



IAPD Report

WILLIAM REILLEY HERF

CRD# 2978220

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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 REILLEY HERF (CRD# 2978220)

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 **08/27/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	RBC CAPITAL MARKETS, LLC	CRD# 31194	10/21/2019
IA	RBC CAPITAL MARKETS, LLC	CRD# 31194	10/21/2019

QUALIFICATIONS

This representative is currently registered in **22** SRO(s) and **27** 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	STIFEL, NICOLAUS & COMPANY, INCORPORATED	793	SCOTTSDALE, AZ	03/16/2018 - 11/01/2019
IA	STIFEL, NICOLAUS & COMPANY, INCORPORATED	793	SCOTTSDALE, AZ	03/16/2018 - 11/01/2019
IA	B. C. ZIEGLER AND COMPANY	61	SCOTTSDALE, AZ	09/08/2009 - 03/16/2018

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 **27** jurisdiction(s) and 22 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **RBC CAPITAL MARKETS, LLC**

Main Address: 200 VESEY ST.
NEW YORK, NY 10281

Firm ID#: 31194

	Regulator	Registration	Status	Date
B	BOX Exchange LLC	General Securities Principal	Approved	10/21/2019
B	BOX Exchange LLC	General Securities Representative	Approved	10/21/2019
B	Cboe BYX Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe BZX Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe C2 Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe C2 Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B	Cboe EDGA Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe Exchange, Inc.	General Securities Representative	Approved	10/21/2019



Qualifications

Regulator	Registration	Status	Date
B Cboe Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B FINRA	General Securities Principal	Approved	10/21/2019
B FINRA	General Securities Representative	Approved	10/21/2019
B FINRA	Invest. Co and Variable Contracts	Approved	10/21/2019
B FINRA	Municipal Securities Principal	Approved	10/21/2019
B FINRA	Municipal Securities Representative	Approved	10/21/2019
B Investors' Exchange LLC	General Securities Principal	Approved	11/18/2020
B Investors' Exchange LLC	General Securities Representative	Approved	11/18/2020
B Long-Term Stock Exchange, Inc.	General Securities Principal	Approved	11/01/2020
B Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	11/01/2020
B MEMX LLC	General Securities Principal	Approved	11/02/2020
B MEMX LLC	General Securities Representative	Approved	11/02/2020
B MIAX PEARL, LLC	General Securities Representative	Approved	11/01/2020
B MIAX PEARL, LLC	General Securities Principal	Approved	11/02/2020
B NYSE American LLC	General Securities Principal	Approved	10/21/2019
B NYSE American LLC	General Securities Representative	Approved	10/21/2019
B NYSE American LLC	Municipal Securities Principal	Approved	10/21/2019
B NYSE American LLC	Municipal Securities Representative	Approved	10/21/2019



Qualifications

Regulator	Registration	Status	Date
B NYSE Arca, Inc.	General Securities Principal	Approved	10/21/2019
B NYSE Arca, Inc.	General Securities Representative	Approved	10/21/2019
B NYSE National, Inc.	General Securities Principal	Approved	11/18/2020
B NYSE National, Inc.	General Securities Representative	Approved	11/18/2020
B NYSE National, Inc.	Municipal Securities Principal	Approved	11/18/2020
B NYSE National, Inc.	Municipal Securities Representative	Approved	11/18/2020
B NYSE Texas, Inc.	General Securities Principal	Approved	11/18/2020
B NYSE Texas, Inc.	General Securities Representative	Approved	11/18/2020
B Nasdaq GEMX, LLC	General Securities Principal	Approved	11/18/2020
B Nasdaq GEMX, LLC	General Securities Representative	Approved	11/18/2020
B Nasdaq ISE, LLC	General Securities Principal	Approved	10/21/2019
B Nasdaq ISE, LLC	General Securities Representative	Approved	10/21/2019
B Nasdaq PHLX LLC	General Securities Principal	Approved	10/21/2019
B Nasdaq PHLX LLC	General Securities Representative	Approved	10/21/2019
B Nasdaq Stock Market	General Securities Principal	Approved	10/21/2019
B Nasdaq Stock Market	General Securities Representative	Approved	10/21/2019
B Nasdaq Texas, LLC	General Securities Principal	Approved	10/21/2019
B Nasdaq Texas, LLC	General Securities Representative	Approved	10/21/2019
B New York Stock Exchange	General Securities Principal	Approved	10/21/2019



