

BrokerCheck Report

IVIANA HORNEDO

CRD# 2913603

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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:
 - 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.

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.



IVIANA HORNEDO

CRD# 2913603

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

IA STRATEGIC ADVISERS LLC
TAMPA, FL
CRD# 104555
Registered with this firm since: 03/31/2025

B FIDELITY BROKERAGE SERVICES LLC
900 SALEM STREET
SMITHFIELD, RI 02917
CRD# 7784
Registered with this firm since: 12/07/2022

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
- 52 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):

- IA FIDELITY PERSONAL AND WORKPLACE ADVISORS**
CRD# 288590
BOSTON, MA
04/2023 - 03/2025
- IA ALIGHT FINANCIAL ADVISORS, LLC**
CRD# 158744
CHARLOTTE, NC
04/2020 - 04/2022
- B ALIGHT FINANCIAL SOLUTIONS, LLC**
CRD# 36509
CHICAGO, IL
04/2020 - 04/2022

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
Financial	10
Judgment/Lien	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 52 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **FIDELITY BROKERAGE SERVICES LLC**

Main Office Address: **900 SALEM STREET
SMITHFIELD, RI 02917**

Firm CRD#: **7784**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	12/07/2022
B	New York Stock Exchange	General Securities Representative	Approved	12/07/2022

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	02/01/2023
B	Alaska	Agent	Approved	02/27/2023
B	Arizona	Agent	Approved	02/01/2023
B	Arkansas	Agent	Approved	03/02/2023
B	California	Agent	Approved	12/07/2022
B	Colorado	Agent	Approved	02/01/2023
B	Connecticut	Agent	Approved	12/07/2022
B	Delaware	Agent	Approved	04/05/2023
B	District of Columbia	Agent	Approved	02/09/2023
B	Florida	Agent	Approved	01/31/2023
B	Georgia	Agent	Approved	12/09/2022

Broker Qualifications



Employment 1 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Hawaii	Agent	Approved	02/15/2023
B	Idaho	Agent	Approved	12/07/2022
B	Illinois	Agent	Approved	03/23/2023
B	Indiana	Agent	Approved	02/02/2023
B	Iowa	Agent	Approved	12/15/2022
B	Kansas	Agent	Approved	02/02/2023
B	Kentucky	Agent	Approved	02/02/2023
B	Louisiana	Agent	Approved	01/31/2023
B	Maine	Agent	Approved	12/07/2022
B	Maryland	Agent	Approved	12/08/2022
B	Massachusetts	Agent	Approved	12/08/2022
B	Michigan	Agent	Approved	03/23/2023
B	Minnesota	Agent	Approved	02/01/2023
B	Mississippi	Agent	Approved	02/02/2023
B	Missouri	Agent	Approved	12/08/2022
B	Montana	Agent	Approved	12/07/2022
B	Nebraska	Agent	Approved	12/07/2022
B	Nevada	Agent	Approved	08/15/2023
B	New Hampshire	Agent	Approved	02/08/2023
B	New Jersey	Agent	Approved	02/07/2023
B	New Mexico	Agent	Approved	01/31/2023

Broker Qualifications



Employment 1 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	New York	Agent	Approved	05/08/2023
B	North Carolina	Agent	Approved	12/08/2022
B	North Dakota	Agent	Approved	07/17/2023
B	Ohio	Agent	Approved	12/07/2022
B	Oklahoma	Agent	Approved	02/01/2023
B	Oregon	Agent	Approved	12/07/2022
B	Pennsylvania	Agent	Approved	12/08/2022
B	Puerto Rico	Agent	Approved	12/19/2022
B	Rhode Island	Agent	Approved	02/01/2023
B	South Carolina	Agent	Approved	02/17/2023
B	South Dakota	Agent	Approved	01/31/2023
B	Tennessee	Agent	Approved	01/31/2023
B	Texas	Agent	Approved	12/07/2022
B	Utah	Agent	Approved	12/07/2022
B	Vermont	Agent	Approved	01/31/2023
B	Virginia	Agent	Approved	02/02/2023
B	Washington	Agent	Approved	02/15/2023
B	West Virginia	Agent	Approved	01/31/2023
B	Wisconsin	Agent	Approved	12/07/2022
B	Wyoming	Agent	Approved	01/04/2023



