



IAPD Report

PIERS ALEXIS HURLEY

CRD# 4016858

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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

PIERS ALEXIS HURLEY (CRD# 4016858)

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 **11/26/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UBS FINANCIAL SERVICES INC.	CRD# 8174	08/18/2006
IA	UBS FINANCIAL SERVICES INC.	CRD# 8174	08/18/2006

QUALIFICATIONS

This representative is currently registered in **10** SRO(s) and **30** 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	MORGAN KEEGAN & COMPANY, INC.	4161	DALLAS, TX	12/17/1999 - 08/22/2006
B	MORGAN KEEGAN & COMPANY, INC.	4161	DALLAS, TX	11/17/1999 - 08/22/2006

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 **30** 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	05/16/2012
B Cboe Exchange, Inc.	General Securities Representative	Approved	08/18/2006
B FINRA	General Securities Representative	Approved	08/18/2006
B NYSE American LLC	General Securities Representative	Approved	08/18/2006
B NYSE Arca, Inc.	General Securities Representative	Approved	08/18/2006
B NYSE Texas, Inc.	General Securities Representative	Approved	07/20/2022
B Nasdaq ISE, LLC	General Securities Representative	Approved	01/25/2008
B Nasdaq PHLX LLC	General Securities Representative	Approved	08/18/2006
B Nasdaq Stock Market	General Securities Representative	Approved	08/18/2006
B New York Stock Exchange	General Securities Representative	Approved	08/18/2006
B Arizona	Agent	Approved	11/20/2025
B Arkansas	Agent	Approved	04/15/2019
B California	Agent	Approved	08/18/2006



Qualifications

	Regulator	Registration	Status	Date
B	Colorado	Agent	Approved	06/29/2022
B	Connecticut	Agent	Approved	11/12/2025
B	District of Columbia	Agent	Approved	03/02/2023
B	Florida	Agent	Approved	08/18/2006
B	Georgia	Agent	Approved	06/09/2008
B	Illinois	Agent	Approved	08/18/2006
IA	Illinois	Investment Adviser Representative	Approved	08/18/2006
B	Indiana	Agent	Approved	11/14/2025
B	Kansas	Agent	Approved	08/18/2006
B	Louisiana	Agent	Approved	05/23/2019
B	Massachusetts	Agent	Approved	07/19/2018
B	Michigan	Agent	Approved	02/05/2008
B	Missouri	Agent	Approved	08/18/2006
IA	Missouri	Investment Adviser Representative	Approved	08/18/2006
B	Montana	Agent	Approved	12/17/2020
B	Nebraska	Agent	Approved	11/12/2025
B	Nevada	Agent	Approved	11/26/2025
B	New Jersey	Agent	Approved	11/13/2025
B	New York	Agent	Approved	01/28/2016



Qualifications

Regulator	Registration	Status	Date
B North Carolina	Agent	Approved	11/18/2025
B Ohio	Agent	Approved	08/18/2006
IA Oklahoma	Investment Adviser Representative	Approved	08/22/2006
B Oklahoma	Agent	Approved	11/12/2025
B Oregon	Agent	Approved	05/31/2013
B Pennsylvania	Agent	Approved	11/17/2025
B Texas	Agent	Approved	08/18/2006
IA Texas	Investment Adviser Representative	Approved	08/18/2006
B Virginia	Agent	Approved	06/26/2024
B Washington	Agent	Approved	03/06/2007
B Wisconsin	Agent	Approved	11/12/2025
B Wyoming	Agent	Approved	11/12/2025

Branch Office Locations

UBS FINANCIAL SERVICES INC.
100 CRESCENT COURT
SUITE 600
DALLAS, TX 75201



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
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B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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B National Commodity Futures Examination (S3)	Series 3	11/16/2009
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B General Securities Representative Examination (S7)	Series 7	11/16/1999
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State Securities Law Exams

Exam	Category	Date
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IA B Uniform Combined State Law Examination (S66)	Series 66	12/15/1999
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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	12/17/1999 - 08/22/2006	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	DALLAS, TX
B	11/17/1999 - 08/22/2006	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	DALLAS, TX

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
08/2006 - Present	UBS FINANCIAL SERVICES INC.	FINANCIAL ADVISOR	Y	DALLAS, TX, 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.

