



IAPD Report

Sherika Ralliford

CRD# 6797825

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4 - 6
Disclosure Information	7



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

Sherika Ralliford (CRD# 6797825)

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 **09/10/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	DESERT ROSE CAPITAL MANAGEMENT, INC.	CRD# 154331	09/12/2024

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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
B	NYLIFE SECURITIES LLC	5167	PORT SAINT LUCIE, FL	07/07/2022 - 11/10/2023
IA	AMERIPRISE FINANCIAL SERVICES, LLC	6363	Boca Raton, FL	02/25/2022 - 04/15/2022
B	AMERIPRISE FINANCIAL SERVICES, LLC	6363	Boca Raton, FL	02/24/2022 - 04/15/2022

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
Termination	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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **DESERT ROSE CAPITAL MANAGEMENT, INC.**
Main Address: 2929 W. NAVIGATOR DRIVE
STE. 320
MERIDIAN, ID 83642
Firm ID#: 154331

Regulator	Registration	Status	Date
IA Idaho	Investment Adviser Representative	Approved	09/12/2024

Branch Office Locations

DESERT ROSE CAPITAL MANAGEMENT, INC.
2929 W. NAVIGATOR DRIVE
STE. 320
MERIDIAN, ID 83642



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
------	----------	------

No information reported.

General Industry/Product Exams

Exam	Category	Date
------	----------	------

General Securities Representative Examination (S7TO)	Series 7TO	01/28/2019
Securities Industry Essentials Examination (SIE)	SIE	02/23/2018
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/20/2017

State Securities Law Exams

Exam	Category	Date
------	----------	------

Uniform Combined State Law Examination (S66)	Series 66	04/11/2019
--	-----------	------------

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
B	07/07/2022 - 11/10/2023	NYLIFE SECURITIES LLC	CRD# 5167	PORT SAINT LUCIE, FL
IA	02/25/2022 - 04/15/2022	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	Boca Raton, FL
B	02/24/2022 - 04/15/2022	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	Boca Raton, FL
IA	01/26/2021 - 01/19/2022	NEWBRIDGE FINANCIAL SERVICES GROUP, INC.	CRD# 130814	BOCA RATON, FL
B	12/15/2020 - 01/19/2022	NEWBRIDGE SECURITIES CORPORATION	CRD# 104065	BOCA RATON, FL
IA	04/15/2019 - 02/27/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	DELRAY BEACH, FL
B	12/17/2018 - 02/27/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	DELRAY BEACH, FL
B	09/20/2017 - 02/23/2018	PRUCO SECURITIES, LLC.	CRD# 5685	West Palm Beach, FL

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
08/2024 - Present	Desert Rose Capital Management Inc.	Investment Adviser Representative	Y	Meridian, ID, United States
07/2024 - Present	US Life	Wealth Consultant	N	Meridian, ID, United States
10/2023 - 08/2024	Self-Employed	Independent Contractor	N	Port St. Lucie, FL, United States
07/2022 - 10/2023	NYLIFE Securities LLC	Registered Rep	Y	Sunrise, FL, United States
05/2022 - 10/2023	New York Life Insurance Co	Agent	Y	Sunrise, FL, United States
02/2022 - 04/2022	AMERIPRISE FINANCIAL SERVICES, LLC	Registered rep	Y	Boca Raton, FL, United States
12/2020 - 01/2022	NEWBRIDGE FINANCIAL SERVICES GROUP, INC	INVESTMENT ADVISER REPRESENTATIVE	Y	BOCA RATON, FL, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
12/2020 - 12/2020	NEWBRIDGE SECURITIES CORPORATION	REGISTERED REPRESENTATIVE	Y	BOCA RATON, FL, United States
03/2020 - 12/2020	PARK AVENUE SECURITIES LLC	FINANCIAL REPRESENTATIVE	Y	WEST PALM BEACH, FL, United States
03/2020 - 03/2020	NORTHWESTERN MUTUAL INVESTMENTS SERVICES LLC	FINANCIAL PROFESSIONAL	Y	PALM BEACH GARDENS, FL, United States
11/2018 - 02/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	Financial Advisor Trainee	Y	BOCA RATON, FL, United States
08/2018 - 11/2018	US Health Advisors	Independent Contractor - Health Insurance Agent	N	Fort Worth, FL, United States
03/2018 - 09/2018	City of West Palm Beach	Telecommunicator	N	West Palm Beach, FL, United States
01/2018 - 03/2018	Sprint	Sales Associate	N	West palm Beach, FL, United States
10/2017 - 02/2018	The Prudential Insurance Company of America	Financial Professional	N	W. PALM BEACH, FL, United States
04/2017 - 02/2018	Pruco Securities, LLC	Registered Representative	Y	W. PALM BEACH, FL, United States
04/2017 - 06/2017	ADT	Residential Resale Representative	N	West Palm Beach, FL, United States
10/2013 - 03/2017	AT&T	Compliance Security Analyst	N	North Palm Beach, 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.

