

BrokerCheck Report

Cheryl Farley

CRD# 1475242

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 10
Registration and Employment History	12 - 13



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.



Cheryl Farley

CRD# 1475242

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

IA J.P. MORGAN SECURITIES LLC
20573 STEVENS CREEK BLVD.
CUPERTINO, CA 95014
CRD# 79
Registered with this firm since: 09/22/2020

B J.P. MORGAN SECURITIES LLC
1234 W. EL CAMINO REAL
SUNNYVALE, CA 94087
CRD# 79
Registered with this firm since: 09/22/2020

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:

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

Registration History

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

IA CHARLES SCHWAB & CO., INC.
CRD# 5393
SAN FRANCISCO, CA
11/2017 - 11/2019

B CHARLES SCHWAB & CO., INC.
CRD# 5393
Fremont, CA
11/2017 - 11/2019

IA BANCWEST INVESTMENT SERVICES, INC. (BWIS) AND BWIS D/B/A FHS
CRD# 29357
OMAHA, NE
07/2006 - 08/2017

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? **No**



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 Principal	Approved	09/22/2020
B	BOX Exchange LLC	General Securities Representative	Approved	09/22/2020
B	BOX Exchange LLC	General Securities Sales Supervisor	Approved	09/22/2020
B	Cboe BYX Exchange, Inc.	General Securities Principal	Approved	09/22/2020
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	09/22/2020
B	Cboe BZX Exchange, Inc.	General Securities Principal	Approved	09/22/2020
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	09/22/2020
B	Cboe C2 Exchange, Inc.	General Securities Representative	Approved	09/22/2020
B	Cboe C2 Exchange, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B	Cboe C2 Exchange, Inc.	General Securities Principal	Approved	08/02/2021
B	Cboe EDGA Exchange, Inc.	General Securities Principal	Approved	09/22/2020
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	09/22/2020
B	Cboe EDGA Exchange, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B	Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	09/22/2020
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	09/22/2020

Broker Qualifications



Employment 1 of 1, continued

SRO	Category	Status	Date
B Cboe EDGX Exchange, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B Cboe Exchange, Inc.	General Securities Representative	Approved	09/22/2020
B Cboe Exchange, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B Cboe Exchange, Inc.	General Securities Principal	Approved	08/02/2021
B FINRA	General Securities Principal	Approved	09/22/2020
B FINRA	General Securities Representative	Approved	09/22/2020
B FINRA	General Securities Sales Supervisor	Approved	09/22/2020
B FINRA	Municipal Fund	Approved	09/22/2020
B Investors' Exchange LLC	General Securities Principal	Approved	09/22/2020
B Investors' Exchange LLC	General Securities Representative	Approved	09/22/2020
B Long-Term Stock Exchange, Inc.	General Securities Principal	Approved	09/22/2020
B Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	09/22/2020
B MEMX LLC	General Securities Principal	Approved	09/22/2020
B MEMX LLC	General Securities Representative	Approved	09/22/2020
B MEMX LLC	General Securities Sales Supervisor	Approved	09/22/2020
B MIAX Emerald, LLC	General Securities Principal	Approved	09/22/2020
B MIAX Emerald, LLC	General Securities Representative	Approved	09/22/2020
B MIAX Emerald, LLC	General Securities Sales Supervisor	Approved	09/22/2020
B MIAX PEARL, LLC	General Securities Principal	Approved	09/22/2020
B MIAX PEARL, LLC	General Securities Representative	Approved	09/22/2020
B MIAX PEARL, LLC	General Securities Sales Supervisor	Approved	09/22/2020
B MIAX Sapphire	General Securities Principal	Approved	09/23/2024

Broker Qualifications



Employment 1 of 1, continued

SRO	Category	Status	Date
B MIAX Sapphire	General Securities Representative	Approved	09/23/2024
B MIAX Sapphire	General Securities Sales Supervisor	Approved	09/23/2024
B Miami International Securities Exchange, LLC	General Securities Principal	Approved	09/22/2020
B Miami International Securities Exchange, LLC	General Securities Representative	Approved	09/22/2020
B Miami International Securities Exchange, LLC	General Securities Sales Supervisor	Approved	09/22/2020
B NYSE American LLC	General Securities Principal	Approved	09/22/2020
B NYSE American LLC	General Securities Representative	Approved	09/22/2020
B NYSE American LLC	General Securities Sales Supervisor	Approved	09/22/2020
B NYSE Arca, Inc.	General Securities Principal	Approved	09/22/2020
B NYSE Arca, Inc.	General Securities Representative	Approved	09/22/2020
B NYSE Arca, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B NYSE National, Inc.	General Securities Principal	Approved	09/22/2020
B NYSE National, Inc.	General Securities Representative	Approved	09/22/2020
B NYSE National, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B NYSE Texas, Inc.	General Securities Principal	Approved	09/22/2020
B NYSE Texas, Inc.	General Securities Representative	Approved	09/22/2020
B NYSE Texas, Inc.	General Securities Sales Supervisor	Approved	09/22/2020
B Nasdaq BX, Inc.	General Securities Principal	Approved	09/22/2020
B Nasdaq BX, Inc.	General Securities Representative	Approved	09/22/2020
B Nasdaq BX, Inc.	General Securities Sales Supervisor	Approved	09/22/2020

