

BrokerCheck Report

STRONG CAPITAL MARKETS, LLC

CRD# 314056

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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.

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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.](http://www.finra.org)



STRONG CAPITAL MARKETS, LLC

CRD# 314056

SEC# 8-70746

Main Office Location

1266 EAST MAIN STREET
STAMFORD, CT 06902
Regulated by FINRA Boston Office

Mailing Address

1266 EAST MAIN STREET
STAMFORD, CT 06902

Business Telephone Number

475-477-9600

Report Summary for this Firm

This report summary provides an overview of the brokerage firm. Additional information for this firm can be found in the detailed report.

Firm Profile

This firm is classified as a limited liability company.

This firm was formed in Delaware on 03/02/2021.

Its fiscal year ends in December.

Firm History

Information relating to the brokerage firm's history such as other business names and successions (e.g., mergers, acquisitions) can be found in the detailed report.

Firm Operations

This firm is registered with:

- the SEC
- 1 Self-Regulatory Organization
- 39 U.S. states and territories

Is this brokerage firm currently suspended with any regulator? **No**

This firm conducts 16 types of businesses.

This firm is affiliated with financial or investment institutions.

This firm has referral or financial arrangements with other brokers or dealers.

Disclosure Events

Brokerage firms are required to disclose certain criminal matters, regulatory actions, civil judicial proceedings and financial matters in which the firm or one of its control affiliates has been involved.

Are there events disclosed about this firm? **No**



Firm Profile

This firm is classified as a limited liability company.

This firm was formed in Delaware on 03/02/2021.

Its fiscal year ends in December.

Firm Names and Locations

This section provides the brokerage firm's full legal name, "Doing Business As" name, business and mailing addresses, telephone number, and any alternate name by which the firm conducts business and where such name is used.

STRONG CAPITAL MARKETS, LLC

Doing business as STRONG CAPITAL MARKETS, LLC

CRD# 314056

SEC# 8-70746

Main Office Location

1266 EAST MAIN STREET
STAMFORD, CT 06902

Regulated by FINRA Boston Office

Mailing Address

1266 EAST MAIN STREET
STAMFORD, CT 06902

Business Telephone Number

475-477-9600



Firm Profile

This section provides information relating to all direct owners and executive officers of the brokerage firm.

Direct Owners and Executive Officers

Legal Name & CRD# (if any):	STRONG CAPITAL HOLDINGS COMPANY, LLC
Is this a domestic or foreign entity or an individual?	Domestic Entity
Position	SOLE MEMBER
Position Start Date	03/2021
Percentage of Ownership	75% or more
Does this owner direct the management or policies of the firm?	Yes
Is this a public reporting company?	No

Legal Name & CRD# (if any):	ARMSTRONG, GORDON LAWRENCE 2554979
Is this a domestic or foreign entity or an individual?	Individual
Position	PRESIDENT, CHIEF COMPLIANCE OFFICER
Position Start Date	03/2021
Percentage of Ownership	Less than 5%
Does this owner direct the management or policies of the firm?	Yes
Is this a public reporting company?	No

Legal Name & CRD# (if any):	COPPEITO, JOHN LOUIS 2044981
Is this a domestic or foreign entity or an individual?	Individual
Position	CHIEF OPERATING OFFICER
Position Start Date	10/2024

Firm Profile



Direct Owners and Executive Officers (continued)

Percentage of Ownership	Less than 5%
Does this owner direct the management or policies of the firm?	Yes
Is this a public reporting company?	No
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Legal Name & CRD# (if any):	KRIEWALD, JESSICA 7052634
Is this a domestic or foreign entity or an individual?	Individual
Position	FINOP/POO/PFO
Position Start Date	04/2024
Percentage of Ownership	Less than 5%
Does this owner direct the management or policies of the firm?	No
Is this a public reporting company?	No
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Firm Profile

This section provides information relating to any indirect owners of the brokerage firm.



