



IAPD Report

HOLIDAE HART HAYES

CRD# 3005781

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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

HOLIDAE HART HAYES (CRD# 3005781)

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 **01/03/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UBS FINANCIAL SERVICES INC.	CRD# 8174	05/01/2009
IA	UBS FINANCIAL SERVICES INC.	CRD# 8174	05/01/2009

QUALIFICATIONS

This representative is currently registered in **10** SRO(s) and **47** 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	MORGAN STANLEY & CO. INCORPORATED	8209	WASHINGTON, DC	04/02/2007 - 05/04/2009
IA	MORGAN STANLEY & CO. INCORPORATED	8209	WASHINGTON, DC	04/02/2007 - 05/04/2009
IA	MORGAN STANLEY	7556	WASHINGTON, DC	12/12/2002 - 04/02/2007

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	3



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 **47** jurisdiction(s) and **10** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **UBS FINANCIAL SERVICES INC.**

Main Address: 1200 HARBOR BOULEVARD
WEEHAWKEN, NJ 07086

Firm ID#: 8174

	Regulator	Registration	Status	Date
B	BOX Exchange LLC	General Securities Representative	Approved	05/15/2012
B	Cboe Exchange, Inc.	General Securities Representative	Approved	05/01/2009
B	FINRA	General Securities Representative	Approved	05/01/2009
B	NYSE American LLC	General Securities Representative	Approved	05/01/2009
B	NYSE Arca, Inc.	General Securities Representative	Approved	05/01/2009
B	NYSE Texas, Inc.	General Securities Representative	Approved	07/20/2022
B	Nasdaq ISE, LLC	General Securities Representative	Approved	05/01/2009
B	Nasdaq PHLX LLC	General Securities Representative	Approved	05/01/2009
B	Nasdaq Stock Market	General Securities Representative	Approved	05/01/2009
B	New York Stock Exchange	General Securities Representative	Approved	05/01/2009
B	Alabama	Agent	Approved	01/24/2017
B	Arizona	Agent	Approved	10/28/2014
B	Arkansas	Agent	Approved	07/01/2024



Qualifications

	Regulator	Registration	Status	Date
B	California	Agent	Approved	05/01/2009
B	Colorado	Agent	Approved	11/10/2016
B	Connecticut	Agent	Approved	11/11/2009
B	Delaware	Agent	Approved	04/06/2016
B	District of Columbia	Agent	Approved	05/01/2009
IA	District of Columbia	Investment Adviser Representative	Approved	05/19/2009
B	Florida	Agent	Approved	05/01/2009
IA	Florida	Investment Adviser Representative	Approved	01/09/2024
B	Georgia	Agent	Approved	05/01/2009
B	Hawaii	Agent	Approved	03/17/2020
B	Idaho	Agent	Approved	05/04/2022
B	Illinois	Agent	Approved	01/24/2017
B	Indiana	Agent	Approved	01/23/2017
B	Iowa	Agent	Approved	01/27/2017
B	Kentucky	Agent	Approved	05/01/2009
B	Louisiana	Agent	Approved	01/24/2017
B	Maine	Agent	Approved	02/08/2017
B	Maryland	Agent	Approved	05/01/2009
IA	Maryland	Investment Adviser Representative	Approved	11/13/2023



Qualifications

	Regulator	Registration	Status	Date
B	Massachusetts	Agent	Approved	07/13/2015
B	Michigan	Agent	Approved	02/02/2017
B	Minnesota	Agent	Approved	01/24/2017
B	Mississippi	Agent	Approved	01/31/2017
B	Montana	Agent	Approved	08/21/2019
B	Nevada	Agent	Approved	02/01/2017
B	New Hampshire	Agent	Approved	08/22/2019
B	New Jersey	Agent	Approved	03/20/2013
B	New Mexico	Agent	Approved	01/24/2017
B	New York	Agent	Approved	05/01/2009
B	North Carolina	Agent	Approved	05/01/2009
B	Ohio	Agent	Approved	09/21/2016
B	Oklahoma	Agent	Approved	01/30/2017
B	Oregon	Agent	Approved	02/15/2017
B	Pennsylvania	Agent	Approved	05/01/2009
B	Puerto Rico	Agent	Approved	01/17/2025
B	Rhode Island	Agent	Approved	01/23/2017
B	South Carolina	Agent	Approved	02/23/2011



