

BrokerCheck Report

WALTER FRANCIS GREENDA JR

CRD# 722911

Report #74042-37764, data current as of Thursday, December 11, 2014.

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 3
Registration and Employment History	4 - 5
Disclosure Events	6

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 <http://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.



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.

Thank you for using FINRA BrokerCheck.

WALTER F. GREYDA JR

CRD# 722911

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:

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

Registration History

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

MID ATLANTIC CAPITAL CORPORATION

CRD# 10674
BUFFALO, NY
09/2011 - 07/2013

WALL STREET FINANCIAL GROUP, INC.

CRD# 35830
HAMBURG, NY
10/2006 - 03/2011

SECURITIES AMERICA, INC.

CRD# 10205
CHEEKTOWAGA, NY
03/1990 - 09/2006

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
Investigation	1
Customer Dispute	4

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

<http://www.adviserinfo.sec.gov>

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.



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

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination	Series 24	02/03/1986

General Industry/Product Exams

Exam	Category	Date
General Securities Representative Examination	Series 7	01/17/1981

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination	Series 63	04/03/1984
Uniform Investment Adviser Law Examination	Series 65	02/12/2007

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/.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
09/2011 - 07/2013	MID ATLANTIC CAPITAL CORPORATION	10674	BUFFALO, NY
10/2006 - 03/2011	WALL STREET FINANCIAL GROUP, INC.	35830	HAMBURG, NY
03/1990 - 09/2006	SECURITIES AMERICA, INC.	10205	CHEEKTOWAGA, NY
11/1989 - 03/1990	ROYAL ALLIANCE ASSOCIATES, INC.	23131	NEW YORK, NY
12/1986 - 11/1989	INTEGRATED RESOURCES EQUITY CORPORATION	6403	
05/1985 - 12/1986	WESTMORELAND CAPITAL CORPORATION	11469	
12/1983 - 05/1985	APPLE FINANCIAL CORPORATION	10375	
03/1983 - 01/1984	DEAN WITTER REYNOLDS INC.	7556	
01/1981 - 11/1982	FIRST JERSEY SECURITIES, INC.	6621	

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 Dates	Employer Name	Employer Location
09/2011 - Present	MID ATLANTIC CAPITAL CORPORATION	BUFFALO, NY
01/2011 - Present	RELIANCE FINANCIAL ADVISORS	BUFFALO, NY
10/1988 - Present	RELIANCE FINANCIAL GROUP, INC.	CHEEKTOWAGA, NY
10/2006 - 03/2011	WALL STREET FINANCIAL GROUP	BUFFALO, NY
01/2004 - 09/2006	SECURITIES AMERICA ADVISORS, INC.	CHEEKTOWAGA, NY
03/1990 - 09/2006	SECURITIES AMERICA, INC.	CHEEKTOWAGA, NY

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)PRESTIGE WEALTH MANAGMENT FUND, LP/2819 WILLIAM ST., BUFFALO,NY 14227/HEDGE FUND/PRESIDENT/START DATE APR 2011/10HRS PER MONTH/10HRS DURING THE MARKET PER MONTH/PARTNER - - 2)RELIANCE FINANCIAL ADVISORS, LLC/2819 WILLIAM ST., BUFFALO,NY 14227/RIA/PRESIDENT/START DATE JAN-2011/70HRS PER MONTH/33HRS DURING THE MARKET PER MONTH/INVESTMENT MANAGEMENT



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
Customer Dispute	0	4	N/A



Investigation	1	N/A	N/A
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Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure 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.

Customer Dispute - Award/Judgment

This type of disclosure event involves a final, consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the broker that resulted in an arbitration award or civil judgment for the customer.

Disclosure 1 of 1

Reporting Source:	Regulator
Employing firm when activities occurred which led to the complaint:	SECURITIES AMERICA, INC.
Allegations:	BREACH OF FIDUCIARY DUTY; MISREPRESENTATIONS; FRAUD; NEGLIGENCE; UNSUITABILITY
Product Type:	Other: UNSPECIFIED SECURITIES IN CLAIMANTS'IRA ACCOUNT
Alleged Damages:	\$475,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:	NASD - CASE #05-01402
Date Notice/Process Served:	03/15/2005
Arbitration Pending?	No
Disposition:	Award
Disposition Date:	03/09/2006
Disposition Detail:	GREYDA IS LIABLE, JOINTLY AND SEVERALLY, AND SHALL PAY CLAIMANTS \$115,000, PLUS INTEREST, AS COMPENSATORY DAMAGES.



Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: STATEMENT OF CLAIM ALLEGES MISREPRESENTATIONS, UNSUITABLE RECOMMENDATIONS AND EXCESSIVE AMOUNT OF COMMISSION AND FEES WERE CHARGED FOR THE PURCHASE OF VA AND EQUITIES.

Product Type: Annuity(ies) - Variable

Other Product Type(s): EQUITIES

Alleged Damages: \$475,000.00

Customer Complaint Information

Date Complaint Received: 03/28/2005

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 03/24/2005

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [NASD ARBITRATION CASE 05-01402](#)

Date Notice/Process Served: 03/24/2005

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 03/09/2006

Monetary Compensation Amount: \$115,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Broker



Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: STATEMENT OF CLAIM ALLEGES MISREPRESENTATIONS, UNSUITABLE RECOMMENDATIONS AND EXCESSIVE AMOUNT OF COMMISSION AND FEES WERE CHARGED FOR THE PURCHASE OF VA AND EQUITIES.

Product Type: Annuity(ies) - Variable

Other Product Type(s): EQUITIES

Alleged Damages: \$475,000.00

Customer Complaint Information

Date Complaint Received: 03/28/2005

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 03/24/2005

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [NASD ARBITRATION CASE 05-01402](#)

Date Notice/Process Served: 03/24/2005

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 03/09/2006

Monetary Compensation Amount: \$115,000.00

Individual Contribution Amount: \$0.00



Customer Dispute - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	SECURITIES AMERICA, INC.
Allegations:	NASD STATEMENT OF CLAIM ALLEGES MISREPRESENTATIONS, UNSUITABLE RECOMMENDATIONS AND UNJUSTIFIABLE COMMISSIONS AND FEES. DATES MAY 1998 THROUGH JANUARY 2006.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	\$98,500.00

Customer Complaint Information

Date Complaint Received:	07/21/2006
Complaint Pending?	No
Status:	Arbitration/Reparation
Status Date:	07/21/2006
Settlement Amount:	

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:	NASD CASE #06-03286
Date Notice/Process Served:	07/21/2006
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	02/23/2007
Monetary Compensation Amount:	\$18,475.00



Individual Contribution Amount: \$0.00

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: NASD STATEMENT OF CLAIM ALLEGES MISREPRESENTATIONS, UNSUITABLE RECOMMENDATIONS AND UNJUSTIFIABLE COMMISSIONS AND FEES. DATES MAY 1998 THROUGH JANUARY 2006

Product Type: Annuity(ies) - Variable

Alleged Damages: \$98,500.00

Customer Complaint Information

Date Complaint Received: 07/21/2006

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 07/21/2006

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD CASE #06-03286

Date Notice/Process Served: 07/21/2006

Arbitration Pending? No

Disposition: Settled

Disposition Date: 02/23/2007

Monetary Compensation Amount: \$18,475.00

Individual Contribution Amount: \$0.00

Broker Statement BROKER CONTENDS THAT ALL TRADES WERE SUITABLE AND



AUTHORIZED. CASE SETTLED FOR BUSINESS COST VS. BENEFIT PURPOSES ONLY.

Disclosure 2 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	SECURITIES AMERICA, INC.
Allegations:	CUSTOMER ALLEGES THAT MR. GRENDA, AS SUCCESSOR FINANCIAL ADVISOR ON HER ACCOUNTS, MADE UNSUITABLE INVESTMENTS AND UNAUTHORIZED TRADES.
Product Type:	Equity Listed (Common & Preferred Stock)
Other Product Type(s):	MUTUAL FUNDS
Alleged Damages:	\$235,355.15

Customer Complaint Information

Date Complaint Received:	
Complaint Pending?	
Status:	Arbitration/Reparation
Status Date:	
Settlement Amount:	
Individual Contribution Amount:	

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:	NASD DISPUTE RESOLUTION ARBITRATION NUMBER: 05-04309
Date Notice/Process Served:	10/03/2005
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	09/05/2006
Monetary Compensation Amount:	\$47,500.00



Individual Contribution Amount: \$0.00

Firm Statement BROKER CONTENDS THAT ALL TRADES WERE SUITABLE AND AUTHORIZED. CASE SETTLED FOR BUSINESS COST V. BENEFIT PURPOSES ONLY.