Broker Qualifications



Employment 1 of 1, continued

SRO	Category	Status	Date
B Nasdaq GEMX, LLC	General Securities Principal	Approved	09/22/2020
B Nasdaq GEMX, LLC	General Securities Representative	Approved	09/22/2020
B Nasdaq GEMX, LLC	General Securities Sales Supervisor	Approved	09/22/2020
B Nasdaq ISE, LLC	General Securities Principal	Approved	09/22/2020
B Nasdaq ISE, LLC	General Securities Representative	Approved	09/22/2020
B Nasdaq ISE, LLC	General Securities Sales Supervisor	Approved	09/22/2020
B Nasdaq MRX, LLC	General Securities Principal	Approved	09/22/2020
B Nasdaq MRX, LLC	General Securities Representative	Approved	09/22/2020
B Nasdaq MRX, LLC	General Securities Sales Supervisor	Approved	09/22/2020
B Nasdaq PHLX LLC	General Securities Principal	Approved	09/22/2020
B Nasdaq PHLX LLC	General Securities Representative	Approved	09/22/2020
B Nasdaq PHLX LLC	General Securities Sales Supervisor	Approved	09/22/2020
B Nasdaq Stock Market	General Securities Principal	Approved	09/22/2020
B Nasdaq Stock Market	General Securities Representative	Approved	09/22/2020
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	09/22/2020
B New York Stock Exchange	General Securities Principal	Approved	09/22/2020
B New York Stock Exchange	General Securities Representative	Approved	09/22/2020
B New York Stock Exchange	General Securities Sales Supervisor	Approved	09/22/2020

U.S. State/ Territory	Category	Status	Date
B Alabama	Agent	Approved	10/26/2020
B Alaska	Agent	Approved	10/26/2020

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	10/26/2020
B	Arkansas	Agent	Approved	10/26/2020
B	California	Agent	Approved	09/22/2020
IA	California	Investment Adviser Representative	Approved	09/22/2020
B	Colorado	Agent	Approved	10/26/2020
B	Connecticut	Agent	Approved	10/26/2020
B	Delaware	Agent	Approved	10/26/2020
B	District of Columbia	Agent	Approved	10/26/2020
B	Florida	Agent	Approved	10/26/2020
B	Georgia	Agent	Approved	10/26/2020
B	Hawaii	Agent	Approved	10/26/2020
B	Idaho	Agent	Approved	10/26/2020
B	Illinois	Agent	Approved	10/26/2020
B	Indiana	Agent	Approved	10/26/2020
B	Iowa	Agent	Approved	10/26/2020
B	Kansas	Agent	Approved	10/26/2020
B	Kentucky	Agent	Approved	10/26/2020
B	Louisiana	Agent	Approved	10/26/2020
B	Maine	Agent	Approved	10/26/2020
B	Maryland	Agent	Approved	10/26/2020
B	Massachusetts	Agent	Approved	10/26/2020

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Michigan	Agent	Approved	10/26/2020
B	Minnesota	Agent	Approved	10/26/2020
B	Mississippi	Agent	Approved	10/26/2020
B	Missouri	Agent	Approved	11/03/2020
B	Montana	Agent	Approved	10/26/2020
B	Nebraska	Agent	Approved	10/26/2020
B	Nevada	Agent	Approved	10/26/2020
B	New Hampshire	Agent	Approved	10/26/2020
B	New Jersey	Agent	Approved	10/26/2020
B	New Mexico	Agent	Approved	10/26/2020
B	New York	Agent	Approved	10/26/2020
B	North Carolina	Agent	Approved	10/26/2020
B	North Dakota	Agent	Approved	10/26/2020
B	Ohio	Agent	Approved	10/26/2020
B	Oklahoma	Agent	Approved	10/26/2020
B	Oregon	Agent	Approved	10/26/2020
B	Pennsylvania	Agent	Approved	10/26/2020
B	Puerto Rico	Agent	Approved	10/26/2020
B	Rhode Island	Agent	Approved	10/26/2020
B	South Carolina	Agent	Approved	10/26/2020
B	South Dakota	Agent	Approved	10/26/2020



