

BrokerCheck Report

WILLIAM REILLEY HERF

CRD# 2978220

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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.

WILLIAM R. HERF

CRD# 2978220

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

IA RBC CAPITAL MARKETS, LLC
 6710 NORTH SCOTTSDALE ROAD
 SUITE 150
 SCOTTSDALE, AZ 85253
 CRD# 31194
 Registered with this firm since: 10/21/2019

B RBC CAPITAL MARKETS, LLC
 6710 NORTH SCOTTSDALE ROAD
 SUITE 150
 SCOTTSDALE, AZ 85253-4451
 CRD# 31194
 Registered with this firm since: 10/21/2019

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
- 26 U.S. states and territories

This broker has passed:

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

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

- B STIFEL, NICOLAUS & COMPANY, INCORPORATED**
 CRD# 793
 SCOTTSDALE, AZ
 03/2018 - 11/2019
- IA STIFEL, NICOLAUS & COMPANY, INCORPORATED**
 CRD# 793
 ST LOUIS, MO
 03/2018 - 11/2019
- IA B. C. ZIEGLER AND COMPANY**
 CRD# 61
 CHICAGO, IL
 09/2009 - 03/2018

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	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 22 SROs and is licensed in 26 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 Principal	Approved	10/21/2019
B	BOX Exchange LLC	General Securities Representative	Approved	10/21/2019
B	Cboe BYX Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe BZX Exchange, Inc.	General Securities Principal	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 C2 Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B	Cboe EDGA Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	11/18/2020
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	11/18/2020
B	Cboe Exchange, Inc.	General Securities Representative	Approved	10/21/2019
B	Cboe Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B	FINRA	General Securities Principal	Approved	10/21/2019

Broker Qualifications



Employment 1 of 1, continued

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	10/21/2019
B FINRA	Invest. Co and Variable Contracts	Approved	10/21/2019
B FINRA	Municipal Securities Principal	Approved	10/21/2019
B FINRA	Municipal Securities Representative	Approved	10/21/2019
B Investors' Exchange LLC	General Securities Principal	Approved	11/18/2020
B Investors' Exchange LLC	General Securities Representative	Approved	11/18/2020
B Long-Term Stock Exchange, Inc.	General Securities Principal	Approved	11/01/2020
B Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	11/01/2020
B MEMX LLC	General Securities Principal	Approved	11/02/2020
B MEMX LLC	General Securities Representative	Approved	11/02/2020
B MIAx PEARL, LLC	General Securities Representative	Approved	11/01/2020
B MIAx PEARL, LLC	General Securities Principal	Approved	11/02/2020
B NYSE American LLC	General Securities Principal	Approved	10/21/2019
B NYSE American LLC	General Securities Representative	Approved	10/21/2019
B NYSE American LLC	Municipal Securities Principal	Approved	10/21/2019
B NYSE American LLC	Municipal Securities Representative	Approved	10/21/2019
B NYSE Arca, Inc.	General Securities Principal	Approved	10/21/2019
B NYSE Arca, Inc.	General Securities Representative	Approved	10/21/2019
B NYSE National, Inc.	General Securities Principal	Approved	11/18/2020
B NYSE National, Inc.	General Securities Representative	Approved	11/18/2020
B NYSE National, Inc.	Municipal Securities Principal	Approved	11/18/2020
B NYSE National, Inc.	Municipal Securities Representative	Approved	11/18/2020

Broker Qualifications



Employment 1 of 1, continued

	SRO	Category	Status	Date
B	NYSE Texas, Inc.	General Securities Principal	Approved	11/18/2020
B	NYSE Texas, Inc.	General Securities Representative	Approved	11/18/2020
B	Nasdaq BX, Inc.	General Securities Principal	Approved	10/21/2019
B	Nasdaq BX, Inc.	General Securities Representative	Approved	10/21/2019
B	Nasdaq GEMX, LLC	General Securities Principal	Approved	11/18/2020
B	Nasdaq GEMX, LLC	General Securities Representative	Approved	11/18/2020
B	Nasdaq ISE, LLC	General Securities Principal	Approved	10/21/2019
B	Nasdaq ISE, LLC	General Securities Representative	Approved	10/21/2019
B	Nasdaq PHLX LLC	General Securities Principal	Approved	10/21/2019
B	Nasdaq PHLX LLC	General Securities Representative	Approved	10/21/2019
B	Nasdaq Stock Market	General Securities Principal	Approved	10/21/2019
B	Nasdaq Stock Market	General Securities Representative	Approved	10/21/2019
B	New York Stock Exchange	General Securities Principal	Approved	10/21/2019
B	New York Stock Exchange	General Securities Representative	Approved	10/21/2019
B	New York Stock Exchange	Municipal Securities Principal	Approved	10/21/2019
B	New York Stock Exchange	Municipal Securities Representative	Approved	10/21/2019