Indirect Owners

Legal Name & CRD# (if any):	ARMSTRONG, GORDON LAWRENCE 2554979
Is this a domestic or foreign entity or an individual?	Individual
Company through which indirect ownership is established	STRONG CAPITAL HOLDINGS COMPANY, LLC
Relationship to Direct Owner	MANAGING MEMBER
Relationship Established	03/2021
Percentage of Ownership	75% or more
Does this owner direct the management or policies of the firm?	Yes
Is this a public reporting company?	No

Firm History

This section provides information relating to any successions (e.g., mergers, acquisitions) involving the firm.

No information reported.





Firm Operations

Registrations

This section provides information about the regulators (Securities and Exchange Commission (SEC), self-regulatory organizations (SROs), and U.S. states and territories) with which the brokerage firm is currently registered and licensed, the date the license became effective, and certain information about the firm's SEC registration.

This firm is currently registered with the SEC, 1 SRO and 39 U.S. states and territories.

Federal Regulator	Status	Date Effective
SEC	Approved	03/02/2022

SEC Registration Questions

This firm is registered with the SEC as:

A broker-dealer: Yes

A broker-dealer and government securities broker or dealer: Yes

A government securities broker or dealer only: No

This firm has ceased activity as a government securities broker or dealer: No

Self-Regulatory Organization	Status	Date Effective
FINRA	Approved	03/02/2022



Firm Operations

Registrations (continued)

U.S. States & Territories	Status	Date Effective
Alabama	Approved	02/09/2023
California	Approved	01/03/2023
Colorado	Approved	03/29/2022
Connecticut	Approved	03/22/2022
Delaware	Approved	06/05/2023
District of Columbia	Approved	05/22/2023
Florida	Approved	12/21/2022
Georgia	Approved	02/20/2023
Illinois	Approved	03/22/2023
Indiana	Approved	05/16/2023
Iowa	Approved	06/22/2023
Kansas	Approved	03/24/2022
Kentucky	Approved	03/07/2023
Louisiana	Approved	02/06/2023
Maine	Approved	07/13/2023
Maryland	Approved	09/14/2023
Massachusetts	Approved	11/14/2022
Michigan	Approved	02/16/2023
Minnesota	Approved	08/14/2023
Mississippi	Approved	12/21/2022
Missouri	Approved	07/26/2023
New Hampshire	Approved	09/13/2023
New Jersey	Approved	02/23/2023
New York	Approved	03/24/2022
North Carolina	Approved	01/30/2023
Ohio	Approved	02/07/2023
Pennsylvania	Approved	05/04/2022
Rhode Island	Approved	06/06/2023
South Carolina	Approved	03/01/2023
South Dakota	Approved	05/03/2022
Tennessee	Approved	02/27/2023
Texas	Approved	03/24/2022
Utah	Approved	06/07/2023

U.S. States & Territories	Status	Date Effective
Vermont	Approved	06/14/2023
Virginia	Approved	04/12/2023
Washington	Approved	04/20/2022
West Virginia	Approved	06/02/2023
Wisconsin	Approved	02/07/2023
Wyoming	Approved	02/14/2023



Firm Operations

Types of Business

This section provides the types of business, including non-securities business, the brokerage firm is engaged in or expects to be engaged in.

This firm currently conducts 16 types of businesses.

Types of Business

Broker or dealer retailing corporate equity securities over-the-counter
Broker or dealer selling corporate debt securities
Underwriter or selling group participant (corporate securities other than mutual funds)
Mutual fund retailer
U S. government securities dealer
U S. government securities broker
Municipal securities dealer
Municipal securities broker
Broker or dealer selling variable life insurance or annuities
Solicitor of time deposits in a financial institution
Broker or dealer selling tax shelters or limited partnerships in primary distributions
Broker or dealer selling tax shelters or limited partnerships in the secondary market
Non-exchange member arranging for transactions in listed securities by exchange member
Trading securities for own account
Private placements of securities
Other - THE FIRM ENGAGED IN MERGERS AND ACQUISITIONS AND MUNICIPAL UNDERWRITING ON A BEST EFFORTS AND FIRM COMMITMENT BASIS.

Other Types of Business

This firm does not effect transactions in commodities, commodity futures, or commodity options.

This firm does not engage in other non-securities business.

Non-Securities Business Description:

Firm Operations



Clearing Arrangements

This firm does not hold or maintain funds or securities or provide clearing services for other broker-dealer(s).

