

BrokerCheck Report

WILLIAM GEARY MASON

CRD# 1863783

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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.



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.](http://www.finra.org)

Thank you for using FINRA BrokerCheck.

**WILLIAM G. MASON**

CRD# 1863783

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

IA STIFEL, NICOLAUS & COMPANY, INCORPORATED
 639 LOYOLA AVENUE
 SUITE 200
 NEW ORLEANS, LA 70113
 CRD# 793
 Registered with this firm since: 07/07/2015

B STIFEL, NICOLAUS & COMPANY, INCORPORATED
 639 LOYOLA AVENUE
 SUITE 200
 NEW ORLEANS, LA 70113
 CRD# 793
 Registered with this firm since: 07/07/2015

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:

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

This broker has passed:

- 0 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):

- B STERNE, AGEE & LEACH, INC.**
 CRD# 791
 NEW ORLEANS, LA
 10/2009 - 07/2015
- IA STERNE AGEE ASSET MANAGEMENT, INC.**
 CRD# 130888
 BIRMINGHAM, AL
 10/2009 - 07/2015
- IA MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED**
 CRD# 7691
 NEW YORK, NY
 01/1990 - 08/2009

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	1
Termination	1



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

Employment 1 of 1

Firm Name: **STIFEL, NICOLAUS & COMPANY, INCORPORATED**

Main Office Address: **501 NORTH BROADWAY
ST. LOUIS, MO 63102**

Firm CRD#: **793**

SRO	Category	Status	Date
B Cboe BZX Exchange, Inc.	General Securities Representative	APPROVED	07/09/2015
B FINRA	General Securities Representative	APPROVED	07/07/2015
B NYSE American LLC	General Securities Representative	APPROVED	07/07/2015
B Nasdaq PHLX LLC	General Securities Representative	APPROVED	07/09/2015
B Nasdaq Stock Market	General Securities Representative	APPROVED	07/07/2015
B New York Stock Exchange	General Securities Representative	APPROVED	07/07/2015

U.S. State/ Territory	Category	Status	Date
B Alabama	Agent	APPROVED	07/07/2015
B Arizona	Agent	APPROVED	08/26/2016
B Arkansas	Agent	APPROVED	07/07/2015
B California	Agent	APPROVED	02/01/2018
B Colorado	Agent	APPROVED	01/08/2020
B Florida	Agent	APPROVED	07/07/2015
B Georgia	Agent	APPROVED	07/07/2015



Broker Qualifications

Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
B Louisiana	Agent	APPROVED	07/07/2015
IA Louisiana	Investment Adviser Representative	APPROVED	07/07/2015
B Maryland	Agent	APPROVED	02/10/2017
B Mississippi	Agent	APPROVED	07/07/2015
B New York	Agent	APPROVED	07/07/2015
B North Carolina	Agent	APPROVED	07/07/2015
B Ohio	Agent	APPROVED	07/07/2015
B Tennessee	Agent	APPROVED	07/07/2015
B Texas	Agent	APPROVED	07/07/2015
IA Texas	Investment Adviser Representative	APPROVED	02/06/2018
B Utah	Agent	APPROVED	07/07/2015
B Virginia	Agent	APPROVED	07/07/2015
B Wisconsin	Agent	APPROVED	12/05/2019

Branch Office Locations

STIFEL, NICOLAUS & COMPANY, INCORPORATED
 639 LOYOLA AVENUE
 SUITE 200
 NEW ORLEANS, LA 70113



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 0 principal/supervisory exams, 2 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	08/20/1988

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	04/26/1995
B Uniform Securities Agent State Law Examination	Series 63	09/22/1988

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 10/2009 - 07/2015	STERNE, AGEE & LEACH, INC.	791	NEW ORLEANS, LA
IA 10/2009 - 07/2015	STERNE AGEE ASSET MANAGEMENT, INC.	130888	NEW ORLEANS, LA
IA 01/1990 - 08/2009	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NEW ORLEANS, LA
B 08/1988 - 08/2009	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NEW ORLEANS, LA

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
07/2015 - Present	STIFEL, NICOLAUS & COMPANY, INCORPORATED	Financial Advisor	Y	NEW ORLEANS, LA, United States
10/2009 - 07/2015	STERNE AGEE LEACH INC	REGISTERED REP.	Y	NEW ORLEANS, LA, 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.

1. LE KREWE D'ETAT; P.O. BOX 30285 NEW ORLEANS LA 70190; NEW ORLEANS MARDI GRAS KREWE; VICE PRESIDENT; ASSIST WITH PLANNING AND EXECUTING SOCIAL EVENTS; AFFILIATION STARTED 11/20/1996; 1 HOUR PER WEEK; NOT DURING SECURITIES TRADING HOURS; NOT INVESTMENT RELATED.
2. IRIS CLUB; P.O. BOX 56005 NEW ORLEANS LA 70156; NEW ORLEANS MARDI GRAS KREWE; VICE PRESIDENT; ASSIST WITH PLANNING AND EXECUTING A MARDI GRAS BALL; AFFILIATION STARTED 05/16/2012; 2 HOURS PER QUARTER; NOT DURING SECURITIES TRADING HOURS; NOT INVESTMENT RELATED.
3. Lee Monument Association; Non profit- historical preservation; President; overseeing initial organization; 10/16/2017; 2.0 hours per week; not during securities trading hours; Not Investment-Related

