



IAPD Report

Deanna Rae Conerly

CRD# 6485628

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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

Deanna Rae Conerly (CRD# 6485628)

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 **07/28/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	04/07/2020
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	04/17/2020

QUALIFICATIONS

This representative is currently registered in **6** SRO(s) and **53** 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	ONEAMERICA SECURITIES, INC.	4173	Indianapolis, IN	08/21/2018 - 02/27/2020
B	ONEAMERICA SECURITIES, INC.	4173	Indianapolis, IN	03/02/2017 - 02/27/2020
B	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	INDIANAPOLIS, IN	01/01/2016 - 01/06/2017

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
Financial	2
Judgment/Lien	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 **53** jurisdiction(s) and 6 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED**
Main Address: ONE BRYANT PARK
NEW YORK, NY 10036
Firm ID#: 7691

Regulator	Registration	Status	Date
B Cboe BYX Exchange, Inc.	General Securities Representative	Approved	04/07/2020
B Cboe BZX Exchange, Inc.	General Securities Representative	Approved	04/07/2020
B Cboe Exchange, Inc.	General Securities Representative	Approved	04/07/2020
B Cboe Exchange, Inc.	General Securities Sales Supervisor	Approved	05/24/2023
B FINRA	General Securities Representative	Approved	04/07/2020
B FINRA	Invest. Co and Variable Contracts	Approved	04/07/2020
B FINRA	General Securities Sales Supervisor	Approved	05/24/2023
B Nasdaq Stock Market	General Securities Representative	Approved	04/07/2020
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	05/24/2023
B New York Stock Exchange	General Securities Representative	Approved	04/07/2020
B New York Stock Exchange	General Securities Sales Supervisor	Approved	05/24/2023
B Alabama	Agent	Approved	11/12/2024
B Alaska	Agent	Approved	12/02/2024



Qualifications

Regulator	Registration	Status	Date
B Arizona	Agent	Approved	08/19/2022
B Arkansas	Agent	Approved	11/26/2024
B California	Agent	Approved	08/03/2022
B Colorado	Agent	Approved	11/13/2024
B Connecticut	Agent	Approved	06/28/2022
B Delaware	Agent	Approved	11/18/2024
B District of Columbia	Agent	Approved	12/21/2020
B Florida	Agent	Approved	07/26/2021
B Georgia	Agent	Approved	11/13/2024
B Hawaii	Agent	Approved	11/15/2021
B Idaho	Agent	Approved	11/26/2024
B Illinois	Agent	Approved	11/16/2021
B Indiana	Agent	Approved	04/16/2020
IA Indiana	Investment Adviser Representative	Approved	04/17/2020
B Iowa	Agent	Approved	11/18/2024
B Kansas	Agent	Approved	07/29/2024
B Kentucky	Agent	Approved	11/26/2024
B Louisiana	Agent	Approved	11/15/2024
B Maine	Agent	Approved	11/13/2024



Qualifications

Regulator	Registration	Status	Date
B Maryland	Agent	Approved	11/21/2024
B Massachusetts	Agent	Approved	11/26/2024
B Michigan	Agent	Approved	12/14/2020
B Minnesota	Agent	Approved	11/13/2024
B Mississippi	Agent	Approved	11/13/2024
B Missouri	Agent	Approved	12/26/2024
B Montana	Agent	Approved	11/14/2024
B Nebraska	Agent	Approved	10/04/2022
B Nevada	Agent	Approved	06/28/2022
B New Hampshire	Agent	Approved	12/10/2024
B New Jersey	Agent	Approved	07/21/2022
B New Mexico	Agent	Approved	11/13/2024
B New York	Agent	Approved	11/14/2024
B North Carolina	Agent	Approved	04/22/2021
B North Dakota	Agent	Approved	11/18/2024
B Ohio	Agent	Approved	11/13/2024
B Oklahoma	Agent	Approved	11/13/2024
B Oregon	Agent	Approved	07/29/2022
B Pennsylvania	Agent	Approved	11/13/2024



Qualifications

Regulator	Registration	Status	Date
B Puerto Rico	Agent	Approved	11/21/2024
B Rhode Island	Agent	Approved	11/13/2024
B South Carolina	Agent	Approved	11/15/2024
B South Dakota	Agent	Approved	11/13/2024
B Tennessee	Agent	Approved	11/10/2021
B Texas	Agent	Approved	05/07/2021
IA Texas	Investment Adviser Representative	Restricted Approval	05/06/2021
B Utah	Agent	Approved	11/22/2024
B Vermont	Agent	Approved	11/12/2024
B Virgin Islands	Agent	Approved	12/04/2024
B Virginia	Agent	Approved	07/23/2022
B Washington	Agent	Approved	11/12/2024
B West Virginia	Agent	Approved	11/18/2024
B Wisconsin	Agent	Approved	11/14/2024
B Wyoming	Agent	Approved	11/12/2024

