

BrokerCheck Report

JEFFREY DAVID PEIFLY

CRD# 2209569

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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.

**JEFFREY D. PEIFLY**

CRD# 2209569

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

IA RBC CAPITAL MARKETS, LLC
 200 Park Avenue
 2nd Floor
 FLORHAM PARK, NJ 07932
 CRD# 31194
 Registered with this firm since: 01/13/2017

B RBC CAPITAL MARKETS, LLC
 200 Park Avenue
 2nd Floor
 FLORHAM PARK, NJ 07932-1026
 CRD# 31194
 Registered with this firm since: 01/13/2017

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:**

- 22 Self-Regulatory Organizations
- 20 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):**

- B MORGAN STANLEY**
 CRD# 149777
 SHORT HILLS, NJ
 06/2009 - 01/2017
- IA MORGAN STANLEY**
 CRD# 149777
 PURCHASE, NY
 06/2009 - 01/2017
- B MORGAN STANLEY & CO. INCORPORATED**
 CRD# 8209
 SHORT HILLS, NJ
 04/2007 - 06/2009

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	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 22 SROs and is licensed in 20 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **RBC CAPITAL MARKETS, LLC**

Main Office Address: **200 VESEY ST.
NEW YORK, NY 10281**

Firm CRD#: **31194**

	SRO	Category	Status	Date
B	BOX Exchange LLC	General Securities Representative	Approved	01/13/2017
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe C2 Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe Exchange, Inc.	General Securities Representative	Approved	01/13/2017
B	FINRA	General Securities Representative	Approved	01/13/2017
B	Investors' Exchange LLC	General Securities Representative	Approved	11/18/2020
B	Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	11/01/2020
B	MEMX LLC	General Securities Representative	Approved	11/02/2020
B	MIAX PEARL, LLC	General Securities Representative	Approved	11/01/2020
B	NYSE American LLC	General Securities Representative	Approved	01/13/2017
B	NYSE Arca, Inc.	General Securities Representative	Approved	01/13/2017
B	NYSE National, Inc.	General Securities Representative	Approved	11/18/2020



Broker Qualifications

Employment 1 of 1, continued

	SRO	Category	Status	Date
B	NYSE Texas, Inc.	General Securities Representative	Approved	01/13/2017
B	Nasdaq BX, Inc.	General Securities Representative	Approved	01/13/2017
B	Nasdaq GEMX, LLC	General Securities Representative	Approved	11/18/2020
B	Nasdaq ISE, LLC	General Securities Representative	Approved	11/18/2020
B	Nasdaq PHLX LLC	General Securities Representative	Approved	01/13/2017
B	Nasdaq Stock Market	General Securities Representative	Approved	01/13/2017
B	New York Stock Exchange	General Securities Representative	Approved	01/13/2017

	U.S. State/ Territory	Category	Status	Date
B	California	Agent	Approved	01/13/2017
B	Colorado	Agent	Approved	01/13/2017
B	Florida	Agent	Approved	01/13/2017
B	Georgia	Agent	Approved	01/13/2017
B	Illinois	Agent	Approved	05/15/2020
B	Indiana	Agent	Approved	01/07/2022
B	Maryland	Agent	Approved	01/13/2017
B	Massachusetts	Agent	Approved	01/13/2017
B	Michigan	Agent	Approved	12/02/2020
B	Minnesota	Agent	Approved	01/31/2019
B	New Jersey	Agent	Approved	01/13/2017
IA	New Jersey	Investment Adviser Representative	Approved	01/13/2017
B	New Mexico	Agent	Approved	04/17/2020



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	New York	Agent	Approved	01/13/2017
B	North Carolina	Agent	Approved	03/23/2022
B	Pennsylvania	Agent	Approved	01/13/2017
B	Puerto Rico	Agent	Approved	05/23/2022
B	Rhode Island	Agent	Approved	01/09/2023
B	Tennessee	Agent	Approved	08/25/2023
B	Texas	Agent	Approved	01/14/2020
IA	Texas	Investment Adviser Representative	Restricted Approval	03/12/2024
B	Virginia	Agent	Approved	04/14/2022

Branch Office Locations

RBC CAPITAL MARKETS, LLC

200 Park Avenue
2nd Floor
FLORHAM PARK, NJ 07932-1026

RBC CAPITAL MARKETS, LLC

Madison, NJ



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 Futures Managed Funds Examination	Series 31	05/15/2004
B General Securities Representative Examination	Series 7	03/03/1992

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	06/09/1994
B Uniform Securities Agent State Law Examination	Series 63	03/11/1992

