IAPD Report

BRIAN ARTHUR SALERNO

CRD# 6556591

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

BRIAN ARTHUR SALERNO (CRD# 6556591)

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 **02/07/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	CITY NATIONAL ROCHDALE	CRD# 117198	10/08/2015
B	CNR SECURITIES, LLC	CRD# 18466	11/24/2015

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **26** 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

No information reported.

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

Employment 1 of 2

Firm Name: **CNR SECURITIES, LLC**
Main Address: 400 PARK AVENUE
3RD FLOOR
NEW YORK, NY 10022
Firm ID#: 18466

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	11/24/2015
B	Alabama	Agent	Approved	11/28/2018
B	Arizona	Agent	Approved	11/06/2017
B	California	Agent	Approved	04/11/2016
B	Connecticut	Agent	Approved	04/09/2020
B	Delaware	Agent	Approved	11/06/2017
B	Florida	Agent	Approved	09/18/2018
B	Georgia	Agent	Approved	08/07/2019
B	Hawaii	Agent	Approved	08/16/2022
B	Illinois	Agent	Approved	07/08/2020
B	Louisiana	Agent	Approved	05/08/2019
B	Massachusetts	Agent	Approved	10/21/2021
B	Michigan	Agent	Approved	11/06/2017

Qualifications

	Regulator	Registration	Status	Date
B	Minnesota	Agent	Approved	11/03/2021
B	Mississippi	Agent	Approved	07/14/2021
B	Missouri	Agent	Approved	09/17/2019
B	New Jersey	Agent	Approved	10/30/2019
B	New York	Agent	Approved	11/23/2018
B	North Carolina	Agent	Approved	10/01/2021
B	North Dakota	Agent	Approved	11/06/2017
B	Ohio	Agent	Approved	03/03/2022
B	Pennsylvania	Agent	Approved	10/29/2018
B	South Dakota	Agent	Approved	08/28/2020
B	Tennessee	Agent	Approved	05/15/2019
B	Texas	Agent	Approved	02/07/2025
B	Virginia	Agent	Approved	09/12/2018
B	West Virginia	Agent	Approved	04/09/2020

Branch Office Locations

ROCHDALE INVESTMENT MANAGEMENT INC.
605 CRESCENT EXECUTIVE COURT,
SUITE 320
LAKE MARY, FL 32746-2133

ROCHDALE INVESTMENT MANAGEMENT INC.
Lake Mary, FL

Employment 2 of 2

Firm Name: **CITY NATIONAL ROCHDALE**

Main Address: 400 PARK AVENUE
10TH FLOOR

Qualifications

	NEW YORK, NY 10022
Firm ID#:	117198

	Regulator	Registration	Status	Date
IA	California	Investment Adviser Representative	Approved	10/08/2015
IA	Florida	Investment Adviser Representative	Approved	10/27/2023
IA	Texas	Investment Adviser Representative	Restricted Approval	02/07/2025

Branch Office Locations

CITY NATIONAL ROCHDALE
605 Crescent Executive Court
Lake Mary, FL 32746

CITY NATIONAL ROCHDALE
Lake Mary, FL

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

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	11/24/2015

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/08/2016

PROFESSIONAL DESIGNATIONS

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

Chartered Financial Analyst

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:

No information reported.

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
10/2015 - Present	CNR Securities	Portfolio Manager Senior	Y	LAKE MARY, FL, 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.

No information reported.

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	2

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 2

Reporting Source:	Regulator
Regulatory Action Initiated By:	Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	10/27/2023
Docket/Case Number:	116642-SR
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	City National Rochdale, LLC
Product Type:	No Product
Allegations:	Rendered investment advice, from a location within Florida, without being registered by the Office.
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	10/27/2023
Sanctions Ordered:	Cease and Desist

	Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$45,500.00
Portion Levied against individual:	$45,500.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	10/27/2023
Was any portion of penalty waived?	No
Amount Waived:	
Regulator Statement	On October 27, 2023, the Office of Financial Regulation (Office) entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Brian Arthur Salerno (Salerno). Salerno neither admitted nor denied the allegations but consented to the entry of findings by the Office. The Office found that Salerno violated section 517.12(4), Florida Statutes, by rendering investment advice, from a location within Florida, without being registered by the Office. Salerno agreed to Cease and Desist from violations of Chapter 517, Florida Statutes, and the Administrative Rules adopted thereto, and to pay an administrative fine in the amount of $45,500. The Office agreed to approve Salerno's application as an associated person (RA) with City National Rochdale, LLC effective October 27, 2023.

Reporting Source:	Individual
Regulatory Action Initiated By:	Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	10/27/2023
Docket/Case Number:	116642-SR
Employing firm when activity occurred which led to the regulatory action:	CITY NATIONAL ROCHDALE
Product Type:	No Product
Allegations:	Rendered investment advice, from a location within Florida, without being registered by the Office
Current Status:	Final
Resolution:	Order

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	10/27/2023
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$45,500.00
Portion Levied against individual:	$45,500.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	10/27/2023
Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	When Mr. Salerno first became associated with City National Rochdale (CNR) and CNR Securities, he relied on the firm to complete his state securities registrations. The firm correctly registered Mr. Salerno as a broker in Florida. However, due to a clerical error, Mr. Salerno was registered as an investment adviser representative in a different state. After discovering the error, the firm applied for Mr. Salerno's registration as an investment adviser representative in Florida. The Florida Office of Financial regulation approved the application as part of a Consent Order, which involved the payment of an administrative fine. Mr. Salerno is now registered as a broker and an investment adviser representative in Florida.

Disclosure 2 of 2

Reporting Source:	Individual
Regulatory Action Initiated By:	Florida Office of Financial Regulation
Sanction(s) Sought:	Denial
Date Initiated:	01/13/2021
Docket/Case Number:	2021.DOS.2.OFR
Employing firm when activity occurred which led to the regulatory action:	CITY NATIONAL ROCHDALE
Product Type:	No Product
Allegations:	Applicant failed to timely respond to the Office's request for additional information in violation of Rule 69W-600.0024(2), Florida Administrative Code.
Current Status:	Final

Resolution:	Decision
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	01/13/2021
Sanctions Ordered:	Denial
Broker Statement	"Applicant failed to timely respond to the Office's request for additional information in violation of Rule 69W-600.0024(2), Florida Administrative Code."

End of Report

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