

BrokerCheck Report

HERBERT MADISON PONDER

CRD# 1316764

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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.

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.

**HERBERT M. PONDER**

CRD# 1316764

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

B MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
 3455 PEACHTREE RD NE
 PBIG - SOUTHEAST
 ATLANTA, GA 30326
 CRD# 7691
 Registered with this firm since: 11/21/1984

IA MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
 3455 PEACHTREE RD NE
 PBIG - SOUTHEAST
 ATLANTA, GA 30326
 CRD# 7691
 Registered with this firm since: 07/01/1991

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:

- 9 Self-Regulatory Organizations
- 30 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):

No information reported.

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 9 SROs and is licensed in 30 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED**

Main Office Address: **ONE BRYANT PARK
NEW YORK, NY 10036**

Firm CRD#: **7691**

	SRO	Category	Status	Date
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	05/09/2014
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	05/09/2014
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	05/09/2014
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	05/09/2014
B	Cboe Exchange, Inc.	General Securities Representative	Approved	03/03/1991
B	FINRA	General Securities Representative	Approved	11/21/1984
B	Investors' Exchange LLC	General Securities Representative	Approved	08/18/2016
B	Nasdaq Stock Market	General Securities Representative	Approved	07/12/2006
B	New York Stock Exchange	General Securities Representative	Approved	11/22/1984

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	04/26/1989
IA	Alabama	Investment Adviser Representative	Approved	07/01/1991
B	California	Agent	Approved	10/31/1987
B	Colorado	Agent	Approved	06/08/1992

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Connecticut	Agent	Approved	05/09/2023
B	Delaware	Agent	Approved	10/27/2004
B	District of Columbia	Agent	Approved	10/27/2004
B	Florida	Agent	Approved	02/25/1987
B	Georgia	Agent	Approved	01/23/1985
IA	Georgia	Investment Adviser Representative	Approved	07/29/2004
B	Kentucky	Agent	Approved	10/27/2004
B	Louisiana	Agent	Approved	11/09/1999
B	Massachusetts	Agent	Approved	06/08/1992
B	Michigan	Agent	Approved	01/23/2018
B	Mississippi	Agent	Approved	06/11/1992
B	Montana	Agent	Approved	06/24/2019
B	Nebraska	Agent	Approved	10/27/2004
B	Nevada	Agent	Approved	08/14/2002
B	New York	Agent	Approved	01/15/2004
B	North Carolina	Agent	Approved	03/16/1987
B	Ohio	Agent	Approved	04/24/2023
B	Oklahoma	Agent	Approved	01/11/2021
B	Oregon	Agent	Approved	06/01/2023
B	Pennsylvania	Agent	Approved	01/18/2023
B	South Carolina	Agent	Approved	06/03/1988



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Tennessee	Agent	Approved	08/23/1988
B	Texas	Agent	Approved	04/03/1997
IA	Texas	Investment Adviser Representative	Restricted Approval	04/03/1997
B	Utah	Agent	Approved	01/05/2015
B	Virginia	Agent	Approved	10/28/1987
B	West Virginia	Agent	Approved	08/30/2022
B	Wisconsin	Agent	Approved	05/07/2021
B	Wyoming	Agent	Approved	04/20/1998

Branch Office Locations

MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
 3455 PEACHTREE RD NE
 PBIG - SOUTHEAST
 ATLANTA, GA 30326



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 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 Futures Managed Funds Examination	Series 31	06/09/2004
B General Securities Representative Examination	Series 7	11/17/1984

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	08/20/1992
B Uniform Securities Agent State Law Examination	Series 63	01/22/1985

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
No information reported.			

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
03/2010 - Present	BANK OF AMERICA, NA	PRIVATE WEALTH ADVISOR	Y	ATLANTA, GA, United States
06/1983 - Present	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	OTHER - ANALYST	Y	ATLANTA, GA, 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.

I*121897

For profit or not for profit: Non-Profit Organization

Name of outside business organization: Buckhead Christian Ministries

Investment related: N

Address of business:

Atlanta, Georgia 30305

Nature of business: Charitable Organization,

Position, title, association: Advisory Board Member,

Start date of relationship: 6/1/2019

Number of hours devoted: 40 hour(s) Annually

Number of hours devoted during trading hours: 0

Duties: Board of Directors on this non-profit organization

I*58941

For profit or not for profit: For-Profit Organization

Registration and Employment History



Other Business Activities, continued

Name of outside business organization: Reeds Lake LLC

Investment related: Y

Address of business:

Atlanta, Georgia 30305

Nature of business: LLC,

Position, title, association: Limited Partner,

Start date of relationship: 12/10/2012

Number of hours devoted: 3 hour(s) Annually

Number of hours devoted during trading hours: 0

Duties: Approval was originally granted under the name of Cedar Ridge Farm LLC. LLC had a name change to Reeds Lake LLC. All else the same. LLC that will own rural property. Property could potentially be placed in a conservation easement.

I*121895

For profit or not for profit: Non-Profit Organization

Name of outside business organization: Northside United Methodist Church

Investment related: N

Address of business:

Atlanta, Georgia 30305

Nature of business: Charitable Organization,

Position, title, association: Committee Member,

Start date of relationship: 1/1/2019

Number of hours devoted: 20 hour(s) Annually

Number of hours devoted during trading hours: 0

Duties: Serving on the Finance Committee

I*977284

For profit or not for profit: Entity Charitable

Name of outside business organization: Washington & Lee University

Investment related: N

Address of business: Lexington, Virginia

Nature of business: ["School, College or University"]

Position, title, association: ["Committee"], [{"Other"}]

Start date of relationship: 10/1/2022

Number of hours devoted: 10 hour(s) Monthly

Number of hours devoted during trading hours: 5

Duties: , Class Reunion Chairman

End of Report



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