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	10/21/2019
IA	Arizona	Investment Adviser Representative	Approved	10/31/2019
B	California	Agent	Approved	10/21/2019
B	Colorado	Agent	Approved	11/05/2019

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Delaware	Agent	Approved	01/04/2021
B	Florida	Agent	Approved	04/06/2021
B	Georgia	Agent	Approved	10/21/2019
B	Idaho	Agent	Approved	11/20/2019
B	Illinois	Agent	Approved	11/05/2019
B	Iowa	Agent	Approved	10/21/2019
B	Minnesota	Agent	Approved	10/21/2019
B	Missouri	Agent	Approved	10/21/2019
B	Nevada	Agent	Approved	10/21/2019
B	New Mexico	Agent	Approved	10/21/2019
B	New York	Agent	Approved	08/08/2023
B	North Carolina	Agent	Approved	10/21/2019
B	Ohio	Agent	Approved	10/21/2019
B	Oklahoma	Agent	Approved	10/21/2019
B	Oregon	Agent	Approved	10/21/2019
B	Pennsylvania	Agent	Approved	06/05/2020
B	Tennessee	Agent	Approved	01/14/2021
B	Texas	Agent	Approved	10/31/2019
IA	Texas	Investment Adviser Representative	Restricted Approval	10/21/2019
B	Utah	Agent	Approved	10/21/2019
B	Virginia	Agent	Approved	05/18/2021

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Washington	Agent	Approved	05/19/2020
B	Wisconsin	Agent	Approved	12/10/2020
B	Wyoming	Agent	Approved	10/21/2019

Branch Office Locations

RBC CAPITAL MARKETS, LLC
6710 NORTH SCOTTSDALE ROAD
SUITE 150
SCOTTSDALE, AZ 85253-4451

RBC CAPITAL MARKETS, LLC
Scottsdale, AZ



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 2 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Municipal Securities Principal Examination	Series 53	03/18/2008
B General Securities Principal Examination	Series 24	12/22/2006

General Industry/Product Exams

Exam	Category	Date
B Municipal Securities Representative Examination	Series 52TO	01/02/2023
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	07/17/1998
B Investment Company Products/Variable Contracts Representative Examination	Series 6	11/26/1997

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	04/27/1999
B Uniform Securities Agent State Law Examination	Series 63	11/28/1997

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 03/2018 - 11/2019	STIFEL, NICOLAUS & COMPANY, INCORPORATED	793	SCOTTSDALE, AZ
IA 03/2018 - 11/2019	STIFEL, NICOLAUS & COMPANY, INCORPORATED	793	SCOTTSDALE, AZ
IA 09/2009 - 03/2018	B. C. ZIEGLER AND COMPANY	61	SCOTTSDALE, AZ
B 06/2002 - 03/2018	B. C. ZIEGLER AND COMPANY	61	SCOTTSDALE, AZ
B 03/2000 - 07/2002	CHARLES SCHWAB & CO., INC.	5393	WESTLAKE, TX
B 11/1997 - 03/2000	MONY SECURITIES CORPORATION	4386	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
11/2019 - Present	City National Bank	Employee of an affiliate	Y	Scottsdale, AZ, United States
10/2019 - Present	RBC Capital Markets, LLC.	Registered Representative	Y	Scottsdale, AZ, United States
03/2018 - 10/2019	STIFEL, NICOLAUS & COMPANY, INCORPORATED	Senior Vice President/Investments	Y	MIDDLETON, WI, United States
03/2016 - 03/2018	B.C. Ziegler and Company	Senior Vice President, Financial Advisor	Y	Scottsdale, AZ, United States
02/2014 - 03/2016	B.C. ZIEGLER AND COMPANY	1ST VP, FINANCIAL ADVISOR	Y	SCOTTSDALE, AZ, 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.

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:**
 - 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
Customer Dispute	0	1	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 - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 1

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	RBC Capital Markets, LLC
Allegations:	The client alleged that her financial advisor failed to follow her instructions to liquidate her account in March 2020.
Product Type:	Other: Advisory Account
Alleged Damages:	\$97,000.00
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:	05/14/2020
Complaint Pending?	No
Status:	Denied
Status Date:	10/02/2020
Settlement Amount:	



**Individual Contribution
Amount:**

End of Report



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