



IAPD Report

JEFFREY ROCCA

CRD# 4763563

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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

JEFFREY ROCCA (CRD# 4763563)

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 **12/17/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UBS FINANCIAL SERVICES INC.	CRD# 8174	07/15/2011
IA	UBS FINANCIAL SERVICES INC.	CRD# 8174	01/03/2020

QUALIFICATIONS

This representative is currently registered in **10** SRO(s) and **37** 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	WELLS FARGO ADVISORS, LLC	19616	BOSTON, MA	10/28/2004 - 07/05/2011
B	WELLS FARGO ADVISORS, LLC	19616	BOSTON, MA	04/20/2004 - 07/05/2011

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 **37** 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 BOX Exchange LLC	General Securities Sales Supervisor	Approved	05/18/2020
B Cboe Exchange, Inc.	General Securities Representative	Approved	07/15/2011
B Cboe Exchange, Inc.	General Securities Sales Supervisor	Approved	07/15/2011
B FINRA	General Securities Representative	Approved	07/15/2011
B FINRA	General Securities Sales Supervisor	Approved	07/15/2011
B NYSE American LLC	General Securities Representative	Approved	07/15/2011
B NYSE American LLC	General Securities Sales Supervisor	Approved	10/01/2018
B NYSE Arca, Inc.	General Securities Representative	Approved	07/15/2011
B NYSE Arca, Inc.	General Securities Sales Supervisor	Approved	07/15/2011
B NYSE Texas, Inc.	General Securities Representative	Approved	07/13/2022
B NYSE Texas, Inc.	General Securities Sales Supervisor	Approved	07/13/2022
B Nasdaq ISE, LLC	General Securities Representative	Approved	07/15/2011



Qualifications

Regulator	Registration	Status	Date
B Nasdaq ISE, LLC	General Securities Sales Supervisor	Approved	10/01/2018
B Nasdaq PHLX LLC	General Securities Representative	Approved	07/15/2011
B Nasdaq PHLX LLC	General Securities Sales Supervisor	Approved	07/15/2011
B Nasdaq Stock Market	General Securities Representative	Approved	07/15/2011
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	07/15/2011
B New York Stock Exchange	General Securities Representative	Approved	07/15/2011
B New York Stock Exchange	General Securities Sales Supervisor	Approved	10/01/2018
B Alaska	Agent	Approved	09/28/2011
B Arizona	Agent	Approved	11/06/2020
B California	Agent	Approved	07/15/2011
B Colorado	Agent	Approved	09/28/2011
B Connecticut	Agent	Approved	09/28/2011
B Delaware	Agent	Approved	09/28/2011
B District of Columbia	Agent	Approved	04/04/2023
B Florida	Agent	Approved	09/28/2011
B Georgia	Agent	Approved	09/28/2011
B Hawaii	Agent	Approved	04/18/2025
B Illinois	Agent	Approved	09/28/2011
B Indiana	Agent	Approved	08/03/2023



Qualifications

	Regulator	Registration	Status	Date
B	Iowa	Agent	Approved	02/07/2022
B	Maine	Agent	Approved	09/21/2021
B	Maryland	Agent	Approved	09/28/2011
B	Massachusetts	Agent	Approved	07/15/2011
B	Michigan	Agent	Approved	05/12/2021
B	Mississippi	Agent	Approved	02/15/2022
B	New Hampshire	Agent	Approved	07/15/2011
B	New Jersey	Agent	Approved	09/28/2011
B	New Mexico	Agent	Approved	10/01/2024
B	New York	Agent	Approved	09/28/2011
IA	New York	Investment Adviser Representative	Approved	11/02/2021
B	North Carolina	Agent	Approved	09/28/2011
B	Ohio	Agent	Approved	09/28/2011
B	Oregon	Agent	Approved	09/28/2011
B	Pennsylvania	Agent	Approved	09/28/2011
B	Rhode Island	Agent	Approved	09/28/2011
B	South Carolina	Agent	Approved	12/22/2021
B	South Dakota	Agent	Approved	12/04/2020



Qualifications

Regulator	Registration	Status	Date
B Tennessee	Agent	Approved	09/28/2011
B Texas	Agent	Approved	09/28/2011
IA Texas	Investment Adviser Representative	Restricted Approval	01/03/2020
B Utah	Agent	Approved	09/28/2011
B Vermont	Agent	Approved	09/28/2011
B Virginia	Agent	Approved	09/28/2011
B Washington	Agent	Approved	09/28/2011
B West Virginia	Agent	Approved	01/20/2023
B Wisconsin	Agent	Approved	05/03/2023

Branch Office Locations

UBS FINANCIAL SERVICES INC.
400 LINDEN OAKS
ROCHESTER, NY 14625



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

Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/29/2010
General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/07/2010

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
National Commodity Futures Examination (S3)	Series 3	07/27/2012
General Securities Representative Examination (S7)	Series 7	04/19/2004

State Securities Law Exams

Exam	Category	Date
Uniform Combined State Law Examination (S66)	Series 66	08/09/2004

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	10/28/2004 - 07/05/2011	WELLS FARGO ADVISORS, LLC	CRD# 19616	BOSTON, MA
B	04/20/2004 - 07/05/2011	WELLS FARGO ADVISORS, LLC	CRD# 19616	BOSTON, MA

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
07/2011 - Present	UBS FINANCIAL SERVICES INC.	OPERATIONS MANAGER	Y	BOSTON, MA, 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.

- 1) Approved to be Trustee of a non-familial trust. Responsibilities are that of a typical trustee - approve disbursements, ensure taxes are filed, etc."
- 2) R.F. 2021 Irrevocable Trust, This is a trust FBO of B and A.F. , MAUnited States-01810, "Typical responsibilities of a trust - Approve disbursements, ensure tax return is filed by CPA, etc, Since trust will be funded with private shares of a company current responsibilities will be limited, start date-8/6/2021.



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: UBS FINANCIAL SERVICES INC.

Allegations: Time Frame: January 21st, 2025 to May 28th, 2025

What were the allegations against the individual? The client's son who is the beneficiary alleges that his mother was placed in a strategy that was inconsistent with both her stated profile and personal circumstance. The beneficiary further alleges the strategy was unsuitable for an elderly unsophisticated investor.

Product Type: Other: 17-Managed/Wrap Accounts (In-House Money Manager)

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Estimated to be in excess of \$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: 05/28/2025

Complaint Pending? No



Status: Denied

Status Date: 07/10/2025

Settlement Amount:

Individual Contribution Amount:

Broker Statement

I categorically deny the allegations as alleged by the beneficiary as I believe them to be false, untruthful and inaccurate. In our conversations with our client, we found them to be fully engaged and understood their investments, what they wanted accomplish and the risks associated with investing. All strategies and investment opportunities were discussed and agreed upon with our client.

The claim that they were taken advantage of due to being elderly is totally false. All investments were suitable and in line with the client's stated objectives. In relation to the claim that our client lost money, again a totally false claim as the account appreciated over the course of our working with the client until their passing. It should be noted that the claimant/beneficiary was also POA on the account. The claimant received duplicate statements for years and never once raised a concern that the account was invested incorrectly or that the client was being taken advantage of, only after the client passed.

In further defense of the allegations, our firm undertook a full investigation as is required by the regulator, FINRA, when receiving such claims. After a full review by Outside Counsel, the law firm determined there was no validity to any of the claims and allegations made and denied them in their entirety by letter dated 7/10/2025.



End of Report

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