

## BrokerCheck Report

### Danielle Williams-Cerda

CRD# 5500889

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 5
Registration and Employment History	7 - 8
Disclosure Events	9



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



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://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).

**Daniette Williams-Cerda**

CRD# 5500889

**Currently employed by and registered with the following Firm(s):****IA EDWARD JONES**803 N BRIDGE ST SUITE A  
YORKVILLE, IL 60560  
CRD# 250

Registered with this firm since: 04/26/2022

**B EDWARD JONES**803 N BRIDGE ST SUITE A  
YORKVILLE, IL 60560-2155  
CRD# 250

Registered with this firm since: 10/26/2021

**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:**

- 4 Self-Regulatory Organizations
- 29 U.S. states and territories

**This broker has passed:**

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

**Registration History****This broker was previously registered with the following securities firm(s):****B J.P. MORGAN SECURITIES LLC**CRD# 79  
AURORA, IL  
10/2018 - 11/2021**B CITIGROUP GLOBAL MARKETS INC.**CRD# 7059  
NORTH AURORA, IL  
05/2014 - 12/2014**B J.P. MORGAN SECURITIES LLC**CRD# 79  
WARRENVILLE, IL  
10/2012 - 08/2013**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
Criminal	1
Financial	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 4 SROs and is licensed in 29 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **EDWARD JONES**

Main Office Address: **12555 MANCHESTER ROAD  
ST. LOUIS, MO 63131-3710**

Firm CRD#: **250**

SRO	Category	Status	Date
<b>B</b> FINRA	Invest. Co and Variable Contracts	Approved	10/26/2021
<b>B</b> FINRA	General Securities Representative	Approved	03/09/2022
<b>B</b> NYSE American LLC	General Securities Representative	Approved	03/08/2022
<b>B</b> Nasdaq Stock Market	General Securities Representative	Approved	03/08/2022
<b>B</b> New York Stock Exchange	General Securities Representative	Approved	03/08/2022

U.S. State/ Territory	Category	Status	Date
<b>B</b> Alabama	Agent	Approved	08/30/2024
<b>B</b> Arizona	Agent	Approved	06/27/2022
<b>B</b> California	Agent	Approved	06/16/2022
<b>B</b> Colorado	Agent	Approved	06/17/2022
<b>B</b> Connecticut	Agent	Approved	06/16/2022
<b>B</b> Florida	Agent	Approved	06/17/2022
<b>B</b> Hawaii	Agent	Approved	11/18/2022
<b>B</b> Illinois	Agent	Approved	10/28/2021

## Broker Qualifications



## Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
IA Illinois	Investment Adviser Representative	Approved	04/26/2022
B Indiana	Agent	Approved	07/18/2022
B Iowa	Agent	Approved	09/19/2024
B Kentucky	Agent	Approved	01/08/2024
B Louisiana	Agent	Approved	10/10/2024
B Michigan	Agent	Approved	06/21/2022
B Minnesota	Agent	Approved	06/23/2022
B Mississippi	Agent	Approved	10/08/2024
B Missouri	Agent	Approved	02/01/2024
B Nebraska	Agent	Approved	01/05/2024
B Nevada	Agent	Approved	01/11/2024
B New Mexico	Agent	Approved	09/18/2024
B New York	Agent	Approved	06/16/2022
B North Carolina	Agent	Approved	06/23/2022
B Ohio	Agent	Approved	02/12/2024
B Pennsylvania	Agent	Approved	01/08/2024
B South Carolina	Agent	Approved	06/16/2022
B Tennessee	Agent	Approved	06/17/2022
B Texas	Agent	Approved	06/16/2022
IA Texas	Investment Adviser Representative	Restricted Approval	06/20/2022
B Virginia	Agent	Approved	07/22/2024

## Broker Qualifications



### Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
 Washington	Agent	Approved	01/05/2024
 Wisconsin	Agent	Approved	12/20/2022

### Branch Office Locations

#### EDWARD JONES

803 N BRIDGE ST SUITE A  
YORKVILLE, IL 60560-2155

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## 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 0 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.**

### Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

### General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7TO	03/08/2022
B Investment Company Products/Variable Contracts Representative Examination	Series 6	10/01/2018
B Securities Industry Essentials Examination	SIE	12/31/2014

### State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	04/14/2022
B Uniform Securities Agent State Law Examination	Series 63	10/11/2018

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/](http://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 10/2018 - 11/2021	J.P. MORGAN SECURITIES LLC	79	AURORA, IL
B 05/2014 - 12/2014	CITIGROUP GLOBAL MARKETS INC.	7059	NORTH AURORA, IL
B 10/2012 - 08/2013	J.P. MORGAN SECURITIES LLC	79	WARRENVILLE, IL
B 04/2008 - 10/2012	CHASE INVESTMENT SERVICES CORP.	25574	WARRENVILLE, IL

## 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
10/2021 - Present	EDWARD JONES	FINANCIAL ADVISOR	Y	ST. LOUIS, MO, United States
02/2021 - Present	Zyia Active	Representative	N	Draper, UT, United States
08/2018 - 10/2021	J.P. MORGAN SECURITIES LLC	Licensed Banker	Y	Naperville, IL, United States
08/2018 - 10/2021	JP Morgan Chase Bank, N.A	Private Client Banker	Y	Naperville, IL, United States
10/2017 - 08/2018	AquaPure /Robert Half	Customer Service Rep	N	Romeoville, IL, United States
09/2017 - 10/2017	Unemployed	Unemployed	N	Plainfield, IL, United States
02/2017 - 08/2017	Unemployed	Unemployed	N	Romeoville, IL, United States
03/2014 - 02/2017	CITIGROUP	PERSONAL BANKER	N	NAPERVILLE, IL, 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.

Zyia Active

## Registration and Employment History



### Other Business Activities, continued

Type of business: online active wear sales

Draper, UT

Start date: 2/1/2021

sales

Hours per week: 0

Hours during trading: 0

Just signed up as a rep for discount

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## 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
Criminal	0	1	0
Financial	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.

### Criminal - Final Disposition

This type of disclosure event involves a criminal charge against the broker that has resulted in a conviction, acquittal, dismissal, or plea. The criminal matter may pertain to any felony or certain misdemeanor offenses, including bribery, perjury, forgery, counterfeiting, extortion, fraud, and wrongful taking of property.

#### Disclosure 1 of 1

<b>Reporting Source:</b>	Broker
<b>Formal Charges were brought in:</b>	State Court
<b>Name of Court:</b>	Circuit Court of Cook County
<b>Location of Court:</b>	Bridgeview IL
<b>Docket/Case #:</b>	97500143701
<b>Charge Date:</b>	02/13/1997
<b>Charge(s) 1 of 1</b>	
<b>Formal Charge(s)/Description:</b>	Theft
<b>No of Counts:</b>	1
<b>Felony or Misdemeanor:</b>	Misdemeanor
<b>Plea for each charge:</b>	Not Guilty
<b>Disposition of charge:</b>	Stricken off
<b>Current Status:</b>	Final
<b>Status Date:</b>	10/10/1997
<b>Disposition Date:</b>	10/10/1997
<b>Sentence/Penalty:</b>	Stricken off



## Broker Statement

These charge were false charge by an ex-boyfriend and where thrown out of court and stricken off



## Financial - Final

This type of disclosure event involves a bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation involving the broker or an organization/brokerage firm the broker controlled that occurred within the last 10 years.

### Disclosure 1 of 1

<b>Reporting Source:</b>	Broker
<b>Action Type:</b>	Bankruptcy
<b>Bankruptcy:</b>	Chapter 7
<b>Action Date:</b>	06/30/2018
<b>Organization Investment-Related?</b>	
<b>Type of Court:</b>	Federal Court
<b>Name of Court:</b>	UNITED STATES BANKRUPTCY COURT OF THE NORTHERN DISTRICT OF ILLINOIS
<b>Location of Court:</b>	YORKVILLE, IL
<b>Docket/Case #:</b>	18-18713
<b>Action Pending?</b>	No
<b>Disposition:</b>	Discharged
<b>Disposition Date:</b>	10/02/2018

## End of Report



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