

BrokerCheck Report

FRANCIS CEROVAC

CRD# 4618523

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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.



FRANCIS CEROVAC

CRD# 4618523

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

IA AMERIPRISE FINANCIAL SERVICES, LLC
 1 Daytona Blvd Ste 270 FL 2nd
 Daytona Beach, FL 32114
 CRD# 6363
 Registered with this firm since: 08/31/2017

B AMERIPRISE FINANCIAL SERVICES, LLC
 1 Daytona Blvd Ste 270 FL 2nd
 Daytona Beach, FL 32114
 CRD# 6363
 Registered with this firm since: 08/31/2017

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
- 32 U.S. states and territories

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):

- IA MORGAN STANLEY**
 CRD# 149777
 PURCHASE, NY
 06/2009 - 09/2017
- B MORGAN STANLEY**
 CRD# 149777
 ORMOND BEACH, FL
 06/2009 - 09/2017
- B MORGAN STANLEY & CO. INCORPORATED**
 CRD# 8209
 ORMOND BEACH, FL
 11/2008 - 06/2009

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



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 32 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**

Main Office Address: **9013RD AVENUE SOUTH
MINNEAPOLIS, MN 55402**

Firm CRD#: **6363**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	08/31/2017
B	FINRA	General Securities Principal	Approved	10/31/2019

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	08/31/2017
B	Arkansas	Agent	Approved	04/21/2020
B	California	Agent	Approved	02/23/2024
B	Colorado	Agent	Approved	09/05/2018
B	Connecticut	Agent	Approved	09/04/2018
B	Florida	Agent	Approved	08/31/2017
IA	Florida	Investment Adviser Representative	Approved	09/01/2017
B	Georgia	Agent	Approved	09/01/2017
B	Hawaii	Agent	Approved	11/13/2017
B	Idaho	Agent	Approved	09/24/2025
B	Illinois	Agent	Approved	12/12/2022

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Indiana	Agent	Approved	09/08/2017
B	Kentucky	Agent	Approved	12/11/2023
B	Louisiana	Agent	Approved	08/31/2017
B	Maine	Agent	Approved	09/01/2017
B	Maryland	Agent	Approved	08/31/2017
B	Massachusetts	Agent	Approved	08/31/2017
B	Michigan	Agent	Approved	08/31/2017
B	Mississippi	Agent	Approved	03/25/2022
B	Montana	Agent	Approved	02/16/2022
B	Nevada	Agent	Approved	08/31/2017
B	New Jersey	Agent	Approved	08/31/2017
B	New York	Agent	Approved	08/31/2017
B	North Carolina	Agent	Approved	08/31/2017
B	Ohio	Agent	Approved	07/12/2021
B	Oregon	Agent	Approved	08/31/2017
B	Pennsylvania	Agent	Approved	08/31/2017
B	South Carolina	Agent	Approved	08/31/2017
B	Tennessee	Agent	Approved	08/31/2017
B	Texas	Agent	Approved	08/31/2017
IA	Texas	Investment Adviser Representative	Restricted Approval	08/31/2017
B	Utah	Agent	Approved	04/22/2020

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Virginia	Agent	Approved	08/31/2017
B	Washington	Agent	Approved	08/31/2017

Branch Office Locations

AMERIPRISE FINANCIAL SERVICES, LLC
1 Daytona Blvd Ste 270 FL 2nd
Daytona Beach, FL 32114



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	10/31/2019

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	02/18/2003

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	05/05/2005
B Uniform Securities Agent State Law Examination	Series 63	02/21/2003

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 06/2009 - 09/2017	MORGAN STANLEY	149777	ORMOND BEACH, FL
IA 06/2009 - 09/2017	MORGAN STANLEY	149777	ORMOND BEACH, FL
B 11/2008 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	ORMOND BEACH, FL
IA 11/2008 - 06/2009	MORGAN STANLEY & CO. INCORPORATED	8209	ORMOND BEACH, FL
IA 05/2005 - 11/2008	UBS FINANCIAL SERVICES INC.	8174	DAYTONA BEACH, FL
B 01/2005 - 11/2008	UBS FINANCIAL SERVICES INC.	8174	DAYTONA BEACH, FL
B 02/2003 - 01/2005	EDWARD JONES	250	ST. LOUIS, MO

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
03/2020 - Present	Ameriprise Financial Services, LLC	Registered Rep	Y	Daytona Beach, FL, United States
08/2017 - 03/2020	Ameriprise Financial Services, Inc.	Registered Rep.	Y	Daytona Beach, FL, United States
01/2015 - 08/2017	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
06/2009 - 08/2017	MORGAN STANLEY	FINANCIAL ADVISOR	Y	ORMOND BEACH, FL, United States
11/2008 - 08/2017	MORGAN STANLEY & CO. INCORPORATED	FA	Y	ORMOND BEACH, FL, 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.

Real Estate Ownership; Lot/Land; 1556 Spring Garden Ranch Road, , De Leon Springs, FL, 32130; Not Investment-Related; 03/15/2023 / Single Family; 112 Kings Point Ct, , Daytona Beach, FL, 32119; Not Investment-Related; 09/15/2025.