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: CUSTOMER ALLEGES THAT MR. GRENDA, AS SUCCESSOR FINANCIAL ADVISOR ON HER ACCOUNTS, MADE UNSUITABLE INVESTMENTS AND UNAUTHORIZED TRADES.

Product Type: Equity Listed (Common & Preferred Stock)

Other Product Type(s): MUTUAL FUNDS

Alleged Damages: \$235,355.15

Customer Complaint Information

Date Complaint Received:

Complaint Pending?

Status: Arbitration/Reparation

Status Date: 10/03/2005

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD DISPUTE RESOLUTION ARBITRATION NUMBER: 05-04309

Date Notice/Process Served: 10/03/2005

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/05/2006



Monetary Compensation Amount: \$47,500.00

Individual Contribution Amount: \$0.00

Broker Statement "BROKER CONTENDS THAT ALL TRADES WERE SUITABLE AND AUTHORIZED. CASE SETTLED FOR BUSINESS COST VS. BENEFIT PURPOSES ONLY."



Customer Dispute - Closed-No Action/Withdrawn/Dismissed/Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 1

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	SECURITIES AMERICA, INC.
Allegations:	CLIENT IS ALLEGING THAT THE PRUDENTIAL VARIABLE ANNUITY SOLD TO HER AND HER HUSBAND WAS UNSUITABLE AND THAT THE REPRESENTATIVE MISREPRESENTED THE PRODUCT TO THEM.
Product Type:	Annuity-Variable
Alleged Damages:	\$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	CLIENT IS NOT ALLEGING A SPECIFIC DOLLAR AMOUNT IN DAMAGES, BUT FIRM CANNOT MAKE A GOOD FAITH DETERMINATION THAT ANY LOSSES WOULD BE LESS THAN \$5000.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	05/07/2010
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	05/26/2010
Settlement Amount:	
Individual Contribution Amount:	

Reporting Source: Broker



Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA

Allegations: CLIENT IS ALLEGING THAT THE PRUDENTIAL VARIABLE ANNUITY SOLD TO THEM WAS UNSUITABLE AND THAT THE REPRESENTATIVE MISREPRESENTED THE PRODUCT TO THEM.

Product Type: Annuity-Variable

Alleged Damages: \$5,000.00

Alleged Damages Amount Explanation (if amount not exact): CLIENT IS NOT MAKING ANY SPECIFIC DOLLAR ALLEGATIONS, BUT A GOOD FAITH DETERMINATION THAT ANY LOSS WOULD BE UNDER \$5000.00 IS NOT KNOWN.

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 05/27/2010

Complaint Pending? No

Status: Closed/No Action

Status Date: 05/27/2010

Settlement Amount:

Individual Contribution Amount:

Broker Statement THE ANNUITY COMPANY WAS SERVED WITH THE COMPLAINT. THEY WILL BE RESPONDING TO THE CLIENT.



Investigation

This type of disclosure event involves any ongoing formal investigation by an entity such as a grand jury state or federal agency, self-regulatory organization or foreign regulatory authority. Subpoenas, preliminary or routine regulatory inquiries, and general requests by a regulatory entity for information are not considered investigations and therefore are not included in a BrokerCheck report.

Disclosure 1 of 1

Reporting Source:	Regulator
Initiated By:	FINRA
Notice Date:	09/17/2013
Details:	WELLS NOTICE EXAMINATION #20130361687: FINRA MADE A PRELIMINARY DETERMINATION TO RECOMMEND THAT DISCIPLINARY ACTION BE BROUGHT AGAINST GREENDA FOR POTENTIAL WILLFUL VIOLATIONS OF SECTION 10(B) OF THE SECURITIES EXCHANGE ACT OF 1934, SEC RULE 10B-5, FINRA RULES 2020, 3240, 8210, AND 2010, AND NASD RULE 2370.
Is Investigation pending?	Yes

End of Report



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