Qualifications

	Regulator	Registration	Status	Date
B	South Dakota	Agent	Approved	10/22/2021
B	Tennessee	Agent	Approved	04/17/2012
B	Texas	Agent	Approved	05/01/2009
IA	Texas	Investment Adviser Representative	Restricted Approval	01/24/2024
B	Utah	Agent	Approved	11/01/2021
B	Vermont	Agent	Approved	11/07/2016
B	Virginia	Agent	Approved	05/01/2009
IA	Virginia	Investment Adviser Representative	Approved	01/19/2024
B	Washington	Agent	Approved	01/25/2017
B	West Virginia	Agent	Approved	11/07/2016
B	Wisconsin	Agent	Approved	05/09/2016
B	Wyoming	Agent	Approved	06/16/2014

Branch Office Locations

UBS FINANCIAL SERVICES INC.
1700 M Street NW
5th Floor
WASHINGTON, DC 20036

UBS FINANCIAL SERVICES INC.
Palm Beach, FL



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, 3 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	04/28/1998
B Futures Managed Funds Examination (S31)	Series 31	04/16/1998

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	05/01/1998



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

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	04/02/2007 - 05/04/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	WASHINGTON, DC
IA	04/02/2007 - 05/04/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	WASHINGTON, DC
IA	12/12/2002 - 04/02/2007	MORGAN STANLEY	CRD# 7556	WASHINGTON, DC
B	12/06/2002 - 04/02/2007	MORGAN STANLEY DW INC.	CRD# 7556	WASHINGTON, DC
B	12/07/2000 - 12/10/2002	SANFORD C. BERNSTEIN & CO., LLC	CRD# 104474	NASHVILLE, TN
IA	02/02/1999 - 12/10/2002	ALLIANCE CAPITAL MANAGEMENT L P	CRD# 108477	WASHINGTON, DC
B	04/30/1998 - 12/07/2000	SANFORD C. BERNSTEIN & CO., INC.	CRD# 1232	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
05/2009 - Present	UBS FINANCIAL SERVICES INC	FA	Y	WASHINGTON, DC, United States
04/2007 - Present	MORGAN STANLEY & CO., INCORPORATED	MASS TRANSFER	Y	WASHINGTON, DC, 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 GREATER SACRIFICE / ORANGE ST ARLINGTON,VA 20015 / FOUNDATION/ SCHOLARSHIPS / MEMBER OF BOARD OF DIRECTORS / / FUNDRAISE / START DATE 4/1/2015

Great Meadow Foundation / 5089 Old Tavern Rd The Plains, VA,Virginia / Charity/ Sport & Leisure Facilities / The Great Meadow Foundation is a 501(c)3 organization dedicated to preserving open space for public enjoyment, non-profit events, community service and equestrian sports. / Member of Board of directors / / Board member. fund raising, support, awareness / Start Date 9/1/2018 /



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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	UBS FINANCIAL SERVICES INC.
Allegations:	CLIENT WAS TOLD HE WOULD BE CHARGED 1% FOR ALL HIS MANAGED ACCOUNTS WHEN REVIEW OF HIS FEES PERFORMED, DETERMINED HE WAS BEING CHARGED MORE THAN 1%.
Product Type:	Other: Managed Account
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Greater than \$5,000
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:	10/27/2015
Complaint Pending?	No
Status:	Settled
Status Date:	12/31/2015



Settlement Amount: \$153,196.12

Individual Contribution Amount: \$0.00

Broker Statement After 6 years the client retroactively questioned the fees. The fees were discussed with the client throughout the past 6 years. No issue was ever raised as to the performance, investments or service. I was not asked for any input and did not participate in the discussion in resolving this matter and I was not asked to make any personal contribution towards the settlement of this case.

Disclosure 2 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: UBS FINANCIAL SERVICES INC.