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	3	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 - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	UBS FINANCIAL SERVICES INC.
Allegations:	TIME FRAME: MAY 2008 CLAIMANT ALLEGES THAT HIS BROKER MADE AN UNSUITABLE RECOMMENDATION TO PURCHASE A AMBAC BOND IN MAY 2008
Product Type:	Other: BOND
Alleged Damages:	\$66,651.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	12-02832
Filing date of arbitration/CFTC reparation or civil litigation:	08/27/2012

Customer Complaint Information

Date Complaint Received: 08/27/2012



Complaint Pending? No

Status: Settled

Status Date: 06/20/2013

Settlement Amount: \$8,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: UBS FINANCIAL SERVICES INC.

Allegations: TIME FRAME: MAY 2008 CLAIMANT ALLEGES THAT HIS BROKER MADE AN UNSUITABLE RECOMMENDATION TO PURCHASE A AMBAC BOND IN MAY 2008

Product Type: Other: BOND

Alleged Damages: \$66,651.00

Is this an oral complaint? No

Is this a written complaint? Yes

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

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 12-02832

Filing date of arbitration/CFTC reparation or civil litigation: 08/27/2012

Customer Complaint Information

Date Complaint Received: 08/27/2012

Complaint Pending? No

Status: Settled

Status Date: 06/20/2013



Settlement Amount:	\$8,000.00
Individual Contribution Amount:	\$0.00
Broker Statement	FA STATES, "BOND WAS SUITABLE AT TIME OF SALE; INVESTMENT GRADE BOND, BOND COLLAPSED WHEN CREDIT MARKETS COLLAPSED 2008"

Disclosure 2 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	UBS FINANCIAL SERVICES INC.
Allegations:	CLAIMANTS ALLEGE HER BROKER MADE UNSUITABLE RECOMMENDATION TO PURCHASE A AMBAC BOND IN MAY 2008. TIME FRAME: 5/08.
Product Type:	Debt-Corporate Other: BOND
Alleged Damages:	\$98,197.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	11-02295
Filing date of arbitration/CFTC reparation or civil litigation:	06/27/2011

Customer Complaint Information

Date Complaint Received:	06/27/2011
Complaint Pending?	No
Status:	Settled
Status Date:	04/24/2012
Settlement Amount:	\$50,000.00



Individual Contribution Amount: \$0.00

Firm Statement THE COMPLAINT RECEIVED ON 08/31/2009 AND CLOSED NO ACTION ON 05/03/2010. THE CLIENT FILED FOR ARBITRATION AND DID NOT NAME THE BROKER AS A RESPONDENT.

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: UBS FINANCIAL SERVICES INC.

Allegations: CLAIMANT ALLEGES HER BROKER MADE UNSUITABLE RECOMMENDATION TO PURCHASE A AMBAC BOND IN MAY 2008. TIME FRAME 5/08.

Product Type: Other: BOND

Alleged Damages: \$98,197.00

Is this an oral complaint? No

Is this a written complaint? Yes

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

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 11-02295

Filing date of arbitration/CFTC reparation or civil litigation: 06/27/2011

Customer Complaint Information

Date Complaint Received: 06/27/2011

Complaint Pending? No

Status: Settled

Status Date: 04/24/2012

Settlement Amount: \$50,000.00

Individual Contribution Amount: \$0.00



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: Firm

Employing firm when activities occurred which led to the complaint: UBS FINANCIAL SERVICES INC.

Allegations: TIME FRAME: 2007-NOVEMBER 2008. CLIENT ALLEGES THAT THE FA TOLD THEM THAT THE UPON THE ADVISE OF THE FA, THEY PURCHASED A BOND ISSUE WITH THE BANK OF HOUSTON (WASHINGTON MUTUAL AFFILIATE). CLIENT FURTHER ALLEGES THAT WHEN ASKED IF THIS WAS SAFE, WERE TOLD IT WAS A TRIPLE A RATED BANK AND THAT IT WAS A SHORT TERM BOND SALE.

Product Type: Debt-Corporate

Alleged Damages: \$35,000.00

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: 12/02/2008

Complaint Pending? No

Status: Denied

Status Date: 02/19/2009

Settlement Amount:

Individual Contribution Amount:

Reporting Source: Broker



Employing firm when activities occurred which led to the complaint:

UBS FINANCIAL SERVICES INC.

Allegations:

TIME FRAME: 2007-NOVEMBER 2008. CLIENT ALLEGES THAT THE FA TOLD THEM THAT THE UPON THE ADVISE OF THE FA, THEY PURCHASED A BOND ISSUE WITH THE BANK OF HOUSTON (WASHINGTON MUTUAL AFFILIATE). CLIENT FURTHER ALLEGES THAT WHEN ASKED IF THIS WAS SAFE, WERE TOLD IT WAS A TRIPLE A RATED BANK AND THAT IT WAS A SHORT TERM BOND SALE.

Product Type:

Debt-Corporate

Alleged Damages:

\$35,000.00

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:

12/02/2008

Complaint Pending?

No

Status:

Denied

Status Date:

02/19/2009

Settlement Amount:

Individual Contribution Amount:

End of Report



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