

BrokerCheck Report

KEITH SAMUEL HOLTSCLOW JR

CRD# 5529957

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



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.

**KEITH S. HOLTSCLOW JR**

CRD# 5529957

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

IA TRUIST ADVISORY SERVICES, INC.
 106 2ND ST NW
 FL 2
 HICKORY, NC 28601
 CRD# 283390
 Registered with this firm since: 10/17/2018

B TRUIST INVESTMENT SERVICES, INC.
 106 2ND ST NW
 HICKORY, NC 28601
 CRD# 17499
 Registered with this firm since: 10/17/2018

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
- 37 U.S. states and territories

This broker has passed:

- 2 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 TD AMERITRADE, INC.**
 CRD# 7870
 OMAHA, NE
 02/2018 - 10/2018
- IA TD AMERITRADE INVESTMENT MANAGEMENT, LLC**
 CRD# 111514
 OMAHA, NE
 02/2018 - 10/2018
- B TD AMERITRADE, INC.**
 CRD# 7870
 HICKORY, NC
 02/2018 - 10/2018

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 1 SRO and is licensed in 37 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **TRUIST ADVISORY SERVICES, INC.**

Main Office Address: **303 PEACHTREE STREET
2ND FLOOR
ATLANTA, GA 30303**

Firm CRD#: **283390**

	U.S. State/ Territory	Category	Status	Date
IA	North Carolina	Investment Adviser Representative	Approved	10/17/2018

Branch Office Locations

106 2ND ST NW
FL 2
HICKORY, NC 28601

Employment 2 of 2

Firm Name: **TRUIST INVESTMENT SERVICES, INC.**

Main Office Address: **303 PEACHTREE STREET
2ND FLOOR
ATLANTA, GA 30303**

Firm CRD#: **17499**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	10/17/2018
B	FINRA	General Securities Sales Supervisor	Approved	10/17/2018

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	04/16/2019
B	Arizona	Agent	Approved	09/02/2025
B	California	Agent	Approved	11/24/2021
B	Colorado	Agent	Approved	09/02/2025
B	District of Columbia	Agent	Approved	09/02/2025
B	Florida	Agent	Approved	11/08/2018
B	Georgia	Agent	Approved	04/16/2019
B	Hawaii	Agent	Approved	09/02/2025
B	Illinois	Agent	Approved	09/02/2025
B	Indiana	Agent	Approved	09/02/2025
B	Kentucky	Agent	Approved	09/02/2025
B	Louisiana	Agent	Approved	09/02/2025
B	Maine	Agent	Approved	09/02/2025
B	Maryland	Agent	Approved	09/02/2025
B	Massachusetts	Agent	Approved	09/02/2025
B	Minnesota	Agent	Approved	09/02/2025
B	Mississippi	Agent	Approved	09/02/2025
B	Missouri	Agent	Approved	09/02/2025
B	Montana	Agent	Approved	09/02/2025
B	New Jersey	Agent	Approved	09/02/2025
B	New Mexico	Agent	Approved	09/02/2025

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	New York	Agent	Approved	09/02/2025
B	North Carolina	Agent	Approved	10/17/2018
B	Ohio	Agent	Approved	09/03/2025
B	Oklahoma	Agent	Approved	09/02/2025
B	Oregon	Agent	Approved	09/02/2025
B	Pennsylvania	Agent	Approved	09/02/2025
B	Puerto Rico	Agent	Approved	10/08/2025
B	South Carolina	Agent	Approved	09/02/2025
B	Tennessee	Agent	Approved	09/02/2025
B	Texas	Agent	Approved	08/16/2022
B	Utah	Agent	Approved	09/02/2025
B	Vermont	Agent	Approved	09/02/2025
B	Virginia	Agent	Approved	09/02/2025
B	West Virginia	Agent	Approved	09/02/2025
B	Wisconsin	Agent	Approved	09/02/2025
B	Wyoming	Agent	Approved	09/02/2025

Branch Office Locations

TRUIST INVESTMENT SERVICES, INC.
 106 2ND ST NW
 HICKORY, NC 28601



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Sales Supervisor - General Module Examination	Series 10	02/23/2015
B General Securities Sales Supervisor - Options Module Examination	Series 9	01/02/2015

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	08/11/2009

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	02/03/2017
B Uniform Securities Agent State Law Examination	Series 63	09/09/2009

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 **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 02/2018 - 10/2018	TD AMERITRADE, INC.	7870	HICKORY, NC
IA 02/2018 - 10/2018	TD AMERITRADE INVESTMENT MANAGEMENT, LLC	111514	HICKORY, NC
B 02/2018 - 10/2018	TD AMERITRADE, INC.	7870	HICKORY, NC
IA 02/2017 - 02/2018	SCOTTRADE INVESTMENT MANAGEMENT	169988	SAINT LOUIS, MO
B 08/2009 - 02/2018	SCOTTRADE, INC.	8206	HICKORY, NC

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
09/2025 - Present	TRUIST ADVISORY SERVICES, INC	FINANCIAL CONSULTANT	Y	ATLANTA, GA, United States
09/2025 - Present	TRUIST INVESTMENT SERVICES, INC	FINANCIAL CONSULTANT	Y	ATLANTA, GA, United States
10/2018 - 09/2025	TRUIST BANK	CLIENT ADVISOR	N	ATLANTA, GA, United States
10/2018 - 09/2025	TRUIST INVESTMENT SERVICES, INC	CLIENT ADVISOR	Y	ATLANTA, GA, United States
02/2018 - 10/2018	TD AMERITRADE INVESTMENT MANAGEMENT, LLC	Mass Transfer	Y	OMAHA, NE, United States
02/2018 - 10/2018	TD AMERITRADE, INC.	Mass Transfer	Y	HICKORY, NC, United States
06/2008 - 02/2018	SCOTTRADE, INC.	STOCKBROKER	Y	CARY, NC, 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.

Name of Outside Business: Lenoir Rhyne University Alumni Board; Investment Related: No; Address of Outside Business: Alumni Board for my Lenoir Rhyne University. The board meets to work on ways in increase alumni activity and engagement with the school.; Nature of Outside Business: Board member/Officer; Position: Trustee; Start Date:8/12/2017; Hours per month: 0-10; Hours per month during securities trading hours: No; Description of Duties: Trustee - 4 Meetings per year Name of Outside Business: Piedmont Education Fund; Investment Related: No; Address of Outside Business: Hickory, NC; Nature of Outside Business: Board member/Officer; Position: Associate Trustee; Start Date: 8/1/2016; Hours per month: 10-20; Hours per month during securities trading hours: No; Description of Duties: Aide in fund raising for scholarships for Lenoir Rhyne University athletes.

HOLTSCLOW SUPPLY CO, LLC

POSITION: Partner NATURE: Disposable children's cups & dinnerware. INVESTMENT RELATED: No NUMBER OF HOURS: 10 SECURITIES

TRADING HOURS: 0 START DATE: 08/13/2024

ADDRESS: Hickory NC, United States

DESCRIPTION: Help develop products with engineer. Down the road helping with business development/ sales.

End of Report



This page is intentionally left blank.