Allegations: CLIENT ALLEGES FINANCIAL ADVISOR MADE UNAUTHORIZED PURCHASES IN ACCOUNT WITHOUT HER AUTHORIZATION. TIME FRAME: NOVEMBER 10, 2010 - APRIL 8, 2011

Product Type: Debt-Municipal

Alleged Damages: \$5,000.00

Alleged Damages Amount Explanation (if amount not exact): ESTIMATED TO BE OVER OF \$5,000

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: 04/14/2011

Complaint Pending? No

Status: Denied

Status Date: 06/13/2011

Settlement Amount:

Individual Contribution Amount:

Disclosure 3 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: MORGAN STANLEY & CO

Allegations: CLAIMANT ALLEGES, INTER ALIA, THAT IN DECEMBER OF 2007 THE FA FAILED TO FOLLOW THE CLAIMANT'S INSTRUCTIONS TO SELL SHARES OF AIG STOCK.

Product Type: Equity Listed (Common & Preferred Stock)



Other: CLOSED-END FUNDS

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): UNSPECIFIED BUT MORGAN STANLEY SMITH BARNEY HAS MADE A GOOD FAITH DETERMINATION THAT THE DAMAGES FROM THE ALLEGED CONDUCT WOULD EXCEED \$5000.

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 10-05652

Filing date of arbitration/CFTC reparation or civil litigation: 12/17/2010

Customer Complaint Information

Date Complaint Received: 08/16/2010

Complaint Pending? No

Status: Settled

Status Date: 01/26/2011

Settlement Amount: \$85,000.00

Individual Contribution Amount: \$0.00

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MORGAN STANLEY & CO

Allegations: IT IS CLAIMED THAT IN DECEMBER 2007 FINANCIAL ADVISOR ALLEGEDLY FAILED TO FOLLOW INSTRUCTIONS TO SELL SHARES OF AIG STOCK.

Product Type: Equity Listed (Common & Preferred Stock)
Other: CLOSED-END FUNDS

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): UNSPECIFIED BUT MORGAN STANLEY SMITH BARNEY HAS MADE A GOOD FAITH DETERMINATION THAT THE DAMAGES FROM THE ALLEGED CONDUCT WOULD EXCEED \$5000.

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA



Docket/Case #: 10-05652
Filing date of arbitration/CFTC reparation or civil litigation: 12/17/2010

Customer Complaint Information

Date Complaint Received: 01/21/2011
Complaint Pending? No
Status: Settled
Status Date: 01/26/2011
Settlement Amount: \$85,000.00
Individual Contribution Amount: \$0.00

Broker Statement

I CATEGORICALLY DENY ANY WRONG DOING IN ASSOCIATION WITH THIS ARBITRATION AND FURTHERMORE, I WAS NOT NAMED AS A RESPONDENT IN THE ARBITRATION. I WAS IDENTIFIED IN THE BODY OF THE STATEMENT OF CLAIM AS THE CLIENT'S FINANCIAL ADVISOR AND THAT IS TRUE BUT THERE WERE NO ALLEGATIONS ALLEGED SPECIFICALLY AGAINST ME. THERE WAS NEVER ANY CLAIM THAT I WAS IN ERROR OR THAT I DID ANYTHING WRONG. CLIENT'S CONCERNS REFERENCE A STOCK CERTIFICATE THAT THEY REQUESTED TO BE SOLD, HOWEVER, THAT CERTIFICATE NEVER MADE TO ME OR INTO THE CLIENT'S ACCOUNT. THIS WHOLE ISSUE WAS AN OPERATIONAL ERROR MADE AT MORGAN STANLEY AS THE CERTIFICATE WAS LOST BY THEIR MAILROOM/BACK OFFICE OPERATIONS. IF THE STOCK CERTIFICATE HAD BEEN PLACED INTO THE ACCOUNT, IT WOULD HAVE BEEN SOLD. I HAD CONVERSATIONS WITH THE CLIENT AND THEY REPEATEDLY STATED THEY DO NOT HOLD ME RESPONSIBLE AND ARE TAKING NO ACTION AGAINST ME AND REALIZE THAT I COULD NOT SELL STOCK IF IT WAS NOT DEPOSITED IN THE ACCOUNT.



End of Report

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