BrokerCheck Report

Sherika Ralliford

CRD# 6797825

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Please be aware that fraudsters may link to BrokerCheck from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our investor alert on imposters.

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.

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.

Sherika Ralliford

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This broker is not currently registered.

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 not currently registered.

This broker has passed:

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

Registration History

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

B **NYLIFE SECURITIES LLC**
CRD# 5167
PORT SAINT LUCIE, FL
07/2022 - 11/2023

B **AMERIPRISE FINANCIAL SERVICES, LLC**
CRD# 6363
Boca Raton, FL
02/2022 - 04/2022

B **NEWBRIDGE SECURITIES CORPORATION**
CRD# 104065
BOCA RATON, FL
12/2020 - 01/2022

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
Termination	1
Financial	1

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at https://www.adviserinfo.sec.gov

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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 broker is not currently registered.

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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.

This individual has passed 0 principal/supervisory exams, 3 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	General Securities Representative Examination	Series 7TO	01/28/2019
B	Securities Industry Essentials Examination	SIE	02/23/2018
B	Investment Company Products/Variable Contracts Representative Examination	Series 6	09/20/2017

State Securities Law Exams

Exam		Category	Date
B IA	Uniform Combined State Law Examination	Series 66	04/11/2019

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/.

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Broker Qualifications

Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.

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Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates		Firm Name	CRD#	Branch Location
B	07/2022 - 11/2023	NYLIFE SECURITIES LLC	5167	PORT SAINT LUCIE, FL
B	02/2022 - 04/2022	AMERIPRISE FINANCIAL SERVICES, LLC	6363	Boca Raton, FL
B	12/2020 - 01/2022	NEWBRIDGE SECURITIES CORPORATION	104065	BOCA RATON, FL
B	12/2018 - 02/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	DELRAY BEACH, FL
B	09/2017 - 02/2018	PRUCO SECURITIES, LLC.	5685	West Palm Beach, 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
07/2022 - Present	NYLIFE Securities LLC	Registered Rep	Y	Sunrise, FL, United States
05/2022 - Present	New York Life Insurance Co	Agent	Y	Sunrise, FL, United States
02/2022 - 04/2022	AMERIPRISE FINANCIAL SERVICES, LLC	Registered rep	Y	Boca Raton, FL, United States
12/2020 - 01/2022	NEWBRIDGE FINANCIAL SERVICES GROUP, INC	INVESTMENT ADVISER REPRESENTATIVE	Y	BOCA RATON, FL, United States
12/2020 - 12/2020	NEWBRIDGE SECURITIES CORPORATION	REGISTERED REPRESENTATIVE	Y	BOCA RATON, FL, United States
03/2020 - 12/2020	PARK AVENUE SECURITIES LLC	FINANCIAL REPRESENTATIVE	Y	WEST PALM BEACH, FL, United States
03/2020 - 03/2020	NORTHWESTERN MUTUAL INVESTMENTS SERVICES LLC	FINANCIAL PROFESSIONAL	Y	PALM BEACH GARDENS, FL, United States
11/2018 - 02/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	Financial Advisor Trainee	Y	BOCA RATON, FL, United States

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Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
08/2018 - 11/2018	US Health Advisors	Independent Contractor - Health Insurance Agent	N	Fort Worth, FL, United States
03/2018 - 09/2018	City of West Palm Beach	Telecommunicator	N	West Palm Beach, FL, United States
01/2018 - 03/2018	Sprint	Sales Associate	N	West palm Beach, FL, United States
10/2017 - 02/2018	The Prudential Insurance Company of America	Financial Professional	N	W. PALM BEACH, FL, United States
04/2017 - 02/2018	Pruco Securities, LLC	Registered Representative	Y	W. PALM BEACH, FL, United States
04/2017 - 06/2017	ADT	Residential Resale Representative	N	West Palm Beach, FL, United States
10/2013 - 03/2017	AT&T	Compliance Security Analyst	N	North Palm Beach, FL, United States
03/2010 - 12/2014	Lincoln Financial media	Promotions Assistant	N	Miami, FL, 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.

[Insurance Brokering; appointed with outside carriers for the purpose of brokering non-registered products; 4690 Portofino Way, Apt 104, West Palm Beach, FL 33409; start 05/2022; commissions; 10 hours per month, 10 hours during securities trading hours; insurance related]

[SKR HDGS LLC - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 4690 Portofino Way, Apt 104, West Palm Beach, FL 33409; Start Date 01/2022; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Outdare Entertainment, Inc. - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 7750 OKEECHOBEE BLVD 4-317 WEST PALM BEACH, FL 33411; Start Date 03/2017; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Dream The Impossible, Inc. - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 7750 Okeechobee Blvd 4-317 West Palm Beach, FL 33411; Start Date 07/2013; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

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Registration and Employment History

Other Business Activities, continued

[Dream The Impossible Press Corp - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. Owner of company name.; 7750 OKEECHOBEE BLVD SUITE 4-317 WEST PALM BEACH, FL 33411; Start Date 05/2017; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Star Administrative Services, Inc. - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. Owner of company name.; 8090 NW 13TH STREET UNIT A MARGATE, FL 33063; Start Date 08/2011; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

[Savvy Money Factory, LLC - Dormant; Passive company that is not active. Haven't dissolved to keep the company name. ; 4690 Portofino Way Apt 104 West Palm Beach, FL 33409; Start Date 06/2020; Role/Title: Owner; Not Investment Related; 0 hours per month; 0 hours per month during securities trading hours]

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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:**
   - 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.
   -
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
Termination	N/A	1	N/A
Financial	0	1	N/A

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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.

Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source:	Firm
Employer Name:	NYLIFE SECURITIES LLC
Termination Type:	Permitted to Resign
Termination Date:	10/11/2023
Allegations:	Sherika Ralliford resigned after a review determined that she violated company policies relating to outside business activities and marketing. The violations included engaging in unapproved activities and using an unapproved website, email address and a professional designation.
Product Type:	Other: Advertised involvement in prohibited/unapprovable activities advising on IPOs/SPOs, Private Placements & Alternative Investments

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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

Reporting Source:	Broker
Action Type:	Bankruptcy
Bankruptcy:	Chapter 7
Action Date:	02/02/2015
Organization Investment-Related?	
Type of Court:	Federal Court
Name of Court:	Florida Federal Court
Location of Court:	Fort Lauderdale, FL
Docket/Case #:	1511997
Action Pending?	No
Disposition:	Discharged
Disposition Date:	05/15/2015

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End of Report

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