



IAPD Report

GENE RILEY MASZY

CRD# 3206334

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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

GENE RILEY MASZY (CRD# 3206334)

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 **02/04/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	TRUIST INVESTMENT SERVICES, INC.	CRD# 17499	07/28/2009
IA	TRUIST ADVISORY SERVICES, INC.	CRD# 283390	08/18/2016

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **24** 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
IA	SUNTRUST INVESTMENT SERVICES, INC.	17499	ORANGE PARK, FL	08/04/2009 - 12/31/2016
IA	WELLS FARGO ADVISORS, LLC	19616	JACKSONVILLE, FL	11/05/2004 - 07/09/2009
B	WELLS FARGO ADVISORS, LLC	19616	JACKSONVILLE, FL	11/03/2004 - 07/09/2009

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

Employment 1 of 2

Firm Name: **TRUIST INVESTMENT SERVICES, INC.**
Main Address: 303 PEACHTREE STREET
2ND FLOOR
ATLANTA, GA 30303
Firm ID#: 17499

Regulator	Registration	Status	Date
B FINRA	General Securities Principal	Approved	07/28/2009
B FINRA	General Securities Representative	Approved	07/28/2009
B Arizona	Agent	Approved	10/09/2018
B California	Agent	Approved	09/19/2019
B Delaware	Agent	Approved	11/01/2022
B Florida	Agent	Approved	08/04/2009
B Georgia	Agent	Approved	07/29/2009
B Illinois	Agent	Approved	10/01/2018
B Kansas	Agent	Approved	10/05/2018
B Maine	Agent	Approved	01/15/2019
B Maryland	Agent	Approved	01/15/2021
B Massachusetts	Agent	Approved	02/04/2020
B Mississippi	Agent	Approved	10/04/2018



Qualifications

Regulator	Registration	Status	Date
B Missouri	Agent	Approved	10/02/2018
B New Hampshire	Agent	Approved	12/10/2019
B New Jersey	Agent	Approved	01/07/2020
B New York	Agent	Approved	10/02/2018
B North Carolina	Agent	Approved	10/02/2018
B Ohio	Agent	Approved	01/08/2020
B Pennsylvania	Agent	Approved	12/10/2019
B South Carolina	Agent	Approved	10/03/2018
B Tennessee	Agent	Approved	10/02/2018
B Texas	Agent	Approved	10/05/2018
B Virginia	Agent	Approved	07/29/2009
B Wisconsin	Agent	Approved	10/05/2018
B Wyoming	Agent	Approved	12/09/2024

Branch Office Locations

SUNTRUST INVESTMENT SERVICES, INC.
 741 DUVAL STATION RD
 JACKSONVILLE, FL 32218

SUNTRUST INVESTMENT SERVICES, INC.
 1620 MARGARET ST
 JACKSONVILLE, FL 32204

SUNTRUST INVESTMENT SERVICES, INC.
 3720 3RD ST S
 JACKSONVILLE, FL 32250

SUNTRUST INVESTMENT SERVICES, INC.
 363 ATLANTIC BLVD
 STE 16
 ATLANTIC BEACH, FL 32233

SUNTRUST INVESTMENT SERVICES, INC.
 2730 RACE TRACK RD
 JACKSONVILLE, FL 32259

SUNTRUST INVESTMENT SERVICES, INC.
 JACKSONVILLE, FL

SUNTRUST INVESTMENT SERVICES, INC.




Qualifications

5258 NOWOOD AVE
UNIT 15
JACKSONVILLE, FL 32208

Employment 2 of 2

Firm Name: **TRUIST ADVISORY SERVICES, INC.**
Main Address: 303 PEACHTREE STREET
2ND FLOOR
ATLANTA, GA 30303
Firm ID#: 283390

Regulator	Registration	Status	Date
 Florida	Investment Adviser Representative	Approved	08/18/2016

Branch Office Locations

TRUIST ADVISORY SERVICES, INC.
3720 S 3RD ST
JACKSONVILLE, FL 32250



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

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination (S24)	Series 24	06/15/2002

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Futures Managed Funds Examination (S31)	Series 31	05/07/1999
General Securities Representative Examination (S7)	Series 7	04/23/1999

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination (S63)	Series 63	03/03/2005
Uniform Combined State Law Examination (S66)	Series 66	05/19/1999

