

BrokerCheck Report

Jeffrey Ritch

CRD# 5980139

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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:

- 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



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.

Jeffrey Ritch

CRD# 5980139

Currently employed by and registered with the following Firm(s):**IA UBS FINANCIAL SERVICES INC.**

150 SECOND AVE. NORTH
SUITE 1000
ST. PETERSBURG, FL 33701
CRD# 8174

Registered with this firm since: 01/29/2021

B UBS FINANCIAL SERVICES INC.

150 SECOND AVE. NORTH
SUITE 1000
ST. PETERSBURG, FL 33701
CRD# 8174

Registered with this firm since: 01/29/2021

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:

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

This broker has passed:

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

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**

Registration History

This broker was previously registered with the following securities firm(s):**B J.P. MORGAN SECURITIES LLC**

CRD# 79
CLEARWATER, FL
10/2016 - 02/2021

IA J.P. MORGAN SECURITIES LLC

CRD# 79
NEW YORK, NY
10/2016 - 02/2021

IA E*TRADE CAPITAL MANAGEMENT, LLC

CRD# 42159
ARLINGTON, VA
11/2015 - 10/2016

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 21 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	01/29/2021
B Cboe Exchange, Inc.	General Securities Representative	Approved	01/29/2021
B FINRA	General Securities Representative	Approved	01/29/2021
B NYSE American LLC	General Securities Representative	Approved	01/29/2021
B NYSE Arca, Inc.	General Securities Representative	Approved	01/29/2021
B NYSE Texas, Inc.	General Securities Representative	Approved	01/29/2021
B Nasdaq ISE, LLC	General Securities Representative	Approved	01/29/2021
B Nasdaq PHLX LLC	General Securities Representative	Approved	01/29/2021
B Nasdaq Stock Market	General Securities Representative	Approved	01/29/2021
B New York Stock Exchange	General Securities Representative	Approved	01/29/2021

U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	Approved	01/29/2021
B Arkansas	Agent	Approved	01/29/2021
B California	Agent	Approved	01/29/2021

Broker Qualifications



Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
B Colorado	Agent	Approved	01/29/2021
B Connecticut	Agent	Approved	01/29/2021
B Florida	Agent	Approved	01/29/2021
IA Florida	Investment Adviser Representative	Approved	02/16/2021
B Georgia	Agent	Approved	01/29/2021
IA Georgia	Investment Adviser Representative	Approved	09/18/2023
B Hawaii	Agent	Approved	01/29/2021
B Indiana	Agent	Approved	01/29/2021
B Louisiana	Agent	Approved	07/11/2024
B Maryland	Agent	Approved	01/29/2021
B Massachusetts	Agent	Approved	10/12/2023
B Missouri	Agent	Approved	01/29/2021
B New Jersey	Agent	Approved	01/29/2021
B New York	Agent	Approved	01/29/2021
B North Carolina	Agent	Approved	01/29/2021
B Rhode Island	Agent	Approved	01/29/2021
B South Carolina	Agent	Approved	01/29/2021
IA Texas	Investment Adviser Representative	Approved	01/29/2021
B Virginia	Agent	Approved	03/21/2023
B Wisconsin	Agent	Approved	01/29/2021

Broker Qualifications



Employment 1 of 1, continued

Branch Office Locations

UBS FINANCIAL SERVICES INC.
150 SECOND AVE. NORTH
SUITE 1000
ST. PETERSBURG, FL 33701

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

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	11/17/2011

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	01/04/2012

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 10/2016 - 02/2021	J.P. MORGAN SECURITIES LLC	79	CLEARWATER, FL
IA 10/2016 - 02/2021	J.P. MORGAN SECURITIES LLC	79	CLEARWATER, FL
IA 11/2015 - 10/2016	E*TRADE CAPITAL MANAGEMENT, LLC	42159	Tampa, FL
B 10/2015 - 10/2016	E*TRADE SECURITIES LLC	29106	TAMPA, FL
IA 03/2012 - 05/2015	UBS FINANCIAL SERVICES INC.	8174	ST. PETERSBURG, FL
B 03/2012 - 05/2015	UBS FINANCIAL SERVICES INC.	8174	ST. PETERSBURG, FL
IA 01/2012 - 03/2012	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAINT PETERSBURG, FL
B 11/2011 - 03/2012	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAINT 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
01/2021 - Present	UBS Financial Services Inc	Financial Advisor	Y	St Petersburg, FL, United States
10/2016 - 01/2021	J.P. MORGAN SECURITIES LLC	Private Client Advisor	N	SAINT PETERSBURG, FL, United States
10/2016 - 01/2021	J.P. MORGAN SECURITIES LLC	Private Client Advisor	N	ST PETERSBURG, FL, United States
10/2015 - 10/2016	E*TRADE Capital Management LLC	Financial Consultant	Y	Tampa, FL, United States
10/2015 - 10/2016	E*TRADE Securities LLC	Financial Consultant	Y	Tampa, 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.

1) NAME OF ENTITY: PINELLAS AREA REFEREES; POSITION: INDEPENDENT CONTRACTOR / REFEREE; START DATE: 11/1/2007; ADDRESS: PO Box 10212 St Petersburg, FL 33713; DETAILS: REFEREE HIGH SCHOOL BASKETBALL GAMES.; INVESTMENT RELATED: NO; HOURS DEDICATED (per month unless otherwise indicated): 10; HOURS DURING TRADING: 0 ///

2) 5th Generation LLC DBA D1 Training North St. Pete; St. Petersburg, Pinellas County, Florida 33705; Company; Fitness and person training; I will be a non operating owner. Owner overseeing general manager who will run day to day operations; Proprietor / owner; I will oversee business as a non operating owner. I will oversee a General Manager who will run day to day operations; Start date: 1/6/2025

End of Report



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