



IAPD Report

MATTHEW AARON GERST

CRD# 2552185

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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

MATTHEW AARON GERST (CRD# 2552185)

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 **12/09/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	WELLS FARGO ADVISORS	CRD# 19616	06/28/2012
B	WELLS FARGO CLEARING SERVICES, LLC	CRD# 19616	06/28/2012

QUALIFICATIONS

This representative is currently registered in **6** SRO(s) and **33** 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	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SCOTTSDALE, AZ	10/31/2002 - 06/29/2012
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SCOTTSDALE, AZ	10/30/2002 - 06/29/2012
B	PRUDENTIAL SECURITIES INCORPORATED	7471	NEW YORK, NY	02/14/1995 - 08/08/2002

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
Termination	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 **33** jurisdiction(s) and 6 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **WELLS FARGO ADVISORS**
Main Address: ONE NORTH JEFFERSON AVENUE
MAIL CODE: H0004-05E
ST. LOUIS, MO 63103-2205
Firm ID#: 19616

Regulator	Registration	Status	Date
B Cboe Exchange, Inc.	General Securities Representative	Approved	12/01/2021
B FINRA	General Securities Representative	Approved	06/28/2012
B NYSE American LLC	General Securities Representative	Approved	06/28/2012
B Nasdaq PHLX LLC	General Securities Representative	Approved	06/28/2012
B Nasdaq Stock Market	General Securities Representative	Approved	06/28/2012
B New York Stock Exchange	General Securities Representative	Approved	06/28/2012
B Alabama	Agent	Approved	07/27/2017
B Alaska	Agent	Approved	10/11/2021
B Arizona	Agent	Approved	06/28/2012
IA Arizona	Investment Adviser Representative	Approved	07/16/2012
B California	Agent	Approved	06/28/2012
B Colorado	Agent	Approved	06/28/2012
B Florida	Agent	Approved	06/28/2012



Qualifications

Regulator	Registration	Status	Date
B Georgia	Agent	Approved	06/28/2012
B Hawaii	Agent	Approved	08/01/2012
B Idaho	Agent	Approved	11/17/2014
B Illinois	Agent	Approved	06/28/2012
B Indiana	Agent	Approved	10/31/2024
B Iowa	Agent	Approved	03/28/2025
B Kansas	Agent	Approved	10/05/2021
B Louisiana	Agent	Approved	10/11/2021
B Massachusetts	Agent	Approved	10/28/2015
B Michigan	Agent	Approved	06/28/2012
B Missouri	Agent	Approved	07/30/2012
B Montana	Agent	Approved	10/05/2021
B Nebraska	Agent	Approved	06/28/2012
B Nevada	Agent	Approved	06/28/2012
B New Hampshire	Agent	Approved	06/27/2022
B New Jersey	Agent	Approved	06/28/2012
B New Mexico	Agent	Approved	06/28/2012
B New York	Agent	Approved	06/28/2012
B North Carolina	Agent	Approved	04/12/2019



Qualifications

Regulator	Registration	Status	Date
B Oregon	Agent	Approved	02/02/2015
B Pennsylvania	Agent	Approved	10/05/2021
B Tennessee	Agent	Approved	11/06/2020
B Texas	Agent	Approved	06/28/2012
IA Texas	Investment Adviser Representative	Approved	06/28/2012
B Utah	Agent	Approved	06/28/2012
B Virginia	Agent	Approved	06/28/2012
B Washington	Agent	Approved	11/15/2013
B Wisconsin	Agent	Approved	03/21/2017

Branch Office Locations

WELLS FARGO ADVISORS
18700 N HAYDEN RD STE 525
SCOTTSDALE, AZ 85255



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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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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 General Securities Representative Examination (S7)	Series 7	10/17/1994
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State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	10/10/2007
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 Uniform Securities Agent State Law Examination (S63)	Series 63	11/09/1994
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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
B	10/31/2002 - 06/29/2012	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SCOTTSDALE, AZ
IA	10/30/2002 - 06/29/2012	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SCOTTSDALE, AZ
B	02/14/1995 - 08/08/2002	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	10/18/1994 - 02/08/1995	COLUMBUS FINANCIAL, INC.	CRD# 22709	BEVERLY HILLS, CA

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
11/2016 - Present	WELLS FARGO CLEARING SERVICES, LLC	REGISTERED REP	Y	SCOTTSDALE, AZ, United States
06/2012 - 11/2016	WELLS FARGO ADVISORS, LLC	REGISTERED REP	Y	SCOTTSDALE, AZ, 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.

MMB INVESTMENTS, LLC, INVT RELATED, CARE CREEK, AZ, 67% OWNERSHIP WITH SPOUSE, START DATE 5/21/2002, 1 HR PER MONTH, 0 HRS DURING TRADING, MANAGER OF LLC FOR RAW LAND PURCHASES AND SALES.