Branch Office Locations

**MERRILL LYNCH, PIERCE, FENNER & SMITH
INCORPORATED**
510 E 96TH ST
INDIANAPOLIS, IN 46240

**MERRILL LYNCH, PIERCE, FENNER & SMITH
INCORPORATED**
100 N MICHIGAN ST
SOUTH BEND, IN 46601





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



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	05/24/2023
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	12/12/2022

General Industry/Product Exams

Exam	Category	Date
 Futures Managed Funds Examination (S31)	Series 31	07/01/2025
 General Securities Representative Examination (S7TO)	Series 7TO	11/01/2019
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	12/29/2015

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	08/18/2018
 Uniform Securities Agent State Law Examination (S63)	Series 63	03/16/2016

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	08/21/2018 - 02/27/2020	ONEAMERICA SECURITIES, INC.	CRD# 4173	Indianapolis, IN
B	03/02/2017 - 02/27/2020	ONEAMERICA SECURITIES, INC.	CRD# 4173	Indianapolis, IN
B	01/01/2016 - 01/06/2017	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	CRD# 2881	INDIANAPOLIS, IN

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
04/2020 - Present	Bank of America, N.A.	Associate Market Supervision Manager	Y	INDIANAPOLIS, IN, United States
02/2020 - Present	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	Associate Market Supervision Manager	Y	INDIANAPOLIS, IN, United States
03/2017 - 02/2020	OneAmerica Securities	Registered Rep	Y	Indianapolis, IN, United States
12/2016 - 02/2020	American United Life	Agent	N	Indianapolis, IN, United States
06/2015 - 01/2017	NORTHWESTERN MUTUAL INVESTMENT SERVICES LLC	REGISTERED REPRESENTATIVE	Y	INDIANAPOLIS, IN, United States
06/2015 - 01/2017	NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY	AGENT	Y	MILWAUKEE, WI, 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.

I*409554, Entity Type, Entity Charitable, Name of OBA: CICOA, Address: Indianapolis, IN, 46240, Investment Related: No, Position, Title, Association: Committee, Board Member, Employee Start Date: 03/15/2021, No Hours: 5hrs/Mo, No Hours during trading: 2, Duties: CICOA empowers older adults, those of any age with a disability, and their caregivers by providing the innovative answers, services, and support they need to achieve the greatest possible independence, dignity, and quality of life. .

I*418495For profit or not for profit: Entity For Profit Name of outside business organization: Uplevel Investment related: No Address of business: Fishers, Indiana, 46037, Nature of business: Sole Proprietorship Position, title, association: Treasurer, Owner, Start date of relationship: 5/1/2021Number of hours devoted: 10 hour(s) Monthly Number of hours devoted during trading hours: 3Duties: , Uplevel will be a life coaching business that encourages, supports, and assists individuals and small groups of individuals with utilizing available mindset techniques to live their best life successfully. There will be a focus on mindset and money mindset coaching for women entrepreneurs regarding their relationships with money.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

I*1970283Entity For Profit Name of OBA: IntelTravel Address: Delray Beach, Florida, 33445Investment Related: No Position, Title, Association: Consultant/Independent Contractor Employee Start Date: 08/23/2024No Hours: 10No Hours during trading: 0Duties: Independent Travel Agent

I*: 2215280

Entity Type: For Profit

Name of OBA: PlanNet Marketing

Address: Atlanta, GA 30303

Investment Related: No

Position, Title, Association: Consultant/Independent Contractor

Employee Start Date: 03/03/2025

Number of Hours: 5 hrs mthly

Number of Hours during trading: 0

Duties: Related to previously approved OBA, IntelTravel independent agent. This role would relate to conversations and marketing activities related to establishing friends and family members as independent travel agency owners.



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
Financial	2
Judgment/Lien	1

Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 2

Reporting Source:	Individual
Action Type:	Bankruptcy
Bankruptcy:	Chapter 13
Action Date:	01/02/2020
Organization Investment-Related?	
Type of Court:	Federal Court
Name of Court:	United States Bankruptcy Court - Southern District of Indiana
Location of Court:	Indianapolis, IN
Docket/Case #:	20-00019-JJG-13
Action Pending?	No
Disposition:	Discharged
Disposition Date:	02/05/2025

Disclosure 2 of 2

Reporting Source:	Individual
Action Type:	Bankruptcy
Bankruptcy:	Chapter 13
Action Date:	02/05/2018
Organization Investment-Related?	



Type of Court:	Federal Court
Name of Court:	US Bankruptcy Court - Southern District of Indiana
Location of Court:	Indianapolis, IN
Docket/Case #:	18-00598-JJG-13
Action Pending?	No
Disposition:	Dismissed
Disposition Date:	08/30/2019



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	Avalon Master Association
Judgment/Lien Amount:	\$1,916.76
Judgment/Lien Type:	Civil
Date Filed with Court:	08/25/2016
Date Individual Learned:	08/25/2016
Type of Court:	local court
Name of Court:	Hamilton County Superior Court 4
Location of Court:	Noblesville, IN
Docket/Case #:	29D04-1608-SC-007345
Judgment/Lien Outstanding?	Yes



End of Report

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