

BrokerCheck Report

Robert Holland

CRD# 1404167

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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.

About BrokerCheck®

BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck 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 broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.



Robert Holland

CRD# 1404167

Currently employed by and registered with the following Firm(s):

IA J.P. MORGAN SECURITIES LLC
 277 PARK AVENUE
 2ND & 3RD FLOOR
 NEW YORK, NY 10172
 CRD# 79
 Registered with this firm since: 04/15/2011

B J.P. MORGAN SECURITIES LLC
 277 PARK AVENUE
 2ND & 3RD FLOOR
 NEW YORK, NY 10172
 CRD# 79
 Registered with this firm since: 04/15/2011

Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is registered with:

- 26 Self-Regulatory Organizations
- 53 U.S. states and territories

This broker has passed:

- 0 Principal/Supervisory Exams
- 3 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

This broker was previously registered with the following securities firm(s):

- IA BARCLAYS CAPITAL INC.**
 CRD# 19714
 NEW YORK, NY
 03/2009 - 05/2011
- B BARCLAYS CAPITAL INC.**
 CRD# 19714
 NEW YORK, NY
 09/2008 - 05/2011
- IA LEHMAN BROTHERS INC.**
 CRD# 7506
 NEW YORK, NY
 02/2008 - 10/2008

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Customer Dispute	2



Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This individual is currently registered with 26 SROs and is licensed in 53 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **J.P. MORGAN SECURITIES LLC**

Main Office Address: **383 MADISON AVENUE
NEW YORK, NY 10179**

Firm CRD#: **79**

	SRO	Category	Status	Date
B	BOX Exchange LLC	General Securities Representative	Approved	05/08/2012
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	11/14/2024
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	11/14/2024
B	Cboe C2 Exchange, Inc.	General Securities Representative	Approved	01/06/2012
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	11/14/2024
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	11/14/2024
B	Cboe Exchange, Inc.	General Securities Representative	Approved	04/15/2011
B	FINRA	General Securities Representative	Approved	04/15/2011
B	Investors' Exchange LLC	General Securities Representative	Approved	08/30/2016
B	Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	04/27/2020
B	MEMX LLC	General Securities Representative	Approved	02/16/2021
B	MIAX Emerald, LLC	General Securities Representative	Approved	03/20/2019
B	MIAX PEARL, LLC	General Securities Representative	Approved	11/14/2024
B	MIAX Sapphire	General Securities Representative	Approved	11/14/2024
B	Miami International Securities Exchange, LLC	General Securities Representative	Approved	11/14/2024

Broker Qualifications



Employment 1 of 1, continued

	SRO	Category	Status	Date
B	NYSE American LLC	General Securities Representative	Approved	04/15/2011
B	NYSE Arca, Inc.	General Securities Representative	Approved	04/15/2011
B	NYSE National, Inc.	General Securities Representative	Approved	05/18/2018
B	NYSE Texas, Inc.	General Securities Representative	Approved	01/06/2012
B	Nasdaq BX, Inc.	General Securities Representative	Approved	04/15/2011
B	Nasdaq GEMX, LLC	General Securities Representative	Approved	08/02/2013
B	Nasdaq ISE, LLC	General Securities Representative	Approved	04/15/2011
B	Nasdaq MRX, LLC	General Securities Representative	Approved	03/24/2016
B	Nasdaq PHLX LLC	General Securities Representative	Approved	04/15/2011
B	Nasdaq Stock Market	General Securities Representative	Approved	04/15/2011
B	New York Stock Exchange	General Securities Representative	Approved	04/15/2011

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	04/15/2011
B	Alaska	Agent	Approved	04/15/2011
B	Arizona	Agent	Approved	04/15/2011
B	Arkansas	Agent	Approved	04/15/2011
B	California	Agent	Approved	04/15/2011
B	Colorado	Agent	Approved	04/15/2011
B	Connecticut	Agent	Approved	04/15/2011
IA	Connecticut	Investment Adviser Representative	Approved	06/06/2024
B	Delaware	Agent	Approved	04/19/2011

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	District of Columbia	Agent	Approved	04/15/2011
B	Florida	Agent	Approved	04/15/2011
B	Georgia	Agent	Approved	04/15/2011
B	Hawaii	Agent	Approved	04/15/2011
B	Idaho	Agent	Approved	04/15/2011
B	Illinois	Agent	Approved	04/15/2011
B	Indiana	Agent	Approved	05/05/2011
B	Iowa	Agent	Approved	04/15/2011
B	Kansas	Agent	Approved	04/15/2011
B	Kentucky	Agent	Approved	04/15/2011
B	Louisiana	Agent	Approved	04/15/2011
IA	Louisiana	Investment Adviser Representative	Approved	06/30/2014
B	Maine	Agent	Approved	04/26/2011
B	Maryland	Agent	Approved	04/15/2011
B	Massachusetts	Agent	Approved	04/15/2011
B	Michigan	Agent	Approved	04/15/2011
B	Minnesota	Agent	Approved	04/15/2011
B	Mississippi	Agent	Approved	04/15/2011
B	Missouri	Agent	Approved	04/15/2011
B	Montana	Agent	Approved	04/15/2011
B	Nebraska	Agent	Approved	05/04/2011

