BrokerCheck Report

HALLIE PAGE LEE

CRD# 5706622

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.
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Thank you for using FINRA BrokerCheck.

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.

HALLIE P. LEE

CRD# 5706622

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

IA **UBS FINANCIAL SERVICES INC.**
7272 Wisconsin Avenue 23rd Floor
BETHESDA, MD 20814
CRD# 8174
Registered with this firm since: 11/01/2019

B **UBS FINANCIAL SERVICES INC.**
7272 Wisconsin Avenue 23rd Floor
BETHESDA, MD 20814
CRD# 8174
Registered with this firm since: 11/01/2019

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
- 27 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 **GUGGENHEIM FUNDS DISTRIBUTORS, LLC**
CRD# 39805
CHICAGO, IL
11/2015 - 11/2019

IA **GUGGENHEIM INVESTMENTS**
CRD# 105477
NEW YORK, NY
11/2015 - 11/2019

B **INCAPITAL INSURANCE SERVICES, LLC**
CRD# 156622
BOCA RATON, FL
12/2013 - 11/2015

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
Regulatory Event	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 10 SROs and is licensed in 27 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	11/01/2019
B	Cboe Exchange, Inc.	General Securities Representative	Approved	11/01/2019
B	FINRA	General Securities Representative	Approved	11/01/2019
B	FINRA	Invest. Co and Variable Contracts	Approved	11/01/2019
B	NYSE American LLC	General Securities Representative	Approved	11/01/2019
B	NYSE Arca, Inc.	General Securities Representative	Approved	11/01/2019
B	NYSE Texas, Inc.	General Securities Representative	Approved	11/01/2019
B	Nasdaq ISE, LLC	General Securities Representative	Approved	11/01/2019
B	Nasdaq PHLX LLC	General Securities Representative	Approved	11/01/2019
B	Nasdaq Stock Market	General Securities Representative	Approved	11/01/2019
B	New York Stock Exchange	General Securities Representative	Approved	11/01/2019

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	01/04/2022
B	California	Agent	Approved	11/01/2019

Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Colorado	Agent	Approved	04/04/2024
B	Delaware	Agent	Approved	11/01/2019
B	District of Columbia	Agent	Approved	11/01/2019
B	Florida	Agent	Approved	11/01/2019
IA	Florida	Investment Adviser Representative	Approved	02/13/2024
B	Georgia	Agent	Approved	11/01/2019
B	Illinois	Agent	Approved	11/01/2019
B	Indiana	Agent	Approved	12/20/2023
B	Louisiana	Agent	Approved	11/01/2019
B	Maine	Agent	Approved	11/01/2019
B	Maryland	Agent	Approved	11/01/2019
IA	Maryland	Investment Adviser Representative	Approved	11/01/2019
B	Massachusetts	Agent	Approved	01/28/2021
B	Michigan	Agent	Approved	07/21/2025
B	Nevada	Agent	Approved	01/19/2024
B	New Jersey	Agent	Approved	01/04/2024
B	New Mexico	Agent	Approved	01/19/2024
B	New York	Agent	Approved	11/01/2019
B	North Carolina	Agent	Approved	11/01/2019
B	Ohio	Agent	Approved	11/03/2019
B	Oklahoma	Agent	Approved	12/20/2023

Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Pennsylvania	Agent	Approved	11/01/2019
B	South Carolina	Agent	Approved	11/01/2019
B	Texas	Agent	Approved	11/01/2019
IA	Texas	Investment Adviser Representative	Restricted Approval	11/03/2019
B	Vermont	Agent	Approved	12/20/2023
B	Virginia	Agent	Approved	11/01/2019
B	Washington	Agent	Approved	01/19/2024

Branch Office Locations

UBS FINANCIAL SERVICES INC.
7272 Wisconsin Avenue 23rd Floor
BETHESDA, MD 20814

UBS FINANCIAL SERVICES INC.
Holmes Beach, FL

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	Securities Industry Essentials Examination	SIE	10/01/2018
B	General Securities Representative Examination	Series 7	03/20/2012
B	Investment Company Products/Variable Contracts Representative Examination	Series 6	04/09/2010

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination	Series 65	04/05/2012
B	Uniform Securities Agent State Law Examination	Series 63	12/30/2010

