

BrokerCheck Report

SCOTT WAYNE REED

CRD# 3007033

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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.



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.](http://www.finra.org)

Thank you for using FINRA BrokerCheck.

**SCOTT W. REED**

CRD# 3007033

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

B **FIRST FINANCIAL EQUITY CORPORATION**
7373 N. SCOTTSDALE ROAD
STE D120
SCOTTSDALE, AZ 85253
CRD# 16507
Registered with this firm since: 04/07/2020

IA **FIRST FINANCIAL EQUITY CORPORATION**
7373 N. SCOTTSDALE ROAD
STE D120
SCOTTSDALE, AZ 85253
CRD# 16507
Registered with this firm since: 04/08/2020

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:

- 1 Self-Regulatory Organization
- 6 U.S. states and territories

This broker has passed:

- 3 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** **WELLS FARGO CLEARING SERVICES, LLC**
CRD# 19616
ST. LOUIS, MO
04/2016 - 04/2020
- B** **WELLS FARGO CLEARING SERVICES, LLC**
CRD# 19616
SCOTTSDALE, AZ
04/2016 - 04/2020
- IA** **ASHTON THOMAS PRIVATE WEALTH, LLC**
CRD# 153902
SCOTTSDALE, AZ
12/2010 - 04/2016

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	3
Termination	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 1 SRO and is licensed in 6 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **FIRST FINANCIAL EQUITY CORPORATION**

Main Office Address: **7373 N. SCOTTSDALE ROAD
STE D120
SCOTTSDALE, AZ 85253**

Firm CRD#: **16507**

SRO	Category	Status	Date
B FINRA	General Securities Principal	APPROVED	04/07/2020
B FINRA	General Securities Representative	APPROVED	04/07/2020
B FINRA	General Securities Sales Supervisor	APPROVED	04/07/2020

U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	APPROVED	04/14/2020
IA Arizona	Investment Adviser Representative	APPROVED	04/14/2020
B California	Agent	APPROVED	04/07/2020
IA California	Investment Adviser Representative	APPROVED	04/08/2020
B Idaho	Agent	APPROVED	04/07/2020
IA Idaho	Investment Adviser Representative	APPROVED	04/08/2020
B Kansas	Agent	APPROVED	04/07/2020
IA Kansas	Investment Adviser Representative	APPROVED	04/20/2020
IA Nevada	Investment Adviser Representative	APPROVED	04/14/2020
B Nevada	Agent	APPROVED	07/21/2020



Broker Qualifications

Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
B Utah	Agent	APPROVED	04/17/2020
IA Utah	Investment Adviser Representative	APPROVED	04/17/2020

Branch Office Locations

This individual does not have any registered Branch Office where the individual is located.



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.

This individual has passed 3 principal/supervisory exams, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Sales Supervisor - General Module Examination	Series 10	06/14/2001
B General Securities Sales Supervisor - Options Module Examination	Series 9	06/12/2001
B General Securities Principal Examination	Series 24	07/10/2000

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	07/16/1999

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	04/28/2008
B Uniform Securities Agent State Law Examination	Series 63	07/19/1999

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 04/2016 - 04/2020	WELLS FARGO CLEARING SERVICES, LLC	19616	SCOTTSDALE, AZ
B 04/2016 - 04/2020	WELLS FARGO CLEARING SERVICES, LLC	19616	SCOTTSDALE, AZ
IA 12/2010 - 04/2016	ASHTON THOMAS PRIVATE WEALTH, LLC	153902	SCOTTSDALE, AZ
B 11/2015 - 04/2016	COASTAL EQUITIES, INC.	23769	WILMINGTON, DE
B 02/2012 - 11/2015	ACCELERATED CAPITAL GROUP	41270	SCOTTSDALE, AZ
B 11/2010 - 02/2012	MERIDIAN UNITED CAPITAL, LLC	122924	SCOTTSDALE, AZ
IA 04/2008 - 07/2010	STRATEGIC ADVISERS, INC.	104555	SCOTTSDALE, AZ
B 02/2001 - 07/2010	FIDELITY BROKERAGE SERVICES LLC	7784	SCOTTSDALE, AZ
B 07/1999 - 01/2001	AMERITRADE	36559	BELLEVUE, NE