PROFESSIONAL DESIGNATIONS

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

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	08/04/2009 - 12/31/2016	SUNTRUST INVESTMENT SERVICES, INC.	CRD# 17499	ORANGE PARK, FL
IA	11/05/2004 - 07/09/2009	WELLS FARGO ADVISORS, LLC	CRD# 19616	JACKSONVILLE, FL
B	11/03/2004 - 07/09/2009	WELLS FARGO ADVISORS, LLC	CRD# 19616	JACKSONVILLE, FL
IA	04/28/2000 - 11/01/2004	INVESTMENT ADVISORS	CRD# 15708	PONTE VEDRA BEACH,
B	04/28/2000 - 11/01/2004	PROEQUITIES, INC.	CRD# 15708	BIRMINGHAM, AL
B	04/26/1999 - 04/07/2000	DEAN WITTER REYNOLDS INC.	CRD# 7556	PURCHASE, 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
02/2018 - Present	SUNTRUST INVESTMENT SERVICES, INC.	FINANCIAL CONSULTANT	Y	ATLANTA, GA, United States
08/2016 - Present	SunTrust Advisory Services	Investment Advisory Representative	Y	Atlanta, GA, United States
07/2009 - 02/2018	SUNTRUST INVESTMENT SERVICES, INC.	INVESTMENT CONSULTANT	Y	ATLANTA, 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.

ACTOR
 POSITION: Actor NATURE: Actor for print, TV and internet. INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 12/04/2019
 ADDRESS: Jacksonville FL, United States
 DESCRIPTION: Act in commercials and print for TV and the internet. I do not accept assignments for Financial Services companies.

CLEANING UP TODAYS SOCIETY INC



Registration & Employment History



OTHER BUSINESS ACTIVITIES

POSITION: Board Member NATURE: Not for profit organization focusing on the mentorship of at risk youth. INVESTMENT RELATED: Yes NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 0 START DATE: 02/24/2022
ADDRESS: Jacksonville FL, United States
DESCRIPTION: Board oversight of organization and fundraising.



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

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	WACHOVIA SECURITIES, LLC
Allegations:	THIS VERBAL COMPLAINT AROSE OUT OF THE SALE OF AN AUCTION RATE SECURITY (ARS) THAT WAS MADE PRIOR TO THE WIDESPREAD ILLIQUIDITY IN THE ARS MARKET THAT OCCURRED IN FEBRUARY 2008.
Product Type:	Other: AUCTION RATE SECURITIES
Alleged Damages:	\$50,000.00
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:	07/29/2008
Complaint Pending?	No
Status:	Settled
Status Date:	08/15/2008
Settlement Amount:	\$50,000.00
Individual Contribution Amount:	\$0.00



Firm 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, WHETHER THEY COMPLAINED OR NOT. THE FINANCIAL ADVISOR WAS NOT A PARTY TO THAT AGREEMENT, DID NOT MAKE ANY PAYMENTS 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.

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: WACHOVIA SECURITIES, LLC

Allegations: VERBAL COMPLAINT REGARDING ILLIQUIDITY OF AUCTION RATE PREFERRED

Product Type: Other: AUCTION RATE PREFERRED

Alleged Damages: \$50,000.00

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: 07/29/2008

Complaint Pending? No

Status: Settled

Status Date: 08/15/2008

Settlement Amount: \$50,000.00

Individual Contribution Amount: \$0.00

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: WACHOVIA SECURITIES, LLC

Allegations: FL RESIDENT WRITES THAT FA MISREPRESENTED NATURE OF COLLATERAL PLEDGED AGAINST HIS ARPS. OWNS \$325,000 OF ARPS. (07/18/2006-12/03/2007)

Product Type: Other: AUCTION RATE SECURITIES

Alleged Damages: \$5,000.00



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: 05/12/2008

Complaint Pending? No

Status: Settled

Status Date: 08/15/2008

Settlement Amount: \$175,000.00

Individual Contribution Amount: \$0.00

Firm 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, WHETHER THEY COMPLAINED OR NOT. THE FINANCIAL ADVISOR WAS NOT A PARTY TO THAT AGREEMENT, DID NOT MAKE ANY PAYMENTS 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.

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: WACHOVIA SECURITIES, LLC

Allegations: FL RESIDENT WRITES THAT FA MISREPRESENTED NATURE OF COLLATERAL PLEDGED AGAINST HIS ARPS. OWNS \$325,000 OF ARPS. (07/18/2006-12/03/2007)

Product Type: Other: AUCTION RATE PREFERRED

Alleged Damages: \$5,000.00

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: 05/12/2008

Complaint Pending? No

Status: Settled



Status Date: 06/11/2008
Settlement Amount: \$325,000.00
Individual Contribution Amount: \$0.00

Broker Statement THIS COMPLAINT AROSE OUT OF THE UNPRECEDENTED ILLIQUIDITY IN THE AUCTION RATE SECURITIES MARKET, A SITUATION THE FA DID NOT CAUSE AND OVER WHICH THE FA HAD NO CONTROL.



End of Report

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