Broker Qualifications

Employment 1 of 2, continued

Branch Office Locations

FIDELITY BROKERAGE SERVICES LLC
900 SALEM STREET
SMITHFIELD, RI 02917

Employment 2 of 2

Firm Name: STRATEGIC ADVISERS LLC
Main Office Address: 155 SEAPORT BLVD
BOSTON, MA 02210-2698
Firm CRD#: 104555

U.S. State/ Territory	Category	Status	Date
IA Florida	Investment Adviser Representative	Approved	03/31/2025
IA Texas	Investment Adviser Representative	Restricted Approval	03/31/2025

Branch Office Locations

TAMPA, FL



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, 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	11/27/2013

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	03/27/2014
B Uniform Securities Agent State Law Examination	Series 63	05/05/2001

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 04/2023 - 03/2025	FIDELITY PERSONAL AND WORKPLACE ADVISORS	288590	TAMPA, FL
IA 04/2020 - 04/2022	ALIGHT FINANCIAL ADVISORS, LLC	158744	San Juan, PR
B 04/2020 - 04/2022	ALIGHT FINANCIAL SOLUTIONS, LLC	36509	CHICAGO, IL
B 07/2018 - 03/2020	MORGAN STANLEY	149777	TAMPA, FL
IA 07/2018 - 03/2020	MORGAN STANLEY	149777	TAMPA, FL
IA 09/2016 - 03/2018	SUNTRUST ADVISORY SERVICES, INC.	283390	TAMPA, FL
B 08/2016 - 03/2018	SUNTRUST INVESTMENT SERVICES, INC.	17499	TAMPA, FL
IA 08/2016 - 12/2016	SUNTRUST INVESTMENT SERVICES, INC.	17499	TAMPA, FL
IA 03/2014 - 08/2016	RAYMOND JAMES & ASSOCIATES, INC.	705	TAMPA, FL
B 11/2013 - 08/2016	RAYMOND JAMES & ASSOCIATES, INC.	705	TAMPA, FL
IA 08/2000 - 07/2006	CITIGROUP GLOBAL MARKETS INC.	7059	TAMPA, FL
B 08/2000 - 07/2006	CITIGROUP GLOBAL MARKETS INC.	7059	TAMPA, FL

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
03/2025 - Present	Fidelity Investments	Mass Transfer	Y	BOSTON, MA, United States
07/2022 - Present	FIDELITY INVESTMENTS	RETIREMENT PLANNER	Y	SALT LAKE CITY, UT, United States
03/2020 - 07/2022	ALIGHT FINANCIAL ADVISORS	FINANCIAL EDUCATION	Y	San Juan, PR, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
		CONSULTANT		
07/2018 - 03/2020	Morgan Stanley Private Bank, N.A.	Financial Advisor	Y	New York, NY, United States
06/2018 - 03/2020	Morgan Stanley	Team Financial Advisor, CAC	Y	Temple Terrace, FL, United States
02/2018 - 06/2018	Unemployed	Unemployed	N	Tampa, FL, United States
08/2016 - 02/2018	SUNTRUST INVESTMENT SERVICES, INC.	INVESTMENT ASSOCIATE	Y	ATLANTA, GA, United States
07/2013 - 08/2016	RAYMOND JAMES & ASSOCIATES INC	REGISTERED ASSOCIATE	Y	TAMPA, 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.

OBA-94195|OrgNm:Lyft|Org Addr:Tampa,Florida,US|OBA Nature:Ride sharing / Provider of tra|Invst Rel:N|Title:Lyft driver|Duties:Provide transportation when available|StrtDt:|TotHrs/mon:32|TrdHrs/mon:0|

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
Financial	8	2	N/A
Judgment/Lien	1	N/A	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.

Financial - Final

This type of disclosure event involves a bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation involving the broker or an organization/brokerage firm the broker controlled that occurred within the last 10 years.

Disclosure 1 of 2

Reporting Source: Broker

Action Type: Compromise

Action Date: 12/30/2017

Organization Investment-Related?

Action Pending? No

Disposition: Satisfied/Released

Disposition Date: 12/30/2017

If a compromise with creditor, provide:

Name of Creditor: Merrick Bank

Original Amount Owed: \$952.00

Terms Reached with Creditor: The creditor agreed to accept \$476.00 to satisfy the outstanding balance in full.