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	11/2015 - 11/2019	GUGGENHEIM FUNDS DISTRIBUTORS, LLC	39805	CHICAGO, IL
IA	11/2015 - 11/2019	GUGGENHEIM INVESTMENTS	105477	BETHESDA, MD
B	12/2013 - 11/2015	INCAPITAL INSURANCE SERVICES, LLC	156622	BOCA RATON, FL
B	12/2013 - 11/2015	INCAPITAL LLC	101420	BOCA RATON, FL
IA	04/2012 - 12/2013	INVESCO ADVISERS, INC.	105360	ATLANTA, GA
B	02/2012 - 12/2013	INVESCO DISTRIBUTORS, INC.	7369	DOWNERS GROVE, IL
B	04/2010 - 01/2012	FRANKLIN/TEMPLETON DISTRIBUTORS, INC.	332	ST. PETERSBURG, FL

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
11/2019 - Present	UBS FINANCIAL SERVICES INC	FINANCIAL ADVISOR	Y	BETHESDA, MD, United States
11/2015 - 11/2019	GUGGENHEIM FUNDS DISTRIBUTORS, LLC	REGIONAL VICE PRESIDENT	Y	CHICAGO, 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.

1) Hallie Page Designs / United States / 520 Key Royale Drive, Holmes Beach, Florida 34217 / Sole proprietorship / Household Goods & Textiles / Refurbish vintage mirrors for resale. / I am the sole owner. / Receive Compensation?: YES / Investment in Company?: YES; 100% / Start Date 5/1/2020 ///

Registration and Employment History

Other Business Activities, continued

2) Florida Coastline Interiors LLC; Anna Maria, Florida 34216; Company; Retailers (Apparel, Food, General); This is a clothing store owned by my mother. My parents would like to add me as a director of the company for succession planning reasons. There is no additional hours required of me.; Executive director; My parents would like to add me as a director of the company for succession planning reasons. My parents recently updated their estate and realized that my mother is the only officer of the company. They think its wise to add me to the company.; Start date: 7/1/2024 ///

3) Collective Liberty/ Washington DC / DC / United States //https://collectiveliberty.org/ Charity / Advisor or advisory group member if advice given may influence an officer or board /I will be the Treasurer of the Board. There is no investment account for this charity. My role is not investment related./Start Date 7/15/2020

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
Regulatory Event	0	1	0

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.

Regulatory - Final

This type of disclosure event may involve (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of a broker's authority to act as an attorney, accountant, or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	02/13/2024
Docket/Case Number:	117891-SR
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	UBS Financial Services Inc.
Product Type:	No Product
Allegations:	Rendered investment advice, from a location within Florida, without being registered by the Office.
Current Status:	Final
Resolution:	Order

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	02/13/2024
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$18,500.00
Portion Levied against individual:	$18,500.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	02/13/2024
Was any portion of penalty waived?	No
Amount Waived:	
Regulator Statement	On February 13, 2024, the Office of Financial Regulation (Office) entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Hallie Page Lee (Lee). Lee neither admitted nor denied the allegations but consented to the entry of findings by the Office. The Office found that Lee violated Section 517.12(4), Florida Statutes, by rendering investment advice, from a location within Florida, without being registered by the Office. Lee agreed to Cease and Desist from violations of Chapter 517, Florida Statutes, and the Administrative Rules adopted thereto, and to pay an administrative fine in the amount of $18,500. The Office agreed to approve Lee's application as an associated person (RA) with UBS Financial Services Inc. effective February 13, 2024.

Reporting Source:	Broker
Regulatory Action Initiated By:	State of Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist

	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	06/09/2023
Docket/Case Number:	117891-SR
Employing firm when activity occurred which led to the regulatory action:	UBS Financial Services, Inc.
Product Type:	No Product
Allegations:	On June 9, 2023, the Office received an application, via Form U4, Uniform Application for Securities Industry Registration ("FormU4"), through the Central Registration Depository ("CRD"), for Lee's registration with the Office as an associated person of UBS Financial Services Inc. ("UBS"), a federal covered adviser. Lee has been registered with the Office since November 2019 as an associated person of UBS for its activities as a securities dealer. Lee's CRD number is 5706622. On June 14, 2023, the Office sent a deficiency letter to Lee and requested documentation regarding, among other things, possible unregistered investment advisory business activity. On August 8, 2023, the Office received Lee's written statement describing her business activity for UBS in Florida from July 2020 through June 2023. Lee maintains that UBS was aware that Lee was engaged in business activity for UBS from her residence in Florida but did not submit an application to register Lee until June 9, 2023. The Office maintains Lee rendered investment advice in Florida from July 2020 through June 2023, while Ms. Lee was not registered with the Office as an associated person of UBS for its activities as a federal covered adviser.
Current Status:	Final
Resolution:	Stipulation and Consent
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	01/08/2024
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)

Total Amount:	$18,500.00
Portion Levied against individual:	$18,500.00
Payment Plan:	The administrative fine shall be submitted in the form of a certified check, money order, or wire transfer
Is Payment Plan Current:	Yes
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	

End of Report

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