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
04/2020 - Present	First Financial Equity Corporation	Financial Advisor	Y	Scottsdale, AZ, United States
11/2016 - 04/2020	WELLS FARGO CLEARING SERVICES, LLC	Registered Rep	Y	Scottsdale, AZ, United States
04/2016 - 11/2016	Wells Fargo Advisors, LLC	Registered Rep	Y	Scottsdale, AZ, United States
11/2015 - 04/2016	COASTAL EQUITIES, INC	REGISTERED REP	Y	WILMINGTON, DE, United States
11/2010 - 04/2016	ASHTON THOMAS PRIVATE WEALTH LLC	ADVISOR	Y	SCOTTSDALE, AZ, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
02/2012 - 11/2015	ACCELERATED CAPITAL GROUP	REGISTERED REPRESENTATIVE	Y	SCOTTSDALE, AZ, United States
07/2010 - 11/2015	GENTRY WEALTH MANAGEMENT	RELATIONSHIP MANAGER	Y	SCOTTSDALE, AZ, United States
11/2010 - 02/2012	MERIDIAN UNITED CAPITAL	REGISTERED REPRESENTATIVE	Y	SCOTTSDALE, AZ, 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.

SSR7, LLC; Non-Investment Related, Mesa AZ, rental property, 100% OWNERSHIP WITH SPOUSE; START 2012; 0 hours during trading, rental income for compensation.

Reed Private Wealth, this is a DBA, branding name in which Mr. Reed conducts his investment business.



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	1	2	N/A
Termination	N/A	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 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	Wells Fargo Advisors
Allegations:	Client complained that the financial advisor recommended an investment opportunity in a company not offered by Wells Fargo Advisors. (1/28/2020)
Product Type:	No Product
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	The firm cannot make a good faith determination that the damages from the alleged conduct are less than \$5,000.
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:	03/23/2020
Complaint Pending?	No
Status:	Closed/No Action



Status Date: 04/30/2020

Settlement Amount:

Individual Contribution Amount:

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: Wells Fargo Advisors

Allegations: Client complained that the financial advisor recommended an investment opportunity in a company not offered by Wells Fargo Advisors.

Product Type: No Product

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): The firm could not make a good faith determination that the damages from the alleged conduct are less than \$5,000

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: 03/23/2020

Complaint Pending? No

Status: Closed/No Action

Status Date: 04/30/2020

Settlement Amount:

Individual Contribution Amount:

Broker Statement Client stated to advisor that there was no loss regarding the alleged investment. This claim was dropped by client and closed with no action by Wells Fargo Advisors.

**Disclosure 2 of 2**

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	FIDELITY BROKERAGE SERVICES LLC.
Allegations:	CUSTOMER ALLEGES THAT THE REGISTERED REPRESENTATIVE MADE A "TERRIBLE" RECOMMENDATION.
Product Type:	Mutual Fund
Alleged Damages:	\$9,000.00
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:	05/24/2010
Complaint Pending?	No
Status:	Denied
Status Date:	06/03/2010
Settlement Amount:	
Individual Contribution Amount:	



Customer Dispute - Pending

This type of disclosure event involves (1) a pending consumer-initiated, investment-related arbitration or civil suit that contains allegations of sales practice violations against the broker; or (2) a pending, 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.

Disclosure 1 of 1

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	Coastal Equities, Inc.
Allegations:	The customers claim Mr. Reed recommended unsuitable investments and did not diversify their retirement portfolio.
Product Type:	Equity-OTC Oil & Gas
Alleged Damages:	\$300,000.00
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	17-03293
Filing date of arbitration/CFTC reparation or civil litigation:	12/07/2017

Customer Complaint Information

Date Complaint Received:	12/18/2017
Complaint Pending?	No
Status:	Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date:	12/07/2017
Settlement Amount:	
Individual Contribution Amount:	



Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 17-03293

Date Notice/Process Served: 05/09/2019

Arbitration Pending? Yes

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: Coastal Equities, Inc.

Allegations: The customers claim Mr. Reed recommended unsuitable investments and did not diversify their retirement portfolio.

Product Type: Equity-OTC
Oil & Gas

Alleged Damages: \$300,000.00

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 17-03293

Filing date of arbitration/CFTC reparation or civil litigation: 12/07/2017

Customer Complaint Information

Date Complaint Received: 12/18/2017

Complaint Pending? No

Status: Evolved into Arbitration/CFTC reparation (the individual is a named party)



Status Date: 12/07/2017

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 17-03293

Date Notice/Process Served: 05/09/2019

Arbitration Pending? Yes

Broker Statement I am not named in the complaint at all.



Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Employer Name: Wells Fargo Clearing Services, LLC.

Termination Type: Voluntary Resignation

Termination Date: 04/07/2020

Allegations: Allegations that registered representative recommended and facilitated investment opportunities in investments sold away from and not offered by Wells Fargo Advisors.

Product Type: No Product

Reporting Source: Broker

Employer Name: Wells Fargo Clearing Services

Termination Type: Voluntary Resignation

Termination Date: 04/07/2020

Allegations: Internal Review

Product Type: No Product

Broker Statement Wells Fargo Advisors closed the internal review with no action.

End of Report



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