[Insurance Brokering; appointed with outside carriers for the purpose of brokering non-registered products; 4690 Portofino Way, Apt 104, West Palm Beach, FL 33409; start 05/2022; commissions; 10 hours per month, 10 hours during securities trading hours; insurance related]

[SKR HDGS LLC - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 4690 Portofino Way, Apt 104, West Palm Beach, FL 33409; Start Date 01/2022; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Outdare Entertainment, Inc. - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 7750 OKEECHOBEE BLVD 4-317 WEST PALM BEACH, FL 33411; Start Date 03/2017; Role/Title: Owner; Not Investment Related; 0



Registration & Employment History



OTHER BUSINESS ACTIVITIES

hours per month; 0 hours per month during securities trading hours]

[Dream The Impossible, Inc. - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 7750 Okeechobee Blvd 4-317 West Palm Beach, FL 33411; Start Date 07/2013; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Dream The Impossible Press Corp - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. Owner of company name.; 7750 OKEECHOBEE BLVD SUITE 4-317 WEST PALM BEACH, FL 33411; Start Date 05/2017; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Star Administrative Services, Inc. - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. Owner of company name.; 8090 NW 13TH STREET UNIT A MARGATE, FL 33063; Start Date 08/2011; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Savvy Money Factory, LLC - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 4690 Portofino Way Apt 104 West Palm Beach, FL 33409; Start Date 06/2020; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]



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
------	-------

Termination	1
-------------	---

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Firm Name: NYLIFE SECURITIES LLC

Termination Type: Permitted to Resign

Termination Date: 10/11/2023

Allegations: Sherika Ralliford resigned after a review determined that she violated company policies relating to outside business activities and marketing. The violations included engaging in unapproved activities and using an unapproved website, email address and a professional designation.

Product Type: Other: Advertised involvement in prohibited/unapprovable activities advising on IPOs/SPOs, Private Placements & Alternative Investments

Reporting Source: Individual

Firm Name: NY LIFE SECURITIES LLC

Termination Type: Permitted to Resign

Termination Date: 10/11/2023

Allegations: Sherika Ralliford resigned after a review determined that she violated company policies relating to outside business activities and marketing. The violations included engaging in unapproved activities and using an unapproved website, email address and a professional designation.

Product Type: No Product

Broker Statement In October 2023, NYLIFE SECURITIES LLC permitted me to resign after they claimed a review determined I violated company policies relating to outside business activities and marketing. They stated the violations included engaging in unapproved activities and using an unapproved



website, email address and a professional designation. - this was never found to be true, as the only outside business activities I participated in where those that were already approved by NYLife Securities LLC and I never used an any website, email address, or professional designation outside of those that were provided to me by New York Life and NYLife Securities LLC.



End of Report

This page is intentionally left blank.