FINRA

BrokerCheck Report

HEATHER ELIZABETH HAYES

CRD# 2353476

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.
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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.

HEATHER E. HAYES

CRD# 2353476

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

IA **MORGAN STANLEY**
6735 Southpoint Drive
Jacksonville, FL 32216
CRD# 149777
Registered with this firm since: 05/02/2024

B **MORGAN STANLEY**
6735 Southpoint Drive
Jacksonville, FL 32216
CRD# 149777
Registered with this firm since: 05/02/2024

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:

- 4 Self-Regulatory Organizations
- 19 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):

IA **UBS FINANCIAL SERVICES INC.**
CRD# 8174
WEEHAWKEN, NJ
11/2011 - 05/2024

B **UBS FINANCIAL SERVICES INC.**
CRD# 8174
JACKSONVILLE, FL
11/2011 - 05/2024

IA **LPL FINANCIAL LLC**
CRD# 6413
FORT MILL, SC
06/2009 - 11/2011

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 4 SROs and is licensed in 19 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **MORGAN STANLEY**

Main Office Address: **2000 WESTCHESTER AVENUE**
PURCHASE, NY 10577-2530

Firm CRD#: **149777**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	05/02/2024
B	FINRA	Invest. Co and Variable Contracts	Approved	05/02/2024
B	NYSE American LLC	General Securities Representative	Approved	05/02/2024
B	Nasdaq Stock Market	General Securities Representative	Approved	05/02/2024
B	New York Stock Exchange	General Securities Representative	Approved	05/02/2024

	U.S. State/ Territory	Category	Status	Date
B	California	Agent	Approved	05/02/2024
B	Colorado	Agent	Approved	05/02/2024
B	Connecticut	Agent	Approved	05/02/2024
B	Florida	Agent	Approved	05/02/2024
IA	Florida	Investment Adviser Representative	Approved	05/03/2024
B	Georgia	Agent	Approved	05/06/2024
B	Idaho	Agent	Approved	05/02/2024
B	Illinois	Agent	Approved	04/01/2025

Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Kansas	Agent	Approved	10/03/2024
B	Michigan	Agent	Approved	05/02/2024
B	Minnesota	Agent	Approved	05/02/2024
B	Mississippi	Agent	Approved	05/02/2024
B	New Jersey	Agent	Approved	05/02/2024
B	New York	Agent	Approved	05/02/2024
B	North Carolina	Agent	Approved	05/02/2024
B	Pennsylvania	Agent	Approved	05/02/2024
B	Tennessee	Agent	Approved	05/02/2024
B	Texas	Agent	Approved	05/03/2024
IA	Texas	Investment Adviser Representative	Restricted Approval	05/02/2024
B	Virginia	Agent	Approved	05/02/2024
B	Washington	Agent	Approved	05/02/2024

Branch Office Locations

MORGAN STANLEY
6735 Southpoint Drive
Jacksonville, FL 32216

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	General Securities Representative Examination	Series 7	02/04/1999
B	Investment Company Products/Variable Contracts Representative Examination	Series 6	05/31/1994

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination	Series 65	06/26/2007
B	Uniform Securities Agent State Law Examination	Series 63	06/07/1994

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	11/2011 - 05/2024	UBS FINANCIAL SERVICES INC.	8174	JACKSONVILLE, FL
B	11/2011 - 05/2024	UBS FINANCIAL SERVICES INC.	8174	JACKSONVILLE, FL
B	06/2009 - 11/2011	LPL FINANCIAL LLC	6413	JACKSONVILLE, FL
IA	06/2009 - 11/2011	LPL FINANCIAL LLC	6413	JACKSONVILLE, FL
B	06/2009 - 06/2009	MORGAN STANLEY SMITH BARNEY	149777	PONTE VEDRA BEACH, FL
IA	06/2009 - 06/2009	MORGAN STANLEY SMITH BARNEY LLC	149777	PONTE VEDRA BEACH, FL
IA	07/2007 - 06/2009	CITIGROUP GLOBAL MARKETS INC.	7059	PONTE VEDRA BEACH, FL
B	03/1995 - 06/2009	CITIGROUP GLOBAL MARKETS INC.	7059	PONTE VEDRA BEACH, FL
B	06/1994 - 11/1994	KEY BROKERAGE COMPANY, INC.	15873	CLEVELAND, OH

