

BrokerCheck Report

Erika Balla

CRD# 5504935

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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.

**Erika Balla**

CRD# 5504935

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

IA UBS FINANCIAL SERVICES INC.
 2000 AVENUE OF THE STARS
 12th Floor
 LOS ANGELES, CA 90067
 CRD# 8174
 Registered with this firm since: 03/27/2023

B UBS FINANCIAL SERVICES INC.
 2000 AVENUE OF THE STARS
 12th Floor
 LOS ANGELES, CA 90067
 CRD# 8174
 Registered with this firm since: 03/27/2023

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:

- 10 Self-Regulatory Organizations
- 40 U.S. states and territories

This broker has passed:

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

Registration History

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

- IA UBS FINANCIAL SERVICES INC.**
 CRD# 8174
 WEEHAWKEN, NJ
 10/2013 - 03/2022
- B UBS FINANCIAL SERVICES INC.**
 CRD# 8174
 LOS ANGELES, CA
 10/2013 - 03/2022
- IA MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED**
 CRD# 7691
 NEW YORK, NY
 10/2012 - 10/2013

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? **No**

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 10 SROs and is licensed in 40 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **UBS FINANCIAL SERVICES INC.**

Main Office Address: **1200 HARBOR BOULEVARD
WEEHAWKEN, NJ 07086**

Firm CRD#: **8174**

	SRO	Category	Status	Date
B	BOX Exchange LLC	General Securities Representative	Approved	03/27/2023
B	BOX Exchange LLC	General Securities Sales Supervisor	Approved	02/03/2024
B	Cboe Exchange, Inc.	General Securities Representative	Approved	03/27/2023
B	Cboe Exchange, Inc.	General Securities Sales Supervisor	Approved	02/03/2024
B	FINRA	General Securities Representative	Approved	03/27/2023
B	FINRA	General Securities Sales Supervisor	Approved	02/03/2024
B	NYSE American LLC	General Securities Representative	Approved	03/27/2023
B	NYSE American LLC	General Securities Sales Supervisor	Approved	02/03/2024
B	NYSE Arca, Inc.	General Securities Representative	Approved	03/27/2023
B	NYSE Arca, Inc.	General Securities Sales Supervisor	Approved	02/03/2024
B	NYSE Texas, Inc.	General Securities Representative	Approved	03/27/2023
B	NYSE Texas, Inc.	General Securities Sales Supervisor	Approved	02/03/2024
B	Nasdaq ISE, LLC	General Securities Representative	Approved	03/27/2023
B	Nasdaq ISE, LLC	General Securities Sales Supervisor	Approved	02/03/2024
B	Nasdaq PHLX LLC	General Securities Representative	Approved	03/27/2023

Broker Qualifications



Employment 1 of 1, continued

SRO	Category	Status	Date
B Nasdaq PHLX LLC	General Securities Sales Supervisor	Approved	02/03/2024
B Nasdaq Stock Market	General Securities Representative	Approved	03/27/2023
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	02/03/2024
B New York Stock Exchange	General Securities Representative	Approved	03/27/2023
B New York Stock Exchange	General Securities Sales Supervisor	Approved	02/03/2024

U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	Approved	08/06/2024
B California	Agent	Approved	03/27/2023
IA California	Investment Adviser Representative	Approved	03/27/2023
B Colorado	Agent	Approved	08/06/2024
B Connecticut	Agent	Approved	08/07/2024
B Delaware	Agent	Approved	08/06/2024
B District of Columbia	Agent	Approved	08/06/2024
B Florida	Agent	Approved	08/06/2024
B Georgia	Agent	Approved	08/06/2024
B Hawaii	Agent	Approved	08/07/2024
B Idaho	Agent	Approved	08/06/2024
B Illinois	Agent	Approved	08/06/2024
B Indiana	Agent	Approved	02/17/2025
B Kansas	Agent	Approved	08/07/2024
B Louisiana	Agent	Approved	08/07/2024

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Maryland	Agent	Approved	08/07/2024
B	Massachusetts	Agent	Approved	08/06/2024
B	Michigan	Agent	Approved	08/06/2024
B	Minnesota	Agent	Approved	01/27/2025
B	Missouri	Agent	Approved	08/07/2024
B	Montana	Agent	Approved	08/07/2024
B	Nebraska	Agent	Approved	05/05/2025
B	Nevada	Agent	Approved	08/06/2024
B	New Jersey	Agent	Approved	08/07/2024
B	New Mexico	Agent	Approved	08/07/2024
B	New York	Agent	Approved	08/06/2024
B	North Carolina	Agent	Approved	08/07/2024
B	Ohio	Agent	Approved	08/06/2024
B	Oklahoma	Agent	Approved	02/17/2025
B	Oregon	Agent	Approved	08/06/2024
B	Pennsylvania	Agent	Approved	08/06/2024
B	South Dakota	Agent	Approved	08/07/2024
B	Tennessee	Agent	Approved	08/06/2024
B	Texas	Agent	Approved	08/06/2024
IA	Texas	Investment Adviser Representative	Restricted Approval	09/03/2024
B	Utah	Agent	Approved	08/06/2024



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Vermont	Agent	Approved	02/17/2025
B	Virgin Islands	Agent	Approved	08/07/2024
B	Virginia	Agent	Approved	08/07/2024
B	Washington	Agent	Approved	08/06/2024
B	Wisconsin	Agent	Approved	08/06/2024
B	Wyoming	Agent	Approved	08/06/2024

Branch Office Locations

UBS FINANCIAL SERVICES INC.
2000 AVENUE OF THE STARS
12th Floor
LOS ANGELES, CA 90067



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, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Sales Supervisor - General Module Examination	Series 10	02/02/2024
B General Securities Sales Supervisor - Options Module Examination	Series 9	05/22/2023

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	05/31/2009

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	10/21/2012

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	10/2013 - 03/2022	UBS FINANCIAL SERVICES INC.	8174	LOS ANGELES, CA
IA	10/2013 - 03/2022	UBS FINANCIAL SERVICES INC.	8174	LOS ANGELES, CA
IA	10/2012 - 10/2013	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	LOS ANGELES, CA
B	09/2009 - 10/2013	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	LOS ANGELES, CA
B	06/2009 - 08/2009	SEATTLE-NORTHWEST SECURITIES CORPORATION	10639	SEATTLE, WA

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
03/2023 - Present	UBS Financial Services Inc	Director	Y	Los Angeles, CA, United States
03/2022 - 02/2023	Manhattan West	Director of Venture Capital Strategy and Operations	Y	Los Angeles, CA, United States
10/2013 - 03/2022	UBS FINANCIAL SERVICES INC.	Relationship Manager	Y	LOS ANGELES, CA, 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.

No information reported.

End of Report



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