BrokerCheck Report

WILLIAM GERALD NELKIN

CRD# 3204612

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.

WILLIAM G. NELKIN

CRD# 3204612

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

IA **ADVICE AND PLANNING SERVICES**
35 CELEBRATION DRIVE
ROCHESTER, NY 14620
CRD# 20472
Registered with this firm since: 10/21/2016

B **TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC**
35 CELEBRATION DRIVE
ROCHESTER, NY 14620
CRD# 20472
Registered with this firm since: 10/20/2016

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
- 17 U.S. states and territories

This broker has passed:

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

Registration History

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

B **KEY INVESTMENT SERVICES LLC**
CRD# 136300
ROCHESTER, NY
09/2016 - 10/2016

B **LPL FINANCIAL LLC**
CRD# 6413
FAIRPORT, NY
06/2010 - 09/2016

B **UVEST FINANCIAL SERVICES GROUP, INC.**
CRD# 13787
BRIGHTON, NY
04/2007 - 06/2010

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 1 SRO and is licensed in 17 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC**

Main Office Address: **730 THIRD AVENUE**
NEW YORK, NY 10017-3206

Firm CRD#: **20472**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	10/20/2016

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	10/20/2016
B	California	Agent	Approved	11/17/2023
B	Colorado	Agent	Approved	08/26/2024
B	Florida	Agent	Approved	10/20/2016
B	Georgia	Agent	Approved	08/26/2019
B	Maine	Agent	Approved	08/24/2023
B	Maryland	Agent	Approved	08/23/2023
B	Massachusetts	Agent	Approved	05/13/2024
B	Missouri	Agent	Approved	02/02/2024
B	New Jersey	Agent	Approved	10/20/2016
B	New York	Agent	Approved	10/20/2016
IA	New York	Investment Adviser Representative	Approved	05/25/2021

Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	North Carolina	Agent	Approved	10/03/2019
B	Ohio	Agent	Approved	03/16/2022
B	Pennsylvania	Agent	Approved	10/20/2016
B	South Carolina	Agent	Approved	10/08/2019
B	Tennessee	Agent	Approved	04/22/2022
B	Virginia	Agent	Approved	08/14/2023

Branch Office Locations

TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC
35 CELEBRATION DRIVE
ROCHESTER, NY 14620

TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC
Victor, NY

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 3 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination	Series 24	07/13/1999

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination	SIE	10/01/2018
B	General Securities Representative Examination	Series 7	04/19/1999

State Securities Law Exams

	Exam	Category	Date
B IA	Uniform Combined State Law Examination	Series 66	03/24/2015
IA	Uniform Investment Adviser Law Examination	Series 65	07/24/2003
B	Uniform Securities Agent State Law Examination	Series 63	05/07/1999

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
B	09/2016 - 10/2016	KEY INVESTMENT SERVICES LLC	136300	ROCHESTER, NY
B	06/2010 - 09/2016	LPL FINANCIAL LLC	6413	FAIRPORT, NY
B	04/2007 - 06/2010	UVEST FINANCIAL SERVICES GROUP, INC.	13787	BRIGHTON, NY
IA	04/2007 - 06/2010	UVEST FINANCIAL SERVICES GROUP, INC.	13787	BRIGHTON, NY
IA	04/2005 - 03/2007	A. G. EDWARDS & SONS, INC.	4	PITTSFORD, NY
B	04/2005 - 03/2007	A. G. EDWARDS & SONS, INC.	4	PITTSFORD, NY
B	07/2003 - 04/2005	AXA ADVISORS, LLC	6627	NEW YORK, NY
B	07/1999 - 07/2003	CITICORP INVESTMENT SERVICES	23988	LONG ISLAND CITY, 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
09/2016 - Present	TIAA	Wealth Management Advisor	Y	Rochester, NY, United States
09/2016 - Present	TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC	Registered Representative	Y	Rochester, NY, United States
09/2016 - 09/2016	KEY INVESTMENT SERVICES LLC	FINANCIAL ADVISOR	Y	ROCHESTER, NY, United States
06/2010 - 09/2016	LPL FINANCIAL	REG REP	Y	CHARLOTTE, NC, United States
03/2007 - 09/2016	FIRST NIAGARA	BRANCH MANAGER	N	FAIRPORT, NY, 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.

(1) JEWISH FAMILY SERVICE OF ROCHESTER
POSITION: Committee member NATURE: Jewish Family Service of Rochester (JFS) strengthens all individuals, families and communities by providing comprehensive social services that are built upon the time honored Jewish traditions of dignity, kindness, and tikkun olam, improving the world.
Our programs: Help build families through adoption; Offer mental health counseling to individuals, couples, & families; Provide care management to elders at home; Offer educational programs that enhance quality of life; Provide food, clothing & emergency assistance to those in our community who have nowhere else to turn. It is through JFS that our community draws on its best traditions and cares for each other in times of need. INVESTMENT RELATED: Yes NUMBER OF HOURS: 2 SECURITIES TRADING HOURS: 2 START DATE: 04/01/2008
ADDRESS: 441 East Avenue, Rochester NY 14607, United States
DESCRIPTION: Currently serving on the Finance Committee. Have been affiliated with the organization for over 8 years (was past Board President, Board Member, Treasurer). The responsibilities are as follows: The finance/audit committee is responsible for monitoring and ensuring the financial solvency of the agency. The committee monitors the agency's monthly financial statements, debt/cash flow issues, the annual audit and the performance of the agency's investment portfolio to ensure financial solvency of the Corporation.. The committee shall also recommend policy to the board relating to the recruitment, compensation, benefits and employment of employees and agents of the corporation other than the executive director, and all employment-related policies and procedures. As necessary, special task forces and subcommittees will be established to research and report on non-recurring, but labor-intensive issues.

(2) NOTARY PUBLIC IN THE STATE OF NEW YORK
POSITION: Notary Public NATURE: Notary Public qualified in the State of New York INVESTMENT RELATED: No NUMBER OF HOURS: 0 SECURITIES TRADING HOURS: 0 START DATE: 06/16/2009
ADDRESS: Home Address, Victor NY 14564, United States
DESCRIPTION: Occasional notarizing of non-TIAA documents for friends or family members

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
Customer Dispute	0	1	N/A

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.

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:	TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC
Allegations:	The client alleges she was improperly advised to consolidate assets with TIAA and as a result it has cost her money.
Product Type:	Other: Managed Money
Alleged Damages:	$16,473.00
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:	04/13/2022
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	04/27/2022
Settlement Amount:	

Individual Contribution Amount:

End of Report

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