Hurley Family Foundation / 3816 Bowser Ave, Unit B Dallas, TX 75219 / Foundation/ Other Philanthropy / Giving out money / Officer / / I'll be running the foundation / Start Date 1/1/16 /

Hurley Family Foundation / 6233 Velasco Ave Dallas, TX 75214 / Foundation/ Other Philanthropy / Giving out money / Officer / / I'll be running the foundation / Start Date 1/1/2016 /

Aid to Gospa's / 312 Lakewick Lane Willowick, OH 44095 / Foundation/ Other Philanthropic / Foundation providing philanthropic support to orphans. / Executive director / To be on the board / 9/9/2016 /



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: Regulator

Employing firm when activities occurred which led to the complaint:

Allegations: MISREPRESENTATIONS; OMISSIONS; BREACH OF FIDUCIARY DUTY; SUITABILITY; NEGLIGENCE; BREACH OF CONTRACT; VICARIOUS LIABILITY

Product Type: Other: BOND FUNDS

Alleged Damages: \$1,547,870.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [FINRA - CASE #09-04549](#)

Date Notice/Process Served: 07/29/2009

Arbitration Pending? No

Disposition: Award

Disposition Date: 03/22/2011

Disposition Detail: PIERS HURLEY WAS A SUBJECT OF THE CUSTOMER'S STATEMENT OF CLAIM FOR THIS ARBITRATION ALLEGING THAT HE ALONG WITH HIS MEMBER FIRM CONTRIBUTED TO THE SALES PRACTICE VIOLATION(S). ACCORDINGLY, HURLEY'S MEMBER FIRM IS LIABLE FOR COMPENSATORY DAMAGES IN THE AMOUNT OF \$207,994.33.



Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: MORGAN KEEGAN & COMPANY, INC.

Allegations: CLAIM ALLEGES MISREPRESENTATION AND UNSUITABILITY WITH REGARD TO MUTUAL FUNDS PURCHASED BETWEEN 2002 AND 2004.**
MISPPRESENTATIONS; OMISSIONS; BREACH OF FIDUCIARY DUTY; SUITABILITY; NEGLIGENCE; BREACH OF CONTRACT; VICARIOUS LIABILITY.

Product Type: Mutual Fund
Other: BOND FUNDS

Alleged Damages: \$1,547,870.00

Is this an oral complaint? No

Is this a written complaint? Yes

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

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 09-04549

Filing date of arbitration/CFTC reparation or civil litigation: 07/29/2009

Customer Complaint Information

Date Complaint Received: 08/26/2009

Complaint Pending? No

Status: Arbitration Award/Monetary Judgment (for claimants/plaintiffs)

Status Date: 03/22/2011

Settlement Amount: \$207,994.33

Individual Contribution Amount: \$0.00

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MORGAN KEEGAN & COMPANY, INC

Allegations: CLAIM ALLEGES MISREPRESENTATION AND UNSUITABILITY WITH REGARD TO MUTUAL FUNDS PURCHASED BETWEEN 2002 AND 2004.

Product Type: Mutual Fund

Alleged Damages: \$1,547,870.00

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Arbitration/Reparation forum FINRA



or court name and location:

Docket/Case #: 09-04549
Filing date of arbitration/CFTC reparation or civil litigation: 07/29/2009

Customer Complaint Information

Date Complaint Received: 08/26/2009
Complaint Pending? No
Status: Arbitration Award/Monetary Judgment (for claimants/plaintiffs)
Status Date: 03/22/2011
Settlement Amount: \$207,994.33
Individual Contribution Amount: \$0.00

Broker Statement

PIERS HURLEY WAS A SUBJECT OF THE CUSTOMER'S STATEMENT OF CLAIM FOR THIS ARBITRATION ALLEGING THAT HE ALONG WITH HIS MEMBER FIRM CONTRIBUTED TO THE SALES PRACTICE VIOLATION(S). ACCORDINGLY, HURLEY'S MEMBER FIRM IS LIABLE FOR COMPENSATORY DAMAGES IN THE AMOUNT OF \$207,994.33. THE CLIENT ACCOUNT WAS MANAGED BY AN EXTERNAL DISCRETIONARY PORTFOLIO MANAGER WHO WAS RESPONSIBLE FOR IDENTIFYING AND SELECTING ALL OF THE MUTUAL FUNDS INVESTMENTS IN THE PORTFOLIO. THE MANAGER HAD TRADING AUTHORITY FOR THE ACCOUNTS AND INSTRUCTED THE ADVISORS ON THE BUYING AND SELLING OF MUTUAL FUNDS. THE CLIENT AND THE ADVISOR ELECTED TO RETAIN THE ACCOUNT WITH MORGAN KEEGAN AFTER THE ADVISORS DEPARTED FOR UBS IN AUGUST 2006. THE CLIENT PORTFOLIO LOSSES OCCURRED IN 2008; 2 YEARS AFTER THE ADVISORS HAD DEPARTED FROM MORGAN KEEGAN. AS THE ADVISORS WERE TAKING INSTRUCTIONS FROM A PORTFOLIO MANAGER THAT HAD COMPLETE TRADING DISCRETION ON THE ACCOUNT, THEY BEAR NO RESPONSIBILITY FOR THE PORTFOLIOS PERFORMANCE.



End of Report

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