BrokerCheck Report

DAVID ALEJANDRO PEDROZA

CRD# 2326925

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.

DAVID A. PEDROZA
CRD# 2326925

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

B **R. F. LAFFERTY & CO., INC.**
40 WALL STREET SUITE 2900
NEW YORK, NY 10005
CRD# 2498
Registered with this firm since: 12/02/2016

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:

- 2 Self-Regulatory Organizations
- 8 U.S. states and territories

This broker has passed:

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

Registration History

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

B **TRADITION SECURITIES AND DERIVATIVES INC.**
CRD# 28269
NEW YORK, NY
07/2010 - 12/2016

B **JEFFERIES & COMPANY, INC.**
CRD# 2347
NEW YORK, NY
09/2002 - 04/2007

B **HERZOG, HEINE, GEDULD, LLC**
CRD# 2186
NEW YORK, NY
03/1999 - 09/2002

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
Regulatory Event	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 2 SROs and is licensed in 8 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **R. F. LAFFERTY & CO., INC.**

Main Office Address: **40 WALL STREET**
SUITE 3602
NEW YORK, NY 10005

Firm CRD#: **2498**

	SRO	Category	Status	Date
B	FINRA	Corporate Securities Represent	Approved	12/02/2016
B	FINRA	General Securities Representative	Approved	12/02/2016
B	FINRA	Securities Trader	Approved	12/02/2016
B	Nasdaq Stock Market	General Securities Representative	Approved	01/13/2017

	U.S. State/ Territory	Category	Status	Date
B	California	Agent	Approved	01/08/2025
B	Connecticut	Agent	Approved	12/02/2016
B	Florida	Agent	Approved	09/01/2020
B	Montana	Agent	Approved	04/04/2025
B	New Jersey	Agent	Approved	12/02/2016
B	New York	Agent	Approved	12/02/2016
B	Texas	Agent	Approved	02/26/2020
B	Washington	Agent	Approved	03/28/2025

Broker Qualifications

Employment 1 of 1, continued
Branch Office Locations

R. F. LAFFERTY & CO., INC.
40 WALL STREET SUITE 2900
NEW YORK, NY 10005

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 3 principal/supervisory exams, 5 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

	Exam	Category	Date
B	Registered Options Principal Examination	Series 4	04/06/1998
B	General Securities Principal Examination	Series 24	12/22/1997
B	General Securities Sales Supervisor Examination (Options Module & General Module)	Series 8	02/16/1996

General Industry/Product Exams

	Exam	Category	Date
B	Corporate Securities Limited Representative Examination	Series 62	01/02/2023
B	Securities Trader Exam	Series 57TO	01/02/2023
B	Securities Industry Essentials Examination	SIE	10/01/2018
B	Limited Representative-Equity Trader Exam	Series 55	07/14/2010
B	General Securities Representative Examination	Series 7	07/07/2010

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination	Series 63	06/28/2010

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	07/2010 - 12/2016	TRADITION SECURITIES AND DERIVATIVES INC.	28269	NEW YORK, NY
B	09/2002 - 04/2007	JEFFERIES & COMPANY, INC.	2347	NEW YORK, NY
B	03/1999 - 09/2002	HERZOG, HEINE, GEDULD, LLC	2186	NEW YORK, NY
B	09/1997 - 12/1998	THOMAS F. WHITE & CO., INCORPORATED	7661	SAN FRANCISCO, CA
B	09/1993 - 10/1997	WATERHOUSE SECURITIES, INC.	7870	OMAHA, NE
B	03/1993 - 07/1993	F.N. WOLF & CO., INC.	13051	

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
12/2016 - Present	R. F.Lafferty & Co., Inc.	Registered Rep	Y	New York, NY, United States
06/2010 - 12/2016	TRADITION ASIEL SECURITIES INC	EQUITY TRADER	Y	NEW YORK, NY, 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.

July 2018 My wife and i own a new small business named Luna Markets LLC it is a business involved in retail sales over the internet (non securities) business. We are equal owners but she will be handling the day to day operations.

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.
   -
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.
   -
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
Regulatory Event	0	1	0

Disclosure Event Details

When evaluating this information, please keep in mind that a discloure 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.

