



IAPD Report

Andreas Heinrich

CRD# 6937385

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4 - 5

i Please be aware that fraudsters may link to Investment Adviser Public Disclosure from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our [investor alert](#) on imposters.



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

Andreas Heinrich (CRD# 6937385)

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 **03/07/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PRUCO SECURITIES, LLC.	CRD# 5685	04/23/2018
IA	PRUDENTIAL FINANCIAL PLANNING SERVICES	CRD# 5685	02/01/2023

QUALIFICATIONS

This representative is currently registered in **1** 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
------	------	----------	--------------------

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?

No



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 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PRUDENTIAL FINANCIAL PLANNING SERVICES**
Main Address: 751 BROAD STREET
NEWARK, NJ 07102-3777
Firm ID#: 5685

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	04/23/2018
B	FINRA	General Securities Representative	Approved	01/30/2023
B	Florida	Agent	Approved	04/23/2018
IA	Florida	Investment Adviser Representative	Approved	02/01/2023

Branch Office Locations

PRUDENTIAL FINANCIAL PLANNING SERVICES
701 San Marco Blvd
Suite 7100
Jacksonville, FL 32207



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
B General Securities Representative Examination (S7TO)	Series 7TO	01/28/2023
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	04/23/2018

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	11/10/2022



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:

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
05/2018 - Present	Prudential Insurance Company of America	Financial Professional	Y	Jacksonville, FL, United States
04/2018 - Present	Pruco Securities, LLC.	Registered Representative	Y	JACKSONVILLE,, FL, United States
02/2016 - 04/2018	N/A	Personal Financial Planning	N	Jacksonville, FL, United States
06/2014 - 02/2016	State Farm	Corporate Complaint Specialist	N	Jacksonville, FL, United States
01/2011 - 06/2014	N/A	Personal Financial Planning	N	Jacksonville, 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.

PER OUR CONVERSATION I HAVE BEEN ASKED TO JOIN THE ADVISORY BOARD OF EQUALITY MEANS BUSINESS, THIS POSITION WILL NOT INCLUDE THE HANDLING OF MONEY NOR WILL THERE BE ANY COMPENSATION FOR THIS POSITION.

I ADDED THE CURRENT LINK OF ADVISORY BOARD MEMBERS
[HTTP://EQUALITYMEANSBUSINESS.COM/ADVISORY_BOARD](http://equalitymeansbusiness.com/advisory_board)

POSITION: Advisory Board Member NATURE: Non-Profit and Charitable Organization INVESTMENT RELATED: No NUMBER OF HOURS: 20 SECURITIES TRADING HOURS: 10 START DATE: 10/26/2018
ADDRESS: P.O.BOX 13184, ST Petersburg FL 33733, United States
DESCRIPTION: Advising on LGBTQ issues in regards to financial challenges and personal issues

BENEFITMALL IS A SPONSORED PROVIDER OF GROUP HEALTH INSURANCE THROUGH THE PRUDENTIAL SPONSORED OUTBROKERAGE. BENEFITMALL PROVIDES AGENTS WITH MULTI-CARRIER QUOTES, PERSONALIZED SALES SUPPORT AND INNOVATIVE TOOLS. BENEFITMALL PROFESSIONALS WORK FOR YOUR BENEFIT ON EVERY ASPECT OF YOUR GROUP HEALTH BUSINESS.

POSITION: Agent / Broker for Health Insurance NATURE: Finance and Insurance INVESTMENT RELATED: No NUMBER OF HOURS: 40 SECURITIES TRADING HOURS: 40 START DATE: 03/07/2023
ADDRESS: 12404 Park Central Drive, Suite 400S, Dallas TX 75251, United States
DESCRIPTION: Creating Goup Health Insurance Plans by entering Client Census into BenefitMall's quoting system. Assisting the



Registration & Employment History



OTHER BUSINESS ACTIVITIES

client with suitability and explaining terms and conditions. Creating up to three options with various add-ons to choose from such as Dental, Vision..Assisting the client with renewal and maintenance of the group health insurance plan



End of Report

This page is intentionally left blank.