

BrokerCheck Report

MELYNDA RODGERS

CRD# 2972880

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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.

MELYNDA RODGERS

CRD# 2972880

This broker is not currently registered.

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 not currently registered.

This broker has passed:

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

Registration History

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

- B** **WELLS FARGO CLEARING SERVICES, LLC**
CRD# 19616
JACKSONVILLE, FL
06/2022 - 12/2022
- B** **AMERIPRISE FINANCIAL SERVICES, LLC**
CRD# 6363
Treasure Island, FL
09/2021 - 04/2022
- B** **J.W. COLE FINANCIAL, INC.**
CRD# 124583
TAMPA, FL
05/2021 - 08/2021

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

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at

<https://www.adviserinfo.sec.gov>

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 broker is not currently registered.



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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	07/19/2019

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	11/18/1997

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	02/24/2007
IA Uniform Investment Adviser Law Examination	Series 65	09/29/2006

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 06/2022 - 12/2022	WELLS FARGO CLEARING SERVICES, LLC	19616	JACKSONVILLE, FL
B 09/2021 - 04/2022	AMERIPRISE FINANCIAL SERVICES, LLC	6363	Treasure Island, FL
B 05/2021 - 08/2021	J.W. COLE FINANCIAL, INC.	124583	TAMPA, FL
B 01/2019 - 06/2020	MUTUAL SECURITIES, INC.	13092	Jacksonville Beach, FL
B 06/2013 - 12/2018	SAGEPOINT FINANCIAL, INC.	133763	JACKSONVILLE BEACH, FL
B 04/2013 - 05/2013	FIDELITY BROKERAGE SERVICES LLC	7784	JACKSONVILLE, FL
B 01/2013 - 04/2013	AMERIPRISE FINANCIAL SERVICES, INC.	6363	JACKSONVILLE, FL
B 10/2010 - 12/2012	AMERIPRISE FINANCIAL SERVICES, INC.	6363	JACKSONVILLE, FL
B 07/2008 - 12/2008	SUMMIT BROKERAGE SERVICES, INC.	34643	DAYTONA BEACH, FL
B 11/2005 - 07/2008	CITIGROUP GLOBAL MARKETS INC.	7059	WINTER PARK, FL
B 09/2004 - 05/2005	THRIVENT INVESTMENT MANAGEMENT INC.	18387	MINNEAPOLIS, MN
B 07/2000 - 10/2002	MORGAN STANLEY DW INC.	7556	PURCHASE, NY
B 11/1997 - 07/2000	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NEW YORK, NY

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
07/2024 - Present	WAVERLY ADVISORS, LLC	WEALTH ADVISOR	Y	JACKSONVILLE, FL, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
02/2024 - 12/2024	River Capital Advisors, LC	Investment Adviser Representative	Y	Jacksonville, FL, United States
11/2022 - 01/2024	Gries Financial LLC	Director, Wealth Management Services	Y	Cleveland, OH, United States
06/2022 - 11/2022	WELLS FARGO CLEARING SERVICES, LLC	Registered Representative	Y	JACKSONVILLE, FL, United States
09/2021 - 04/2022	AMERIPRISE FINANCIAL SERVICES, LLC	Registered Representative	Y	New Port Richey, FL, United States
12/2018 - 04/2022	ANGIOI INSURANCE NETWORK	INSURANCE AGENT/OWNER	Y	JACKSONVILLE, FL, United States
04/2021 - 08/2021	J.W. Cole Advisors, Inc.	Home Office Employee	Y	Tampa, FL, United States
07/2020 - 04/2021	LIFESTYLE FREEDOM ADVISORY GROUP, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	JACKSONVILLE, FL, United States
01/2019 - 06/2020	MUTUAL SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	CAMARILLO, CA, United States
07/2013 - 06/2020	ULLMANN WEALTH PARTNERS	INVESTMENT ADVISER REPRESENTATIVE	Y	Jacksonville Beach, FL, United States
06/2013 - 12/2018	SAGEPOINT FINANCIAL, INC.	REGISTERED REPRESENTATIVE	Y	PUNTA 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.

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.
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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
Regulatory Event	0	1	0



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.

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:	Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	07/12/2024
Docket/Case Number:	121902-SR
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	GRIES FINANCIAL LLC
Product Type:	No Product
Allegations:	Rendered investment advice, from a location within Florida, without being registered by the Office.
Current Status:	Final
Resolution:	Order



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: 07/12/2024

Sanctions Ordered: Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$9,375.00

Portion Levied against individual: \$9,375.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 07/12/2024

Was any portion of penalty waived? No

Amount Waived:

Regulator Statement

On July 12, 2024, the Office of Financial Regulation (Office) entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Melynda Rodgers (Rodgers). Rodgers neither admitted nor denied the allegations but consented to the entry of findings by the Office. The Office found that Rodgers violated section 517.12(4), Florida Statutes, by rendering investment advice, from a location within Florida, without being registered by the Office. Rodgers agreed to Cease and Desist from violations of Chapter 517, Florida Statutes, and the Administrative Rules adopted thereto, and to pay an administrative fine in the amount of \$9,375. The Office agreed to approve Rodgers's application as an associated person (RA) with River Capital Advisors, LC effective July 12, 2024.

Reporting Source: Broker

Regulatory Action Initiated By: Florida Office of Financial Regulations

Sanction(s) Sought: Cease and Desist



Civil and Administrative Penalty(ies)/Fine(s)

Date Initiated: 07/12/2024

Docket/Case Number: 121902-SR

Employing firm when activity occurred which led to the regulatory action: GRIES FINANCIAL LLC

Product Type: No Product

Allegations: Individual was rendering investment advice, from a location within Florida, without being registered by the Office of Financial Regulation.

Current Status: Final

Resolution: Order

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: 07/12/2024

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: \$9,375.00

Portion Levied against individual: \$9,375.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 07/12/2024

Was any portion of penalty waived? No

Amount Waived:

Broker Statement On July 12, 2024, the Office of Financial Regulation (Office) entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Melynda Rodgers



(Rodgers). Rodgers neither admitted nor denied the allegations but consented to the entry of findings by the Office. The Office found that Rodgers violated section 517.12(4), Florida Statutes, by rendering investment advice, from a location within Florida, without being registered by the Office. Rodgers agreed to Cease and Desist from violations of Chapter 517, Florida Statutes, and the Administrative Rules adopted thereto, and to pay an administrative fine in the amount of \$9,375. The Office agreed to approve Rodgers's application as an associated person (RA) with River Capital Advisors, LC effective July 12, 2024.

End of Report



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