



IAPD Report

ROBERT WILLIAM MORRIS

CRD# 340612

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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

ROBERT WILLIAM MORRIS (CRD# 340612)

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 **07/30/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	TRUIST INVESTMENT SERVICES, INC.	CRD# 17499	02/17/2021
IA	TRUIST ADVISORY SERVICES, INC.	CRD# 283390	03/02/2021

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **35** 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	BB&T SECURITIES, LLC	142785	RICHMOND, VA	02/05/2016 - 03/02/2021
B	BB&T SECURITIES, LLC	142785	RICHMOND, VA	02/05/2016 - 02/17/2021
B	AMERIPRISE FINANCIAL SERVICES, INC.	6363	BIRMINGHAM, AL	10/15/2010 - 02/11/2016

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
Regulatory Event	1
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 **35** 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 Representative	Approved	02/17/2021
B Alabama	Agent	Approved	02/17/2021
B Arkansas	Agent	Approved	02/17/2021
B California	Agent	Approved	12/20/2022
B Colorado	Agent	Approved	12/20/2022
B Florida	Agent	Approved	02/17/2021
B Georgia	Agent	Approved	02/17/2021
B Hawaii	Agent	Approved	12/20/2022
B Illinois	Agent	Approved	12/21/2022
B Indiana	Agent	Approved	01/13/2023
B Kansas	Agent	Approved	12/20/2022
B Kentucky	Agent	Approved	12/20/2022
B Louisiana	Agent	Approved	12/20/2022



Qualifications

Regulator	Registration	Status	Date
B Maryland	Agent	Approved	12/20/2022
B Massachusetts	Agent	Approved	12/20/2022
B Mississippi	Agent	Approved	12/21/2022
B Missouri	Agent	Approved	12/20/2022
B Montana	Agent	Approved	12/19/2022
B Nebraska	Agent	Approved	07/30/2024
B Nevada	Agent	Approved	01/07/2023
B New Hampshire	Agent	Approved	12/21/2022
B New Jersey	Agent	Approved	12/20/2022
B New Mexico	Agent	Approved	12/20/2022
B New York	Agent	Approved	12/20/2022
B North Carolina	Agent	Approved	02/17/2021
B Ohio	Agent	Approved	12/19/2022
B Oklahoma	Agent	Approved	09/05/2023
B Pennsylvania	Agent	Approved	12/20/2022
B South Carolina	Agent	Approved	12/14/2022
B South Dakota	Agent	Approved	12/19/2022
B Tennessee	Agent	Approved	12/19/2022
B Texas	Agent	Approved	09/09/2021



Qualifications

Regulator	Registration	Status	Date
B Virginia	Agent	Approved	12/19/2022
B Washington	Agent	Approved	12/19/2022
B West Virginia	Agent	Approved	02/17/2021
B Wisconsin	Agent	Approved	01/19/2023

Branch Office Locations

SUNTRUST INVESTMENT SERVICES, INC.
 2501 20TH PL S
 STE 101
 BIRMINGHAM, AL 35223

SUNTRUST INVESTMENT SERVICES, INC.
 BIRMINGHAM, AL

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
IA Alabama	Investment Adviser Representative	Approved	03/02/2021
IA Louisiana	Investment Adviser Representative	Approved	01/23/2023
IA Texas	Investment Adviser Representative	Restricted Approval	01/24/2023

Branch Office Locations

TRUIST ADVISORY SERVICES, INC.
 2501 20TH PLACE S
 STE 101
 BIRMINGHAM, AL 35223



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, 4 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
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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
AMEX Put and Call Exam (PC)	PC	04/01/1977
General Securities Representative Examination (S7)	Series 7	09/20/1975
Registered Representative Examination (S1)	Series 1	01/21/1972

State Securities Law Exams

Exam	Category	Date
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Uniform Securities Agent State Law Examination (S63)	Series 63	12/03/1984
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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
IA	02/05/2016 - 03/02/2021	BB&T SECURITIES, LLC	CRD# 142785	RICHMOND, VA
B	02/05/2016 - 02/17/2021	BB&T SECURITIES, LLC	CRD# 142785	RICHMOND, VA
B	10/15/2010 - 02/11/2016	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	BIRMINGHAM, AL
IA	10/15/2010 - 02/11/2016	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	BIRMINGHAM, AL
B	06/01/2009 - 11/04/2010	MORGAN STANLEY SMITH BARNEY	CRD# 149777	BIRMINGHAM, AL
IA	06/01/2009 - 11/04/2010	MORGAN STANLEY SMITH BARNEY LLC	CRD# 149777	BIRMINGHAM, AL
B	04/02/2007 - 06/01/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	BIRMINGHAM, AL
IA	04/02/2007 - 06/01/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	BIRMINGHAM, AL
IA	11/09/1992 - 04/02/2007	MORGAN STANLEY	CRD# 7556	BIRMINGHAM, AL
B	04/09/1991 - 04/02/2007	MORGAN STANLEY DW INC.	CRD# 7556	BIRMINGHAM, AL
B	05/14/1988 - 04/11/1991	LEHMAN BROTHERS INC.	CRD# 7506	NEW YORK, NY
B	02/04/1988 - 05/14/1988	E. F. HUTTON & COMPANY INC	CRD# 235	
B	02/24/1978 - 02/23/1988	DEAN WITTER REYNOLDS INC.	CRD# 7556	
B	08/04/1975 - 02/24/1978	REYNOLDS SECURITIES, INC.	CRD# 712	
B	01/26/1972 - 07/30/1975	THORNTON, FARISH & GAUNTT, INC.	CRD# 830	



Registration & Employment History

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	TRUIST ADVISORY SERVICES, INC.	FINANCIAL ADVISOR	Y	BIRMINGHAM, AL, United States
02/2021 - Present	TRUIST INVESTMENT SERVICES, INC.	FINANCIAL ADVISOR	Y	BIRMINGHAM, AL, United States
02/2016 - 02/2021	BB&T SECURITIES	FINANCIAL ADVISOR	Y	BIRMINGHAM, 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.

