

## BrokerCheck Report

# JAMES HENRY HERRICK

CRD# 1560199

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Please be aware that fraudsters may link to BrokerCheck 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.

## 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:

- o 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
- o 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](http://brokercheck.finra.org)



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://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.](http://www.finra.org)

**JAMES H. HERRICK**

CRD# 1560199

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

- B** **ROBERT W. BAIRD & CO. INCORPORATED**  
777 EAST WISCONSIN AVE  
MILWAUKEE, WI 53202  
CRD# 8158  
Registered with this firm since: 11/21/1986

**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:**

- 7 Self-Regulatory Organizations
- 18 U.S. states and territories

**This broker has passed:**

- 3 Principal/Supervisory Exams
- 3 General Industry/Product Exams
- 1 State Securities Law Exam

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

No information reported.

**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 7 SROs and is licensed in 18 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **ROBERT W. BAIRD & CO. INCORPORATED**

Main Office Address: **777 E. WISCONSIN AVENUE  
MILWAUKEE, WI 53202**

Firm CRD#: **8158**

SRO	Category	Status	Date
B Cboe BYX Exchange, Inc.	General Securities Principal	APPROVED	01/03/2011
B Cboe BYX Exchange, Inc.	General Securities Representative	APPROVED	01/03/2011
B Cboe BYX Exchange, Inc.	Securities Trader	APPROVED	09/16/2020
B Cboe BYX Exchange, Inc.	Securities Trader Principal	APPROVED	09/16/2020
B Cboe BZX Exchange, Inc.	General Securities Representative	APPROVED	08/11/2009
B Cboe BZX Exchange, Inc.	General Securities Principal	APPROVED	07/07/2010
B Cboe BZX Exchange, Inc.	Securities Trader	APPROVED	09/16/2020
B Cboe BZX Exchange, Inc.	Securities Trader Principal	APPROVED	09/16/2020
B FINRA	General Securities Representative	APPROVED	11/21/1986
B FINRA	General Securities Principal	APPROVED	12/05/2001
B FINRA	General Securities Sales Supervisor	APPROVED	01/02/2003
B FINRA	Securities Trader	APPROVED	01/04/2016
B FINRA	Securities Trader Principal	APPROVED	03/23/2016
B Investors' Exchange LLC	General Securities Principal	APPROVED	08/17/2016
B Investors' Exchange LLC	General Securities Representative	APPROVED	08/17/2016



## Broker Qualifications

### Employment 1 of 1, continued

SRO	Category	Status	Date
B Investors' Exchange LLC	Securities Trader	APPROVED	09/16/2020
B Investors' Exchange LLC	Securities Trader Principal	APPROVED	09/16/2020
B NYSE American LLC	General Securities Representative	APPROVED	06/11/2001
B NYSE American LLC	General Securities Principal	APPROVED	11/24/2003
B NYSE American LLC	Securities Trader	APPROVED	01/04/2016
B NYSE American LLC	Securities Trader Principal	APPROVED	03/23/2016
B NYSE American LLC	General Securities Sales Supervisor	APPROVED	10/01/2018
B Nasdaq Stock Market	General Securities Principal	APPROVED	07/12/2006
B Nasdaq Stock Market	General Securities Representative	APPROVED	07/12/2006
B Nasdaq Stock Market	General Securities Sales Supervisor	APPROVED	07/12/2006
B Nasdaq Stock Market	Securities Trader	APPROVED	01/04/2016
B Nasdaq Stock Market	Securities Trader Principal	APPROVED	03/23/2016
B New York Stock Exchange	General Securities Representative	APPROVED	12/08/1986
B New York Stock Exchange	General Securities Principal	APPROVED	06/26/2010
B New York Stock Exchange	Securities Trader	APPROVED	01/04/2016
B New York Stock Exchange	Securities Trader Principal	APPROVED	03/23/2016
B New York Stock Exchange	General Securities Sales Supervisor	APPROVED	10/01/2018

U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	APPROVED	07/12/2006
B California	Agent	APPROVED	01/14/2013
B Colorado	Agent	APPROVED	01/04/2006



## Broker Qualifications

### Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
<b>B</b> Connecticut	Agent	APPROVED	01/14/2013
<b>B</b> Florida	Agent	APPROVED	10/01/2010
<b>B</b> Georgia	Agent	APPROVED	01/14/2013
<b>B</b> Illinois	Agent	APPROVED	10/13/2009
<b>B</b> Maryland	Agent	APPROVED	01/05/2005
<b>B</b> Massachusetts	Agent	APPROVED	01/05/2005
<b>B</b> Michigan	Agent	APPROVED	02/17/2016
<b>B</b> Minnesota	Agent	APPROVED	01/05/2005
<b>B</b> New Jersey	Agent	APPROVED	01/03/2005
<b>B</b> New York	Agent	APPROVED	10/12/2004
<b>B</b> Pennsylvania	Agent	APPROVED	10/13/2009
<b>B</b> Puerto Rico	Agent	APPROVED	06/04/2021
<b>B</b> Rhode Island	Agent	APPROVED	01/22/2010
<b>B</b> Texas	Agent	APPROVED	01/14/2013
<b>B</b> Wisconsin	Agent	APPROVED	01/13/1987

### Branch Office Locations

**ROBERT W. BAIRD & CO. INCORPORATED**  
 777 EAST WISCONSIN AVE  
 MILWAUKEE, WI 53202



## 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.

**This individual has passed 3 principal/supervisory exams, 3 general industry/product exams, and 1 state securities law exam.**

### Principal/Supervisory Exams

Exam	Category	Date
<b>B</b> General Securities Sales Supervisor - General Module Examination	Series 10	12/30/2002
<b>B</b> General Securities Sales Supervisor - Options Module Examination	Series 9	10/28/2002
<b>B</b> General Securities Principal Examination	Series 24	12/04/2001

### General Industry/Product Exams

Exam	Category	Date
<b>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> Limited Representative-Equity Trader Exam	Series 55	04/07/2000
<b>B</b> General Securities Representative Examination	Series 7	11/15/1986

### State Securities Law Exams

Exam	Category	Date
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	01/09/1987

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/](http://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
No information reported.			

### 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
08/1986 - Present	ROBERT W. BAIRD & CO. INCORPORATED	NOT PROVIDED	Y	MILWAUKEE, WI, 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.

I am an investor in several LLC's that have been established to invest in commercial and residential real estate. Generally speaking, each of these LLCs has retained a property manager to administer the day to day operations of the properties. In addition, I spend a few hours per week, primarily during non-working hours, overseeing these investments as needed. The identity and inception date of each LLC is listed below.

Entity: 897 Pleasant Valley Rd., LLC  
 LLC Formation Date: 02/02/2006

## End of Report



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