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
06/2024 - Present	Morgan Stanley Private Bank, N.A	Financial Advisor	Y	New York, NY, United States
05/2024 - Present	MORGAN STANLEY SMITH BARNEY LLC	FINANCIAL ADVISOR	Y	PONTE VEDRA BEACH, FL, United States
11/2011 - 05/2024	UBS FINANCIAL SERVICES INC,	FINANCIAL ADVISOR	Y	PONTE VEDRA BEACH, FL, 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.

Registration and Employment History

Other Business Activities, continued

No information reported.

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.
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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
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:	Broker
Regulatory Action Initiated By:	FLORIDA DEPARTMENT OF FINANCIAL SERVICES
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	03/05/2012
Docket/Case Number:	1528803
Employing firm when activity occurred which led to the regulatory action:	UBS FINANCIAL SERVICES INC.
Product Type:	No Product
Allegations:	THE DEPARTMENT ALLEGES THAT RESPONDENT HAS NOT COMPLIED WITH CONTINUING EDUCATION REQUIREMENTS REQUIRED BY SECTION 626.2815, FLORIDA STATUTES AND RULE 69B-228.220 FLORIDA ADMINISTRATIVE CODE.
Current Status:	Final
Resolution:	Stipulation and Consent

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:	06/21/2012
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$250.00
Portion Levied against individual:	$250.00
Payment Plan:	NONE
Is Payment Plan Current:	Yes
Date Paid by individual:	07/13/2012
Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	IT IS IMPORTANT FOR ME TO STATE THE FACTS PERTAINING TO THIS CONTINUING EDUCATION (CE) REQUIREMENT FOR THE RENEWAL OF MY FL INSURANCE LICENSE. ALL REQUIRED CONTINUING EDUCATION (CE) COURSE MODULES AND EXAMS WERE COMPLETED THROUGH A 3RD PARTY VENDOR, CONTRACTED THROUGH UBS. I WAS ADVISED BY THE 3RD PARTY VENDOR I WAS COMPLIANT WITH ALL REQUIREMENTS UPON VERIFICATION BEFORE THE DEADLINE. SUBSEQUENTLY, I WAS ADVISED BY THE 3RD PARTY VENDOR, THAT THERE WAS AN ERROR IN PROCESS AND THAT I NEEDED TO RETAKE ANOTHER EXAM, IN WHICH WAS IMMEDIATELY COMPLETED. THIS DOCUMENTED INFORMATION WAS SHARED WITH THE STATE OF FLORIDA, AND THEY HAVE DECIDED TO STILL MOVE FORWARD WITH THIS FILING. WHILE I CONTINUE TO DISAGREE WITH FLORIDA'S ASSESSMENT AS I RELIED ON INFORMATION PROVIDED TO ME BY A 3RD PARTY VENDOR WHO MAINTAINS AN EXPERTISE IN INSURANCE CONTINUING EDUCATION REQUIREMENTS, I DID NOT WISH TO GO THROUGH AN EXTENSIVE AND COSTLY APPEAL PROCESS WITH THE STATE OF FLORIDA. AGAIN, THIS FILING WAS SOLELY DUE TO A CONTINUING EDUCATION (CE) REQUIREMENT THAT HAD BEEN

ERRORONUSLEY COMMUNICATED COMPLETE BY A 3RD PARTY VENDOR...AND ONCE IDENTIFIED THAT THERE WAS ANOTHER ITEM OUTSTANDING, THE CE WAS COMPLETED IMMEDIATELY

End of Report

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