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Tennessee	Agent	Approved	10/26/2020
B	Texas	Agent	Approved	10/26/2020
IA	Texas	Investment Adviser Representative	Restricted Approval	11/10/2020
B	Utah	Agent	Approved	10/26/2020
B	Vermont	Agent	Approved	10/26/2020
B	Virgin Islands	Agent	Approved	10/26/2020
B	Virginia	Agent	Approved	10/26/2020
B	Washington	Agent	Approved	10/26/2020
B	West Virginia	Agent	Approved	10/26/2020
B	Wisconsin	Agent	Approved	10/26/2020
B	Wyoming	Agent	Approved	10/26/2020

Branch Office Locations

J.P. MORGAN SECURITIES LLC

1234 W. EL CAMINO REAL
SUNNYVALE, CA 94087

J.P. MORGAN SECURITIES LLC

410 S. MATHILDA AVENUE
SUNNYVALE, CA 94086

J.P. MORGAN SECURITIES LLC

598 E El Camino Real
SUNNYVALE, CA 94087

J.P. MORGAN SECURITIES LLC

14410 BIG BASIN WAY
SARATOGA, CA 95070



Broker Qualifications

Employment 1 of 1, continued

J.P. MORGAN SECURITIES LLC

3495 EL CAMINO REAL
SANTA CLARA, CA 95051

J.P. MORGAN SECURITIES LLC

1000 Miller Ave
San Jose, CA 95129

J.P. MORGAN SECURITIES LLC

20576 HOMESTEAD RD
CUPERTINO, CA 95014

J.P. MORGAN SECURITIES LLC

20573 Stevens Creek Blvd, Flr 01
Cupertino, CA 95014

J.P. MORGAN SECURITIES LLC

199 MAIN STREET
LOS ALTOS, CA 94022

J.P. MORGAN SECURITIES LLC

2510 W EL CAMINO REAL, FL 1
MOUNTAIN VIEW, CA 94040

J.P. MORGAN SECURITIES LLC

749 W EL CAMINO REAL, 1ST FLOOR
MOUNTAIN VIEW, CA 94040

J.P. MORGAN SECURITIES LLC

20573 STEVENS CREEK BLVD.
CUPERTINO, CA 95014

J.P. MORGAN SECURITIES LLC

10250 S. DE ANZA BLVD.
CUPERTINO, CA 95014

J.P. MORGAN SECURITIES LLC

1725 SARATOGA AVE
SAN JOSE, CA 95129

J.P. MORGAN SECURITIES LLC

3130 ALPINE RD., STE. 170
PORTOLA VALLEY, CA 94028



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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Sales Supervisor - General Module Examination	Series 10	03/06/2019
B General Securities Sales Supervisor - Options Module Examination	Series 9	11/29/2018
B Municipal Fund Securities Principal Examination	Series 51	11/10/2003
B General Securities Principal Examination	Series 24	03/26/1992

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	05/17/1986

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	07/29/1994
B Uniform Securities Agent State Law Examination	Series 63	05/27/1986

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
B 11/2017 - 11/2019	CHARLES SCHWAB & CO., INC.	5393	Fremont, CA
IA 11/2017 - 11/2019	CHARLES SCHWAB & CO., INC.	5393	Fremont, CA
IA 07/2006 - 08/2017	BANCWEST INVESTMENT SERVICES, INC. (BWIS) AND BWIS D/B/A FHS	29357	PALO ALTO, CA
B 03/1999 - 08/2017	BANCWEST INVESTMENT SERVICES, INC.	29357	PALO ALTO, CA
IA 01/2004 - 07/2004	BANCWEST INVESTMENT SERVICES, INC.	29357	PALO ALTO, CA
B 09/1994 - 03/1999	MARKETING ONE SECURITIES, INC.	16611	PORTLAND, OR
B 12/1993 - 10/1994	LINCOLN FINANCIAL ADVISORS CORPORATION	3978	FORT WAYNE, IN
B 12/1993 - 10/1994	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	2580	FORT WAYNE, IN
B 05/1986 - 10/1993	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	6363	MINNEAPOLIS, MN

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
08/2020 - Present	J.P. Morgan Securities LLC	MD - Wealth Management	Y	Cupertino, CA, United States
12/2019 - 07/2020	Unemployed	Unemployed	N	San Jose, CA, United States
09/2017 - 11/2019	Charles Schwab & Co., Inc.	VP Regional Market	Y	Fremont, CA, United States
03/1999 - 08/2017	Bancwest Investment Services, Inc	SVP - Private Client Advisor	Y	Palo Alto, CA, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
08/1994 - 08/2017	Bank of the West	Senior VP	Y	San Jose, CA, 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.

No information reported.

End of Report



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