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
Termination	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:	MERRILL LYNCH, PIERCE, FENNER, & SMITH INCORPORATED
Allegations:	THIS VERBAL COMPLAINT AROSE OUT OF THE SALE OF AN AUCTION RATE SECURITY (ARS) THAT WAS MADE PRIOR TO THE UNPRECEDENTED ILLIQUIDITY IN THE ARS MARKET THAT OCCURRED IN FEBRUARY 2008.
Product Type:	Other: AUCTION RATE SECURITIES-- CLOSED-END FUNDS
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	UNSPECIFIED
Is this an oral complaint?	Yes
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	04/13/2009
Complaint Pending?	No
Status:	Settled



Status Date: 04/13/2009

Settlement Amount: \$50,000.00

Individual Contribution Amount: \$0.00

Broker Statement

THIS MATTER INVOLVES THE SALE OF AUCTION RATE SECURITIES (ARS). THE TRANSACTION(S) AT ISSUE TOOK PLACE BEFORE MID-FEBRUARY 2008, WHEN THE ARS MARKET SUFFERED WIDESPREAD AUCTION FAILURES AND ILLIQUIDITY. THE FINANCIAL ADVISOR DID NOT CAUSE, CONTRIBUTE OR HAVE ANY CONTROL WHATSOEVER OVER THESE MARKET EVENTS. THE FIRM REACHED AGREEMENT WITH CERTAIN OF ITS REGULATORS, PURSUANT TO WHICH IT REPURCHASED ARS FOR THEIR FULL PAR VALUE FROM CERTAIN CLIENTS, INCLUDING THE INSTANT CLIENT, WHERE THEY COMPLAINED OR NOT. THE FINANCIAL ADVISOR WAS NOT A PARTY TO THAT AGREEMENT, DID NOT MAKE ANY PAYMENT TO THE CLIENT, AND WAS NOT ASKED TO AND DID NOT CONTRIBUTE TO THE REPURCHASE AMOUNT. THE SETTLEMENT AMOUNT IN ITEM 11 ABOVE REFLECTS THE PAR VALUE OF THE REPURCHASED ARS, AS REQUIRED BY FINRA REGULATORY NOTICE 09-12.



Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Individual

Firm Name: PRUDENTIAL SECURITIES

Termination Type: Discharged

Termination Date: 07/23/2002

Allegations: BROKER VIOLATED PRUDENTIAL POLICY BY CORRESPONDING WITH FOREIGN COMPANY USING PRUDENTIAL LETTERHEAD AND PURSUING OR CONCLUDING DEALINGS WITH THE FOREIGN COMPANY WITHOUT KNOWLEDGE OR APPROVAL OF HIS MANAGER OR THE FIRM.

Product Type: Mutual Fund(s)

Other Product Types: GOVERNMENT BONDS
LISTED EQUITY'S

Broker Statement

A REQUEST WAS MADE TO THE COMPLIANCE DEPARTMENT FOR PRUDENTIAL SECURITIES IN NEW YORK TO OPEN AN ACCOUNT IN SPAIN FOR THE FOREIGN COMPANY. THIS REQUEST WAS SUBMITTED BY THE ADMINISTRATIVE MANAGER OF SCOTTSDALE OFFICE FOR PRUDENTIAL SECURITIES TO THE COMPLIANCE DEPARTMENT IN NEW YORK. THE COMPLIANCE DEPARTMENT IN NEW YORK APPROVED THE OPENING OF AN ACCOUNT IN SPAIN. THE ACKNOWLEDGEMENT OF THIS LETTER IS HELD IN THE FILES OF THE PRUDENTIAL SCOTTSDALE BRANCH. SUBSEQUENT TO THE APPROVAL, A NEW ACCOUNT FORM WAS SIGNED BY THE MANAGER OF THE SCOTTSDALE BRANCH. THE FOREIGN COMPANY WANTED TO PURCHASE BRADY BONDS ON AN INSTITUTIONAL BASIS AND BREAK THEM DOWN TO SELL TO SMALLER BUYERS. THIS WAS DISCUSSED WITH TOM ZIRBEL, THE SCOTTSDALE BRANCH MANAGER. TOM ZIRBEL'S RESPONSE WAS THAT HE HAD DEALT WITH BRADY BONDS IN THE PAST AND THAT SUCH BONDS COULD BE VERY PROFITABLE. TOM ZIRBEL FURTHER ADVISED MATTHEW GERST TO TALK WITH THE INSTITUTIONAL BOND DESK FOR FURTHER INFORMATION ON BRADY BONDS, WHICH HE DID. PRIOR TO THE CONFIRMATIONS OF LETTERS OF AUTHORIZATION LEAVING PRUDENTIAL, A TEMPLATE OF THE LETTER WAS READ AND APPROVED BY DONNA BEARS THE PRUDENTIAL OFFICE ADMINISTRATIVE MANAGER, WHO SAID "THE LETTER LOOKED FINE". MATTHEW GERST HAND DELIVERED THE LETTERS OF AUTHORIZATION TO REPRESENTATIVES OF THE FOREIGN CORPORATION. THIS DID NOT CONFORM TO PROPER CORRESPONDENCE FILE PROCEDURES. ALL SUBSEQUENT LETTERS FOLLOWED THE SAME TEMPLATE THAT HAD ORIGINALLY BEEN READ AND APPROVED BY THE OFFICE ADMINISTRATIVE MANAGER. IN SUMMARY, THE ACCOUNT WAS APPROVED FOR OPENING BY THE COMPLIANCE DEPARTMENT IN NEW YORK. THE NEW ACCOUNT FORM WAS SIGNED BY A MANAGER IN THE SCOTTSDALE BRANCH FOR PRUDENTIAL SECURITIES. THE PURPOSE OF THE COMPANY WAS DISCUSSED WITH THE BRANCH MANAGER. THE ORIGINAL TEMPLATE FOR THE CONFIRMATIONS OF LETTERS OF AUTHORIZATION WAS APPROVED BY THE PRUDENTIAL SCOTTSDALE BRANCH.



End of Report

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