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Nevada	Agent	Approved	04/15/2011
B	New Hampshire	Agent	Approved	04/15/2011
B	New Jersey	Agent	Approved	04/15/2011
IA	New Jersey	Investment Adviser Representative	Approved	04/15/2011
B	New Mexico	Agent	Approved	04/15/2011
B	New York	Agent	Approved	04/15/2011
IA	New York	Investment Adviser Representative	Approved	05/03/2021
B	North Carolina	Agent	Approved	04/15/2011
IA	North Carolina	Investment Adviser Representative	Approved	07/01/2014
B	North Dakota	Agent	Approved	04/15/2011
B	Ohio	Agent	Approved	04/15/2011
IA	Ohio	Investment Adviser Representative	Approved	06/10/2011
B	Oklahoma	Agent	Approved	05/11/2011
B	Oregon	Agent	Approved	04/15/2011
B	Pennsylvania	Agent	Approved	04/15/2011
B	Puerto Rico	Agent	Approved	04/15/2011
B	Rhode Island	Agent	Approved	04/15/2011
B	South Carolina	Agent	Approved	04/15/2011
B	South Dakota	Agent	Approved	04/15/2011
B	Tennessee	Agent	Approved	04/15/2011
B	Texas	Agent	Approved	04/15/2011



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
IA	Texas	Investment Adviser Representative	Restricted Approval	06/26/2014
B	Utah	Agent	Approved	04/15/2011
B	Vermont	Agent	Approved	04/15/2011
B	Virgin Islands	Agent	Approved	04/15/2011
B	Virginia	Agent	Approved	04/15/2011
B	Washington	Agent	Approved	04/15/2011
B	West Virginia	Agent	Approved	04/15/2011
B	Wisconsin	Agent	Approved	04/15/2011
B	Wyoming	Agent	Approved	04/15/2011

Branch Office Locations

J.P. MORGAN SECURITIES LLC

277 PARK AVENUE
2ND & 3RD FLOOR
NEW YORK, NY 10172



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 0 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	08/16/1986
B National Commodity Futures Examination	Series 3	06/26/1986

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	11/04/1999
B Uniform Securities Agent State Law Examination	Series 63	05/23/1986

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.

Broker Qualifications



Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 03/2009 - 05/2011	BARCLAYS CAPITAL INC.	19714	NEW YORK, NY
B 09/2008 - 05/2011	BARCLAYS CAPITAL INC.	19714	NEW YORK, NY
IA 02/2008 - 10/2008	LEHMAN BROTHERS INC.	7506	NEW YORK, NY
B 02/2003 - 09/2008	LEHMAN BROTHERS INC.	7506	NEW YORK, NY
B 01/2003 - 02/2003	FAHNESTOCK & CO. INC.	249	NEW YORK, NY
B 07/2002 - 01/2003	CIBC WORLD MARKETS CORP.	630	NEW YORK, NY
IA 06/2000 - 07/2002	ROBERTSON STEPHENS, INC.	41271	NEW YORK, NY
B 09/1999 - 07/2002	ROBERTSON STEPHENS, INC.	41271	SAN FRANCISCO, CA
B 07/1997 - 09/1999	DEAN WITTER REYNOLDS INC.	7556	PURCHASE, NY
B 08/1990 - 07/1997	OPPENHEIMER & CO., INC.	630	NEW YORK, NY
B 04/1988 - 09/1990	LEHMAN BROTHERS INC.	7506	NEW YORK, NY
B 08/1986 - 05/1988	DREXEL BURNHAM LAMBERT INCORPORATED	7323	

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
10/2014 - Present	SMITHS COVE LLC	CO-OWNER	Y	GREENWICH, CT, United States
04/2011 - Present	J.P. MORGAN SECURITIES LLC	Registered Representative	Y	NEW YORK, NY, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
04/2011 - Present	JPMORGAN CHASE BANK, N.A.	Workforce Member	Y	NEW YORK, NY, United States

Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker 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.

Entity Name: Smiths Cove LLC

Investment related: Yes

Address: 27 Greenwich, CT

Nature of the other business: Structured as a family entity to own a single family residence in Connecticut to be rented.

Position/Title/Relationship: Investor/Co-Owner

Start Date: 31-Oct-2014

Approximate # of hours a month: 2

Approximate # of hours during securities trading hours: 0

Briefly describe your duties: I deposit the rent checks and maintain the checkbook

Effective 6/15/2018 I will be an employee of both JPMorgan Securities and JPMorgan Bank. JPMorgan Bank offers a broad range of products and services nationwide. As an employee of JPMorgan Bank I will be able to offer certain bank products and services, including deposit and credit products

Disclosure Events



What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
 -
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage 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 BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
 -
4. **There are different statuses and dispositions for disclosure events:**
 - A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" event involves allegations that have not been proven or formally adjudicated.
 - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" event has been concluded and its resolution is not subject to change.
 - A final 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 involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Customer Dispute	0	2	N/A



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	J.P. Morgan Securities LLC
Allegations:	Client expressed concern that investments were not suitable. Activity dates 04/25/2014-12/31/2015.
Product Type:	Debt-Corporate
Alleged Damages:	\$230,000.00
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:	08/23/2016
Complaint Pending?	No
Status:	Denied
Status Date:	10/11/2016
Settlement Amount:	\$0.00



Individual Contribution Amount: \$0.00

Broker Statement I strongly deny this allegation and consider it based on incorrect statements of fact. After in person meetings and conference calls, I recommended an asset allocation mainly using outside, third party managers. The client gave trading authority to these third-party investment managers, whose investment strategy was discussed and was affirmatively selected by the client. The strategy was reviewed on a regular basis and was entirely suitable and appropriate for the client.

Disclosure 2 of 2

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: LEHMAN BROTHERS

Allegations: CLIENT COMPLAINED THAT HIS ALLEGED INSTRUCTIONS TO SELL A POSITION THAT HAS SINCE DROPPED IN VALUE WERE NOT EFFECTED

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): ALLEGED DAMAGES ARE UNSPECIFIED BUT ESTIMATED TO EXCEED MINIMUM FILING REQUIREMENTS.

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: 03/12/2008

Complaint Pending? No

Status: Withdrawn

Status Date: 11/10/2008

Settlement Amount:

Individual Contribution Amount:

End of Report



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