

BrokerCheck Report

AMY NOELLE CONLEY

CRD# 2171373

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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.

**AMY N. CONLEY**

CRD# 2171373

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

- IA STRATEGIC BLUEPRINT, LLC**
603 DOLLEY MADISON ROAD
SUITE 200
GREENSBORO, NC 27410
CRD# 284840
Registered with this firm since: 08/11/2017
- IA THE STRATEGIC FINANCIAL ALLIANCE**
603 DOLLEY MADISON ROAD
STE 200
GREENSBORO, NC 27410
CRD# 126514
Registered with this firm since: 05/04/2016
- B THE STRATEGIC FINANCIAL ALLIANCE, INC.**
603 DOLLEY MADISON ROAD
STE 200
GREENSBORO, NC 27410
CRD# 126514
Registered with this firm since: 05/04/2016

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:

- 1 Self-Regulatory Organization
- 12 U.S. states and territories

This broker has passed:

- 2 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 FIRST ALLIED ADVISORY SERVICES, INC.**
CRD# 137888
SAN DIEGO, CA
07/2012 - 05/2016
- B FIRST ALLIED SECURITIES, INC.**
CRD# 32444
GREENSBORO, NC
02/2010 - 05/2016
- IA FIRST ALLIED SECURITIES, INC.**
CRD# 32444
SAN DIEGO, CA
02/2010 - 07/2012

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 1 SRO and is licensed in 12 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **STRATEGIC BLUEPRINT, LLC**

Main Office Address: **2200 CENTURY PARKWAY
SUITE 500
ATLANTA, GA 30345**

Firm CRD#: **284840**

	U.S. State/ Territory	Category	Status	Date
IA	North Carolina	Investment Adviser Representative	Approved	08/11/2017
IA	Puerto Rico	Investment Adviser Representative	Approved	05/09/2024
IA	Texas	Investment Adviser Representative	Approved	10/19/2017

Branch Office Locations

603 DOLLEY MADISON ROAD
SUITE 200
GREENSBORO, NC 27410

Employment 2 of 2

Firm Name: **THE STRATEGIC FINANCIAL ALLIANCE, INC.**

Main Office Address: **2200 CENTURY PARKWAY
SUITE 500
ATLANTA, GA 30345**

Firm CRD#: **126514**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	05/04/2016



Broker Qualifications

Employment 2 of 2, continued

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	05/04/2016

U.S. State/ Territory	Category	Status	Date
B California	Agent	Approved	03/08/2018
B Florida	Agent	Approved	05/04/2016
IA Florida	Investment Adviser Representative	Approved	05/05/2016
B Georgia	Agent	Approved	05/04/2016
B Kentucky	Agent	Approved	05/04/2016
B Maine	Agent	Approved	06/16/2017
B North Carolina	Agent	Approved	05/04/2016
B Ohio	Agent	Approved	05/04/2016
B Puerto Rico	Agent	Approved	05/02/2024
B South Carolina	Agent	Approved	05/04/2016
B Texas	Agent	Approved	05/04/2016
IA Texas	Investment Adviser Representative	Approved	05/04/2016
B Virginia	Agent	Approved	05/04/2016
B West Virginia	Agent	Approved	11/20/2019

Branch Office Locations

THE STRATEGIC FINANCIAL ALLIANCE, INC.
 603 DOLLEY MADISON ROAD
 STE 200
 GREENSBORO, NC 27410



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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	05/15/1997
B Financial and Operations Principal Examination	Series 27	09/20/1991

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	03/18/1997

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	11/11/2004
B Uniform Securities Agent State Law Examination	Series 63	04/02/1997

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 07/2012 - 05/2016	FIRST ALLIED ADVISORY SERVICES, INC.	137888	GREENSBORO, NC
B 02/2010 - 05/2016	FIRST ALLIED SECURITIES, INC.	32444	GREENSBORO, NC
IA 02/2010 - 07/2012	FIRST ALLIED SECURITIES, INC.	32444	GREENSBORO, NC
IA 11/2004 - 02/2010	LPL FINANCIAL CORPORATION	6413	GREENSBORO, NC
B 05/2004 - 02/2010	LPL FINANCIAL CORPORATION	6413	GREENSBORO, NC
B 12/1998 - 06/2004	WS GRIFFITH SECURITIES, INC.	10410	HARTFORD, CT
B 03/1997 - 11/1998	IFG NETWORK SECURITIES, INC.	19948	ATLANTA, GA
B 09/1991 - 09/1993	UNIVERSITY EQUITIES CORPORATION	16762	

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
08/2017 - Present	STRATEGIC BLUEPRINT, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	ATLANTA, GA, United States
05/2016 - Present	THE STRATEGIC FINANCIAL ALLIANCE	REGISTERED REPRESENTATIVE/INVESTMENT ADVISER REPRESENTATIVE	Y	ATLANTA, GA, United States
07/2007 - 10/2024	HUTCHINSON PRIVATE WEALTH, LLC	MEMBER	Y	GREENSBORO, NC, United States
07/2012 - 05/2016	FIRST ALLIED ADVISORY SERVICES, INC.	MASS TRANSFER - INVESTMENT ADVISOR REPRESENTATIVE	Y	CHESTERFIELD, MO, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
05/2010 - 05/2016	FIRST ALLIED SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	GREENSBORO, NC, 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-- AMY CONLEY - NOT INVESTMENT RELATED. 603 DOLLEY MADISON ROAD, STE 200, GREENSBORO, NC 27410, NOTARY. START DATE 07/19/1996. LESS THAN 1 HOUR PER MONTH, DURING TRADING. NOTARY.

--2-- STRATEGIC BLUEPRINT, LLC - INVESTMENT RELATED. 603 DOLLEY MADISON ROAD, SUITE 200 GREENSBORO, NC 27410. REGISTERED INVESTMENT ADVISER. INVESTMENT ADVISER REPRESENTATIVE. 08/17/2017. 160 HOURS/MONTH, 130 DURING TRADING. INVESTMENT ADVISER REPRESENTATIVE. OPERATIONS OF DBA OFFERING SERVICES AS IAR OF STRATEGIC BLUEPRINT.

--3-- GENCRERST CAPITAL PARTNERS, LLC- INVESTMENT RELATED- 603 Dolley Madison Road, Suite 200, GREENSBORO, NC 27410, PARTNER. 11/01/2024. 130 HOURS/MONTH, 130 HOURS/ SECURITIES TRADING HOURS, DBA for financial services, insurance, divorce consulting, tax advisory services. LLC was renamed from Hutchinson Family Office, LLC.

--3--Name: Greensboro Symphony Endowment Fund Board

Position: Trustee

Nature: Endowment Fund established to support the Greensboro Symphony Orchestra

Investment Related: No

Hours: 1

Securities Trading Hours: 1

Start Date: 09/20/2021

Address: 2205 Madison Avenue, Greensboro NC 27403, United States

Description: Provide oversight on the management of the endowment fund to the local symphony orchestra

End of Report



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