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 **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 06/2009 - 01/2017	MORGAN STANLEY	149777	SHORT HILLS, NJ
IA 06/2009 - 01/2017	MORGAN STANLEY	149777	SHORT HILLS, NJ
B 04/2007 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	SHORT HILLS, NJ
IA 04/2007 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	SHORT HILLS, NJ
IA 06/2004 - 04/2007	MERRILL LYNCH PIERCE FENNER & SMITH INC.	7691	EAST BRUNSWICK, NJ
B 03/1992 - 04/2007	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	EAST BRUNSWICK, NJ

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
07/2017 - Present	City National Bank	Employee of an affiliate	Y	Parsippany, NJ, United States
01/2017 - Present	RBC Capital Markets, LLC	Financial Advisor	Y	Florham Park, NJ, United States
01/2015 - 01/2017	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
06/2009 - 01/2017	MORGAN STANLEY SMITH BARNEY	Mass Transfer	Y	SHORT HILLS, NJ, United States
04/2007 - 01/2017	MORGAN STANLEY & CO., INCORPORATED	FINANCIAL ADVISOR	Y	SHORT HILLS, NJ, United States

Registration and Employment History



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.

MORRIS MUSEUM; MORRISTOWN, NJ; MEMBER OF THE BOARD OF TRUSTEES; LOCAL MUSEUM FOSTERING THE GROWTH OF ART, SCIENCE, THEATRE AND HISTORY; 1 HOUR IS DEVOTED DURING TRADING AND NON TRADING HOURS PER WEEK (SCHEDULED TO BEGIN JULY 2011)

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.
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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.
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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 - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	MORGAN STANLEY & CO. INCORPORATED
Allegations:	CUSTOMER ALLEGES THAT INVESTMENT IN AUCTION RATE SECURITIES WAS NOT SUITABLE FOR HIS INVESTMENT OBJECTIVES. UNABLE TO CONCLUDE THAT DAMAGES ARE UNDER \$5000.00.
Product Type:	Other: AUCTION RATE SECURITIES
Alleged Damages:	\$0.00
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:	04/10/2008
Complaint Pending?	No
Status:	Settled
Status Date:	06/06/2008
Settlement Amount:	\$250,000.00
Individual Contribution	\$0.00

**Amount:****Broker Statement**

THIS MATTER INVOLVES THE SALE OF AUCTION RATE SECURITIES (ARS). THE TRANSACTION(S) AT ISSUE TOOK PLACE BEFORE THE EVENTS OF MID-FEBRUARY 2008, WHEN THE ARS MARKET SUFFERED WIDESPREAD AUCTION FAILURES AND ILLIQUIDITY. THE FINANCIAL ADVISOR DID NOT CAUSE, CONTRIBUTE OR HAVE ANY CONTROL WHATSOEVER OVER THESE EVENTS. THE FIRM REPURCHASED THE ARS AT ISSUE FOR THEIR FULL PAR VALUE. THE FINANCIAL ADVISOR DID NOT MAKE ANY PAYMENTS TO THE CLIENT, WAS NOT ASKED TO AND DID NOT CONTRIBUTE TO THE REPURCHASE AMOUNT. THE AMOUNT OF THE SETTLEMENT REPORTED ABOVE IS BASED ON FINRA REGULATORY NOTICE 09-12, WHICH PROVIDES THAT THE AMOUNT OF THE SETTLEMENT OF ARS MATTERS SUCH AS THIS ONE MUST BE REPORTED AS THE FULL PAR VALUE OF THE REPURCHASED ARS.

Disclosure 2 of 2**Reporting Source:**

Broker

Employing firm when activities occurred which led to the complaint:

MERRILL LYNCH

Allegations:

CLIENT ALLEGES EXCESSIVE TRADING OF HIS ACCOUNT.

Product Type:

Equity - OTC

Alleged Damages:

\$19,208.00

Customer Complaint Information**Date Complaint Received:**

07/21/2000

Complaint Pending?

No

Status:

Settled

Status Date:

08/05/2000

Settlement Amount:

\$4,500.00

Individual Contribution Amount:

\$0.00

Broker Statement

THIS MATTER WAS SETTLED AS A BUSINESS DECISION TO AVOID THE INHERENT RISKS OF LITIGATION. MR. PEIFLY DISCUSSED EVERY TRANSACTION BEFORE EXECUTION AND THE CLIENT RECEIVED TRANSACTION CONFIRMATIONS AND MONTHLY STATEMENTS LISTING EACH TRANSACTION. THE CLIENT IS A WEALTHY AND SOPHISTICATED



INDIVIDUAL WHO KNOWINGLY AND INTENTIONALLY ENGAGED IN AN ACTIVE TRADING PATTERN IN AN ATTEMPT TO PROFIT. MR. PEIFLY ADAMANTLY MAINTAINS THAT THE CLIENT COMPLAINED ONLY AS A RESULT OF MR. PEIFLY'S DECISION TO TERMINATE THE CLIENT RELATIONSHIP DUE TO THE CLIENTS AGGRESSIVE TRADING PATTERN.

End of Report



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