Regulatory - Final

This type of disclosure event may involve (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of a broker's authority to act as an attorney, accountant, or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	02/19/2009
Docket/Case Number:	2005001265802
Employing firm when activity occurred which led to the regulatory action:	JEFFERIES & COMPANY, INC.
Product Type:	
Allegations:	NASD RULES 2110, 3320, INTERPRETATIVE MATERIAL 3320 - DAVID A. PEDROZA WAS THE TRADER RESPONSIBLE FOR EXECUTING HIS MEMBER FIRM'S TRANSACTIONS IN THE COMMON STOCK OF A PINK SHEET SECURITY AND WAS THE CO-HEAD OF THE FIRM'S OTC BULLETIN BOARD (OTCBB) AND PINK SHEET TRADING DESK. PEDROZA FAILED TO HONOR HIS FIRM'S PUBLISHED QUOTATION IN THE SECURITY IN RESPONDING TO LIABILITY ORDERS AND GENERALLY SUPERVISED ANOTHER TRADER WHO DECLINED ORDERS, CAUSING THE FIRM TO FAIL TO HONOR ITS PUBLISHED QUOTATION. PEDROZA FILLED MARKET-ON-CLOSE ORDERS AT A PRICE ABOVE THE PENULTIMATE TRADE OF THE DAY IN THE SECURITY, REDUCING THE FIRM'S LOSSES BY APPROXIMATELY $56,000.

Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	02/19/2009
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Disgorgement Suspension
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	ANY CAPACITY
Duration:	FOUR MONTHS
Start Date:	03/02/2009
End Date:	07/01/2009
Monetary Sanction 1 of 2	
Monetary Related Sanction:	Disgorgement
Total Amount:	$933.33
Portion Levied against individual:	$933.33
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	07/02/2012
Was any portion of penalty waived?	No
Amount Waived:	
Monetary Sanction 2 of 2	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$40,000.00

Portion Levied against individual:	$40,000.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	07/02/2012
Was any portion of penalty waived?	No
Amount Waived:	
Regulator Statement	WITHOUT ADMITTING OR DENYING THE FINDINGS, PEDROZA CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS FINED $40,000, SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR FOUR MONTHS AND ORDERED TO PAY $933.33 IN DISGORGEMENT. THE FINE IS DUE AND PAYABLE EITHER IMMEDIATELY UPON REASSOCIATION WITH A MEMBER FIRM FOLLOWING THE SUSPENSION OR PRIOR TO ANY REQUEST FOR RELIEF FROM ANY STATUTORY DISQUALIFICATION RESULTING FROM THIS OR ANY OTHER EVENT OR PROCEEDING, WHICHEVER IS EARLIER. THE SUSPENSION IS IN EFFECT FROM MARCH 2, 2009 THROUGH JULY 1, 2009.

Reporting Source:	Broker
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s) Disgorgement Suspension
Date Initiated:	02/19/2009
Docket/Case Number:	2005001265802
Employing firm when activity occurred which led to the regulatory action:	JEFFERIES & CO.
Product Type:	Equity-OTC
Allegations:	NASD RULES 2110,3320, INTERPREATIVE MATERIAL 33220 - DAVID A. PEDROZA WAS THE TRADER RESPONSIBLE FOR EXECUTING HIS MEMBER FIRM'S TRANSACTIONS IN THE COMMON STOCK OF A PINK SHEET SECURITY AND WAS THE CO-HEAD OF THE FIRM'S OTC BULLETIN BOARD

AND PINK SHEET TRADING DESK. PEDROZA FAILED TO HONOR HIS FIRM'S PUBLISHED QUOTATION IN THE SECURITY IN RESPONING TO LIABILITY ORDERS AND GENERALLY SUPERVISED ANOTHER TRADER WHO DECLINED ORDERS, CAUSING THE FIRM TO FAIL TO HONOR ITS PUBLISHED QUOTATION. PEDROZA FILLED MARKET -ON- CLOSE ORDERS AT A PRICE ABOVE THE PENULTIMATE TRADE OF THE DAY IN THE SECURITY, REDUCING THE FIRM'S LOSSES BT APPROXIMATELY $56,000.

Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	02/19/2009
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Disgorgement Suspension Other: NONE
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	GENERAL SECURITIES PRINCIPAL
Duration:	4 MONTHS
Start Date:	03/02/2009
End Date:	07/01/2009
Monetary Sanction 1 of 2	
Monetary Related Sanction:	Disgorgement
Total Amount:	$933.33
Portion Levied against individual:	$933.33
Payment Plan:	
Is Payment Plan Current:	Yes
Date Paid by individual:	06/01/2010

Was any portion of penalty waived?	No
Amount Waived:	
Monetary Sanction 2 of 2	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$40,000.00
Portion Levied against individual:	$40,000.00
Payment Plan:	
Is Payment Plan Current:	Yes
Date Paid by individual:	06/01/2010
Was any portion of penalty waived?	No
Amount Waived:	

End of Report

This page is intentionally left blank.