Registration and Employment History



Other Business Activities, continued

4. Cincinnatus Club; P.O. Box 24250 New Orleans LA 70184; Mardi Gras krewe; Board Member; Attend monthly board meetings and participate as necessary; 01/01/2018; 1.00 Hour(s) Per Week; not during securities trading hours; Not Investment-Related

5. New Orleans Sigma Alpha Epsilon Alumni Association; 3516 Magazine St., LA, 70115; softball tournament coordinator; 06/01/1986; 2.00 Hour(s) Per Month - not during securities trading hours; Not Investment-Related

6. Monumental Task Committee; 1215 Prytania St. #333 New Orleans LA 70130; historic preservation of statues, monuments and memorials; Vice President; assist the President and various committees; 08/17/2015; 1.00 Hour(s) Per Week; not during securities trading hours; Not Investment-Related

7. Association of the United States Army; 2425 Wilson Blvd Arlington VA 22201; AUSA is a non profit educational and professional development association serving the Army and their families; local chapter board member; conference into quarterly board meetings; 4/1/19; 1.00 Hour(s) Per Month; Not during securities trading hours; Not investment related



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:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o 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.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o 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.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o 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.
 - o 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	1	0	N/A
Termination	N/A	1	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 - Pending

This type of disclosure event involves (1) a pending consumer-initiated, investment-related arbitration or civil suit that contains allegations of sales practice violations against the broker; or (2) a pending, 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.

Disclosure 1 of 1

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	Stifel, Nicolaus & Company, Incorporated
Allegations:	Claimants allege that registered representative advised them to purchase unsuitable investments.
Product Type:	Equity Listed (Common & Preferred Stock) Mutual Fund
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	No damage amount was alleged, but the firm has made a good faith determination that the damages from the alleged conduct could be \$5,000 or more.
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	20-01422



Filing date of arbitration/CFTC reparation or civil litigation: 05/05/2020

Customer Complaint Information

Date Complaint Received: 05/06/2020

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:



Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Employer Name: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED

Termination Type: Discharged

Termination Date: 07/27/2009

Allegations: MR. MASON'S EMPLOYMENT WAS TERMINATED ON JULY 27, 2009 WHEN THE FIRM CONCLUDED THAT HE VIOLATED THE FIRM'S POLICY BY (1) EXERCISING DISCRETION IN CLIENTS' ACCOUNTS (2) MISMARKING ORDER TICKETS AND (3) MAKING UNSUITABLE TRADES IN ELDERLY CLIENTS' ACCOUNTS.

Product Type: Other: EQUITIES

Reporting Source: Broker

Employer Name: MERRILL LYNCH PIERCE FENNER & SMITH INC

Termination Type: Discharged

Termination Date: 07/27/2009

Allegations: MR. MASON'S EMPLOYMENT WAS TERMINATED ON 07/27/2009 WHEN THE FIRM CONCLUDED THAT HE VIOLATED THE FIRM'S POLICY BY (1) EXERCISING DISCRETION IN CLIENTS' ACCOUNTS (2) MISMARKING ORDER TICKETS AND (3) MAKING UNSUITABLE TRADES IN ELDERLY CLIENTS' ACCOUNTS.

Product Type: Other: EQUITIES

Broker Statement *** DISCLOSURE CLARIFICATION/CORRECTION *** 1. EVENT TYPE: (15) EMPLOYMENT SEPARATION AFTER ALLEGATIONS LATEST FILING DATE: 07/27/2009 NO COMPLAINT HAS BEEN FILED BY ANY CLIENT IN CONNECTION WITH THE ISSUES THAT MERRILL LYNCH HAS IDENTIFIED AS THE BASIS FOR TERMINATING MY EMPLOYMENT. IN FACT, EACH OF THE CLIENTS AT ISSUE HAS WRITTEN TO THE FIRM TO CONFIRM THAT THEY ARE PLEASED WITH MY PROFESSIONALISM AND FINANCIAL ADVICE, AND TO EXPRESS DISCONTENT ABOUT MY TERMINATION. I HAVE NEVER INTENTIONALLY MISMARKED AN ORDER TICKET, AND, AS FAR AS THE EXERCISE OF DISCRETION, THE CLIENTS HAVE CONFIRMED THAT THEY



ARE AWARE OF, AND APPROVE OF ALL THE TRANSACTIONS IN THEIR ACCOUNTS. I HAVE NOT MADE UNSUITABLE TRADES FOR ANY OF THE CLIENTS, PARTICULARLY ANY ELDERLY CLIENTS, AND THE CLIENTS HAVE CONFIRMED THAT THEY UNDERSTAND THEIR INVESTMENTS AND ARE COMFORTABLE WITH THE ASSOCIATED RISKS. NOTWITHSTANDING THE FOREGOING, MERRILL LYNCH HAS NOT RETRACTED ITS ALLEGATIONS AND I AM CONTESTING THEM.

End of Report



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