Qualifications

	Regulator	Registration	Status	Date
B	New York Stock Exchange	General Securities Representative	Approved	10/21/2019
B	New York Stock Exchange	Municipal Securities Principal	Approved	10/21/2019
B	New York Stock Exchange	Municipal Securities Representative	Approved	10/21/2019
B	Alaska	Agent	Approved	08/27/2026
B	Arizona	Agent	Approved	10/21/2019
IA	Arizona	Investment Adviser Representative	Approved	10/31/2019
B	California	Agent	Approved	10/21/2019
B	Colorado	Agent	Approved	11/05/2019
B	Delaware	Agent	Approved	01/04/2021
B	Florida	Agent	Approved	04/06/2021
B	Georgia	Agent	Approved	10/21/2019
B	Idaho	Agent	Approved	11/20/2019
B	Illinois	Agent	Approved	11/05/2019
B	Iowa	Agent	Approved	10/21/2019
B	Minnesota	Agent	Approved	10/21/2019
B	Missouri	Agent	Approved	10/21/2019
B	Nevada	Agent	Approved	10/21/2019
B	New Mexico	Agent	Approved	10/21/2019
B	New York	Agent	Approved	08/08/2023



Qualifications

	Regulator	Registration	Status	Date
B	North Carolina	Agent	Approved	10/21/2019
B	Ohio	Agent	Approved	10/21/2019
B	Oklahoma	Agent	Approved	10/21/2019
B	Oregon	Agent	Approved	10/21/2019
B	Pennsylvania	Agent	Approved	06/05/2020
B	Tennessee	Agent	Approved	01/14/2021
B	Texas	Agent	Approved	10/31/2019
IA	Texas	Investment Adviser Representative	Restricted Approval	10/21/2019
B	Utah	Agent	Approved	10/21/2019
B	Virginia	Agent	Approved	05/18/2021
B	Washington	Agent	Approved	05/19/2020
B	Wisconsin	Agent	Approved	12/10/2020
B	Wyoming	Agent	Approved	10/21/2019

Branch Office Locations

RBC CAPITAL MARKETS, LLC
6710 NORTH SCOTTSDALE ROAD
SUITE 150
SCOTTSDALE, AZ 85253-4451

RBC CAPITAL MARKETS, LLC
Scottsdale, AZ



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, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
	Municipal Securities Principal Examination (S53)	Series 53	03/18/2008
	General Securities Principal Examination (S24)	Series 24	12/22/2006

General Industry/Product Exams

	Exam	Category	Date
	Municipal Securities Representative Examination (S52TO)	Series 52TO	01/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	07/17/1998
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/26/1997

State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	04/27/1999
	Uniform Securities Agent State Law Examination (S63)	Series 63	11/28/1997

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked



and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	03/16/2018 - 11/01/2019	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	SCOTTSDALE, AZ
IA	03/16/2018 - 11/01/2019	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	SCOTTSDALE, AZ
IA	09/08/2009 - 03/16/2018	B. C. ZIEGLER AND COMPANY	CRD# 61	SCOTTSDALE, AZ
B	06/27/2002 - 03/16/2018	B. C. ZIEGLER AND COMPANY	CRD# 61	SCOTTSDALE, AZ
B	03/14/2000 - 07/02/2002	CHARLES SCHWAB & CO., INC.	CRD# 5393	WESTLAKE, TX
B	11/28/1997 - 03/07/2000	MONY SECURITIES CORPORATION	CRD# 4386	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
11/2019 - Present	City National Bank	Employee of an affiliate	Y	Scottsdale, AZ, United States
10/2019 - Present	RBC Capital Markets, LLC.	Registered Representative	Y	Scottsdale, AZ, United States
03/2018 - 10/2019	STIFEL, NICOLAUS & COMPANY, INCORPORATED	Senior Vice President/Investments	Y	MIDDLETON, WI, United States
03/2016 - 03/2018	B.C. Ziegler and Company	Senior Vice President, Financial Advisor	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.

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

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	RBC Capital Markets, LLC
Allegations:	The client alleged that her financial advisor failed to follow her instructions to liquidate her account in March 2020.
Product Type:	Other: Advisory Account
Alleged Damages:	\$97,000.00
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:	05/14/2020
Complaint Pending?	No
Status:	Denied
Status Date:	10/02/2020
Settlement Amount:	
Individual Contribution Amount:	



End of Report

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