M&P LLC

POSITION: co owner of building NATURE: Piggy Wiggly Building ownership INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 09/29/2008 ADDRESS: 304 W Main St., Hartford AL 36344



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
Regulatory Event	1
Customer Dispute	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source: Regulator

Regulatory Action Initiated By: NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 06/25/1996

Docket/Case Number: C05960038

Employing firm when activity occurred which led to the regulatory action:

Product Type:

Other Product Type(s):

Allegations:

Current Status: Final

Resolution: Decision & Order of Offer of Settlement

Resolution Date: 03/24/1997

Sanctions Ordered: Censure
Monetary/Fine \$10,000.00

Other Sanctions Ordered:

Sanction Details:

**Regulator Statement**

COMPLAINT NO. C05960038 FILED JUNE 25, 1996 BY DISTRICT NO. 5 AGAINST ROBERT W. MORRIS ALLEGING VIOLATIONS OF ARTICLE III, SECTION 1 OF THE RULES OF FAIR PRACTICE AND MSRB RULES G-17 AND G-30 IN THAT, IN RESPONDENT MORRIS SENT, OR CAUSED TO BE SENT, CORRESPONDENCE TO PUBLIC CUSTOMERS WHICH CONTAINED FALSE AND MISLEADING INFORMATION; INTERPOSITIONED VARIOUS CUSTOMER ACCOUNTS BETWEEN MUNICIPAL SECURITIES ISSUERS AND PUBLIC CUSTOMERS OF HIS MEMBER FIRM, THEREBY CAUSING THE ULTIMATE PURCHASERS TO PAY A HIGHER PRICE FOR THE SECURITIES; AND, DISSEMINATED MISLEADING MUNICIPAL SECURITIES OFFERING SHEETS TO VARIOUS MEMBER FIRM WHICH FALSELY INDICATED THAT HE WAS A MEMBER OF THE MUNICIPAL BOND DEPARTMENT OF HIS MEMBER FIRM.

ON MARCH 24, 1997, THE DECISION AND ORDER OF ACCEPTANCE O OFFER OF ETTLEMENT SUBMITTED BY RESPONDENT MORRIS WAS ISSUED; THEREFORE, RESPONDENT MORRIS IS CENSURED AND FINED \$10,000. THE COMMITTEE DISMISSED THE SECOND CAUSE OF COMPLAINT AGAINST RESPONDENT MORRIS IN THAT THEY COULD NOT CONCLUDE THAT INTERPOSITION TOOK PLACE.

Reporting Source: Individual

Regulatory Action Initiated By: NASD, DISTRICT BUSINESS CONDUCT COMMITTEE

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 06/25/1996

Docket/Case Number: C05960038

Employing firm when activity occurred which led to the regulatory action:

Product Type:

Other Product Type(s):

Allegations: NASD BCC ALLEGED SENT FALSE AND MISLEADING CORRESPONDENCE IN VIOLATION OF MSRB RULE G-17; ALLEGED VIOLATION MSRB RULES G-17 AND G-30 BY INTERPOSITIONING CUSTOMER ACCOUNTS AND VIOLATION MSRB G-17 BY BOND OFFERING SHEETS.

Current Status: Final

Resolution: Decision & Order of Offer of Settlement

Resolution Date: 03/24/1997

Sanctions Ordered: Censure
Monetary/Fine \$10,000.00

Other Sanctions Ordered:

Sanction Details: ALL THE INTERPOSITIONING AND TRADING CLAIMS WERE



DISMISSED. REMAINING CLAIMS WERE SETTLED FOR A CENSURE AND \$10,000 FINE.

Not Provided

Broker Statement



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:

Allegations: UNSUITABLE RECOMMENDATION, MISREPRESENTATION REGARDING RISK, FAILURE TO ADVISE CUSTOMER TO SELL & BREACH OF FIDUCIARY DUTY-ALL RELATED TO [CUSTOMERS] PURCHASE OF DEAN WITTER HIGH YIELD FUND. ALLEGED ACTUAL DAMAGES OF \$57,419.64 PLUS INTEREST.

Product Type:

Alleged Damages: \$57,419.64

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Litigation

Status Date:

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information

Court Details: CV 907939

Date Notice/Process Served: 10/12/1990

Litigation Pending? No

Disposition: Settled

Disposition Date: 06/09/1992

Monetary Compensation Amount: \$24,500.00

Individual Contribution Amount: \$0.00

Broker Statement IN ORDER TO AVOID COST OF LITIGATION, FIRM AGREED TO PAY [CUSTOMER] \$24.5K. MORRIS WILL NOT CONTRIBUTE TO COST OF SETTLEMENT.
NOT PROVIDED



End of Report

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