
B Texas	Agent	Approved	05/06/2005
IA Texas	Investment Adviser Representative	Restricted Approval	05/18/2005



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Utah	Agent	Approved	07/06/2009
<b>B</b> Vermont	Agent	Approved	04/24/2025
<b>B</b> Virginia	Agent	Approved	10/30/2008
<b>B</b> Washington	Agent	Approved	09/09/2009
<b>B</b> Wyoming	Agent	Approved	04/03/2023

### Branch Office Locations

**MERRILL LYNCH, PIERCE, FENNER & SMITH  
INCORPORATED**  
3920 ARKWRIGHT RD  
MACON, GA 31210



## 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, 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	02/14/2000
General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	02/04/2000

#### General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	03/10/1993

#### State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	06/18/1997
Uniform Securities Agent State Law Examination (S63)	Series 63	04/28/1993

### 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	12/20/2002 - 05/10/2005	MORGAN STANLEY	CRD# 7556	ATLANTA, GA
B	05/24/1999 - 05/10/2005	MORGAN STANLEY DW INC.	CRD# 7556	PURCHASE, NY
B	03/12/1993 - 06/01/1999	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	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
11/2009 - Present	BANK OF AMERICA, NA	FINANCIAL ADVISOR	Y	MACON, GA, United States
05/2005 - Present	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	FINANCIAL ADVISOR	Y	MACON, GA, 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.

I\*722239 Entity Type: Rental Property Name of outside business organization: Rental Property 1 Investment related: No Address of business: Montezuma, Georgia, 31063 Position, title, association: Sole owner, Start date of relationship: 3/1/2022 Number of hours devoted: 1 hours Yearly Number of hours devoted during trading hours: 0 Duties: Sole owner of rental property

I\*1498273 Entity Type: Charitable Name of outside business organization: Monroe County Law Enforcement Foundation Inc. Investment related: No Address of business: Macon, Georgia, 31204 Position, title, association: Board Member, Director, Start date of relationship: 10/6/2023 Number of hours devoted: 2 hours Monthly Number of hours devoted during trading hours: 2 Duties: The purpose of the Foundation will be to engage the local community to support law enforcement. I will be on the Board that will make decisions on how Board dollars are spent in purchasing equipment for local law enforcement over and above their budget items.

I\*1858263, Entity Type Charitable, Name of OBA: Forsyth Methodist Church Address: Forsyth, Georgia31029 Investment Related: No Position, Title, Association: Committee Employee Start Date:05/30/2024 No Hours: 12 yearly No Hours during trading: 0 Duties: I will facilitate meetings between the various departments within the Church

I\*: 2555286  
Entity Type: For Profit  
Name of OBA: Orchard Springs LLC  
Address: Montezuma, GA 31063  
Investment Related: No



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

Position, Title, Association: Owner

Employee Start Date: 6/16/2025

Number of Hours: 72 hrs annually

Number of Hours during trading: 0

Duties: I am creating the LLC to own a previously disclosed farm/timber tract that I own personally in my single name. I intend to transfer the deed to the property into the name of the LLC right away. The purpose of this is to limit my personal liability in the event of an accident or injury that could potentially occur on the property. I will be purchasing a liability insurance policy for the LLC as well. I will own and manage the timber and wildlife habitat on the property. A portion of the farm is rented out to an outside entity for the purpose of pecan harvesting of the existing pecan orchard that exists on the property.



## 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>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	MORGAN STANLEY DW INC.
<b>Allegations:</b>	CUSTOMER ALLEGES THAT FINANCIAL ADVISOR MISREPRESENTED THE FEE ASSOCIATED WITH HIS ANNUITIES.
<b>Product Type:</b>	Other
<b>Other Product Type(s):</b>	ANNUITIES
<b>Alleged Damages:</b>	\$5,200.00

### Customer Complaint Information

<b>Date Complaint Received:</b>	10/21/2005
<b>Complaint Pending?</b>	No
<b>Status:</b>	Denied
<b>Status Date:</b>	11/09/2005
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	
<b>Firm Statement</b>	THE COMPLAINT BY [CUSTOMER] WAS FOUND WITHOUT MERIT AND DENIED ON NOVEMBER 9, 2005.

Reporting Source: Individual



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

**Allegations:** CUSTOMER ALLEGES THAT FINANCIAL ADVISOR MISREPRESENTED THE FEE ASSOCIATED WITH HIS ANNUITIES.

**Product Type:** Other

**Other Product Type(s):** ANNUITIES

**Alleged Damages:** \$5,200.00

### Customer Complaint Information

**Date Complaint Received:** 10/21/2005

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 11/09/2005

**Settlement Amount:**

**Individual Contribution Amount:**

**Broker Statement** THE COMPLAINT BY [CUSTOMER] WAS FOUND WITHOUT MERIT AND DENIED ON NOVEMBER 9, 2005.

### Disclosure 2 of 2

**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** MERRILL LYNCH, PIERCE, FENNER & SMITH INC.

**Allegations:** CUSTOMER MADE A VERBAL COMPLAINT ALLEGING UNSUITABILITY AS THE RESULT OF TWO STOCK PURCHASES.

**Product Type:** Other

**Other Product Type(s):** STOCKS

**Alleged Damages:** \$121,000.00

### Customer Complaint Information

**Date Complaint Received:** 10/01/1999

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 02/07/2000

**Settlement Amount:** \$20,000.00

**Individual Contribution Amount:** \$0.00

**Firm Statement** MERRILL LYNCH SETTLED THE MATTER AS A BUSINESS DECISION.

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**Reporting Source:** Individual



**Employing firm when activities occurred which led to the complaint:** MERRILL LYNCH, PIERCE, FENNER & SMITH

**Allegations:** CUSTOMER MADE A VERBAL COMPLAINT ALLEGING UNSUITABILITY AS THE RESULT OF TWO STOCK PURCHASES.

**Product Type:** Other

**Other Product Type(s):** STOCKS

**Alleged Damages:** \$121,000.00

**Customer Complaint Information**

**Date Complaint Received:** 10/01/1999

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 02/07/2000

**Settlement Amount:** \$20,000.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** MERRILL LYNCH SETTLED THE MATTER AS A BUSINESS DECISION.



## End of Report

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