Disclosure 2 of 2

Reporting Source: Broker

Action Type: Compromise

Action Date: 12/30/2017

**Organization Investment-Related?****Action Pending?**

No

Disposition:

Satisfied/Released

Disposition Date:

12/30/2017

If a compromise with creditor, provide:**Name of Creditor:**

HSBC Bank

Original Amount Owed:

\$630.08

Terms Reached with Creditor:

The creditor agreed to accept \$315.04 to satisfy the outstanding balance in full.



Financial - Pending

This type of disclosure event involves a pending bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation involving the broker or an organization/brokerage firm the broker controlled that occurred within the last 10 years.

Disclosure 1 of 8

Reporting Source: Broker

Action Type: Compromise

Action Date: 08/29/2025

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: Credit One Bank, N.A./Midland Credit Management, Inc.

Original Amount Owed: \$764.49

Terms Reached with Creditor: Pay \$382.25 (Payment Plan) to settle the account.

Disclosure 2 of 8

Reporting Source: Broker

Action Type: Compromise

Action Date: 06/12/2025

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: Synchrony Bank / Portfolio Recovery Associates, LLC

Original Amount Owed: \$387.54

Terms Reached with Creditor: Pay \$306.96 (Payment plan) to settle the account

**Disclosure 3 of 8****Reporting Source:** Broker**Action Type:** Compromise**Action Date:** 05/06/2025**Organization Investment-Related?****Action Pending?** Yes**If a compromise with creditor, provide:****Name of Creditor:** Merrick Bank Corporation**Original Amount Owed:** \$1,807.09**Terms Reached with Creditor:** Pay \$723.00 (Payment plan) to settle the account.**Disclosure 4 of 8****Reporting Source:** Broker**Action Type:** Compromise**Action Date:** 01/08/2025**Organization Investment-Related?****Action Pending?** Yes**If a compromise with creditor, provide:****Name of Creditor:** Synchrony Bank/Portfolio Recovery Associates, LLC**Original Amount Owed:** \$1,207.36**Terms Reached with Creditor:** In an active payment arrangement to settle the account for \$543.00.**Disclosure 5 of 8**



Reporting Source: Broker
Action Type: Compromise
Action Date: 12/03/2024
Organization Investment-Related?
Action Pending? Yes
If a compromise with creditor, provide:
Name of Creditor: Synchrony Bank
Original Amount Owed: \$1,318.11
Terms Reached with Creditor: Pay \$593.15 (payment plan) to settle the account.

Disclosure 6 of 8

Reporting Source: Broker
Action Type: Compromise
Action Date: 12/20/2024
Organization Investment-Related?
Action Pending? Yes
If a compromise with creditor, provide:
Name of Creditor: Credit One Bank/LVNV Funding LLC/Resurgent Capital Services
Original Amount Owed: \$1,607.01
Terms Reached with Creditor: Pay \$883.86 (payment plan) to settle the account.

Disclosure 7 of 8

Reporting Source: Broker
Action Type: Compromise



Action Date: 12/09/2024

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: Marlette Servicing LLC / Cross River Bank / Phillips & Cohen Associates, Ltd

Original Amount Owed: \$1,781.54

Terms Reached with Creditor: Pay \$802.00 (payment plan) to settle the account.

Disclosure 8 of 8

Reporting Source: Broker

Action Type: Compromise

Action Date: 12/02/2024

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: Citibank/Home Depot/Portfolio Recovery Associates, LLC

Original Amount Owed: \$836.44

Terms Reached with Creditor: Pay \$376.00 (payment plan) to settle the account.



Judgment / Lien

This type of disclosure event involves an unsatisfied and outstanding judgments or liens against the broker.

Disclosure 1 of 1

Reporting Source:	Broker
Judgment/Lien Holder:	Velocity Investments, LLC
Judgment/Lien Amount:	\$7,125.06
Judgment/Lien Type:	Civil
Date Filed with Court:	07/02/2025
Date Individual Learned:	08/20/2025
Type of Court:	State Court
Name of Court:	Thirteenth Judicial Circuit
Location of Court:	Hillsborough County, FL
Docket/Case #:	25-CC-008986
Judgment/Lien Outstanding?	Yes

End of Report



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