



## IAPD Report

# WILLIAM CLIFFORD FRALEY JR

CRD# 2334771

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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

### WILLIAM CLIFFORD FRALEY JR (CRD# 2334771)

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 **07/30/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	THE JEFFREY MATTHEWS FINANCIAL GROUP, L.L.C.	CRD# 41282	03/05/2021
<b>IA</b>	JEFFREY MATTHEWS WEALTH MANAGEMENT, LLC	CRD# 155392	03/05/2021

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **6** 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>	TRUIST ADVISORY SERVICES, INC.	283390	ATLANTA, GA	02/17/2021 - 03/08/2021
<b>B</b>	TRUIST INVESTMENT SERVICES, INC.	17499	GULF SHORES, AL	02/17/2021 - 03/05/2021
<b>B</b>	BB&T SECURITIES, LLC	142785	RICHMOND, VA	01/02/2018 - 02/17/2021

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

#### Employment 1 of 2

Firm Name: **THE JEFFREY MATTHEWS FINANCIAL GROUP, L.L.C.**

Main Address: 30B VREELAND ROAD  
STE 210  
FLORHAM PARK, NJ 07932

Firm ID#: 41282

Regulator	Registration	Status	Date
 FINRA	General Securities Representative	Approved	03/05/2021
 Alabama	Agent	Approved	03/05/2021
 Florida	Agent	Approved	03/17/2021
 Indiana	Agent	Approved	03/05/2021
 Missouri	Agent	Approved	03/05/2021
 Ohio	Agent	Approved	03/05/2021
 West Virginia	Agent	Approved	07/30/2025

#### Branch Office Locations

**THE JEFFREY MATTHEWS FINANCIAL GROUP, L.L.C.**

311 Magnolia Ave  
Fairhope, AL 36532

#### Employment 2 of 2

Firm Name: **JEFFREY MATTHEWS WEALTH MANAGEMENT, LLC**

Main Address: 30B VREELAND ROAD  
SUITE 210  
FLORHAM PARK, NJ 07932

Firm ID#: 155392



## Qualifications

Regulator	Registration	Status	Date
IA Alabama	Investment Adviser Representative	Approved	03/08/2021

## Branch Office Locations

**JEFFREY MATTHEWS WEALTH MANAGEMENT, LLC**

5905 Airport Boulevard

Ste L

Mobile, AL 36608



## 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 1 principal/supervisory exam, 2 general industry/product exams, and 2 state securities law exams.**

#### Principal/Supervisory Exams

Exam	Category	Date
 Registered Options Principal Examination (S4)	Series 4	08/18/1995

#### General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	03/23/1993

#### State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	12/19/2005
 Uniform Securities Agent State Law Examination (S63)	Series 63	03/08/1995

### 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	02/17/2021 - 03/08/2021	TRUIST ADVISORY SERVICES, INC.	CRD# 283390	ATLANTA, GA
B	02/17/2021 - 03/05/2021	TRUIST INVESTMENT SERVICES, INC.	CRD# 17499	GULF SHORES, AL
B	01/02/2018 - 02/17/2021	BB&T SECURITIES, LLC	CRD# 142785	RICHMOND, VA
IA	01/02/2018 - 02/17/2021	BB&T SECURITIES, LLC	CRD# 142785	RICHMOND, VA
B	10/22/2013 - 01/02/2018	BB&T INVESTMENT SERVICES, INC.	CRD# 33856	FOLEY, AL
IA	10/22/2013 - 01/02/2018	BB&T INVESTMENT SERVICES, INC.	CRD# 33856	FOLEY, AL
IA	08/12/2009 - 10/23/2013	WADDELL & REED	CRD# 866	TALLAHASSEE, FL
B	07/17/2009 - 10/23/2013	WADDELL & REED, INC.	CRD# 866	TALLAHASSEE, FL
IA	02/03/2006 - 07/08/2009	WELLS FARGO ADVISORS, LLC	CRD# 19616	BAY MINNETTE, AL
B	07/12/2004 - 07/08/2009	WELLS FARGO ADVISORS, LLC	CRD# 19616	BAY MINNETTE, AL
B	01/27/2004 - 07/09/2004	QUICK & REILLY, INC.	CRD# 11217	NEW YORK, NY
B	03/22/2001 - 02/03/2004	JANNEY MONTGOMERY SCOTT LLC	CRD# 463	PHILADELPHIA, PA
B	03/25/1993 - 03/22/2001	EMPIRE FINANCIAL GROUP, INC.	CRD# 28759	LONGWOOD, FL

### 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
03/2021 - Present	Jeffrey Matthews Financial Group, LLC	REGISTERED REP	Y	Florham Park, NJ, United States



## Registration & Employment History

### EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2021 - 03/2021	TRUIST ADVISORY SERVICES, INC.	Mass Transfer	Y	ATLANTA, GA, United States
02/2021 - 03/2021	TRUIST INVESTMENT SERVICES, INC.	Mass Transfer	Y	GULF SHORES, AL, United States
01/2018 - 03/2021	BB&T SECURITIES, LLC	Mass Transfer	Y	GULF SHORES, AL, United States
10/2013 - 03/2021	BB&T INVESTMENT SERVICES, INC.	INVESTMENT COUNSELOR	Y	FOLEY, AL, 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.

No information reported.



## 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

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	EMPIRE FINANCIAL GROUP
<b>Allegations:</b>	CUSTOMER UNJUSTLY CLAIMED UNSUITABLE INVESTMENTS WERE MADE THROUGH MUTUAL FUNDS ON MARGIN. CLIENT WAS HEAVILY CONCENTRATED IN PEPSI STOCK BUT REFUSED TO SELL ANY DUE TO CAPITAL GAINS TAX RAMIFICATIONS. HE DECIDED THE BEST WAY TO MITIGATE RISK AND DIVERSIFY HIS ACCOUNT WAS BY BORROWING AGAINST HIS PEPSI HOLDINGS TO BUY A DIVERSIFIED BASKET OF MUTUAL FUNDS.
<b>Product Type:</b>	Mutual Fund(s)
<b>Alleged Damages:</b>	\$100,000.00

### Customer Complaint Information

**Date Complaint Received:** 06/01/2003

**Complaint Pending?** Yes

**Settlement Amount:**

**Individual Contribution Amount:**



## End of Report

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