Introducing Arrangements

This firm does refer or introduce customers to other brokers and dealers.

Name:	VISION FINANCIAL MARKETS LLC
CRD #:	142271
Business Address:	120 LONG RIDGE RD 3 NORTH STAMFORD, CT 06902
Effective Date:	09/20/2023
Description:	STRONG CAPITAL MARKETS, LLC ("SCM") HAS ENTERED INTO A FULLY DISCLOSED CLEARING ARRANGEMENT WITH VISION FINANCIAL MARKETS LLC ("VFM"), THROUGH WHICH VFM MAINTAINS CERTAIN RECORDS ON BEHALF OF SCM, AS WELL AS CUSTOMER AND PROPRIETARY ACCOUNTS/ASSETS OF SCM.

Firm Operations

Industry Arrangements



This firm does have books or records maintained by a third party.

Name: TRAFIX LLC

Business Address: 34 WILLIS AVENUE, STE 201
MINEOLA, NY 11501

Effective Date: 09/07/2023

Description: STRONG CAPITAL MARKETS, LLC ("SCM") HAS ENTERED INTO AN AGREEMENT WITH TRAFIX LLC ("TRAFIX"), THROUGH WHICH TRAFIX PROVIDES ORDER MANAGEMENT SERVICES FOR SCM AND MAINTAINS CERTAIN RECORDS RELATED THERETO.

Name: VISION FINANCIAL MARKETS LLC

CRD #: 142271

Business Address: 120
3 NORTH
STAMFORD, CT 06902

Effective Date: 09/20/2023

Description: STRONG CAPITAL MARKETS, LLC ("SCM") HAS ENTERED INTO A FULLY DISCLOSED CLEARING ARRANGEMENT WITH VISION FINANCIAL MARKETS LLC ("VFM"), THROUGH WHICH VFM MAINTAINS CERTAIN RECORDS ON BEHALF OF SCM, AS WELL AS CUSTOMER AND PROPRIETARY ACCOUNTS/ASSETS OF SCM.

This firm does have accounts, funds, or securities maintained by a third party.

Name: VISION FINANCIAL MARKETS LLC

CRD #: 142271

Business Address: 120 LONG RIDGE RD
3 NORTH
STAMFORD, CT 06902

Effective Date: 09/20/2023

Description: STRONG CAPITAL MARKETS, LLC ("SCM") HAS ENTERED INTO A FULLY DISCLOSED CLEARING ARRANGEMENT WITH VISION FINANCIAL MARKETS LLC ("VFM"), THROUGH WHICH VFM MAINTAINS CERTAIN RECORDS ON BEHALF OF SCM, AS WELL AS CUSTOMER AND PROPRIETARY ACCOUNTS/ASSETS OF SCM.

This firm does have customer accounts, funds, or securities maintained by a third party.

Firm Operations



Industry Arrangements (continued)

Name: VISION FINANCIAL MARKETS LLC

CRD #: 142271

Business Address: 120 LONG RIDGE RD
3 NORTH
STAMFORD, CT 06902

Effective Date: 09/20/2023

Description: STRONG CAPITAL MARKETS, LLC ("SCM") HAS ENTERED INTO A FULLY DISCLOSED CLEARING ARRANGEMENT WITH VISION FINANCIAL MARKETS LLC ("VFM"), THROUGH WHICH VFM MAINTAINS CERTAIN RECORDS ON BEHALF OF SCM, AS WELL AS CUSTOMER AND PROPRIETARY ACCOUNTS/ASSETS OF SCM.

Control Persons/Financing

This firm does not have individuals who control its management or policies through agreement.

This firm does not have individuals who wholly or partly finance the firm's business.



Firm Operations

Organization Affiliates

This section provides information on control relationships the firm has with other firms in the securities, investment advisory, or banking business.

This firm is, directly or indirectly:

- in control of
 - controlled by
 - or under common control with
- the following partnerships, corporations, or other organizations engaged in the securities or investment advisory business.**

STRONG WEALTH ADVISORS, LLC is under common control with the firm.

CRD #:	332447
Business Address:	7995 E. PRENTICE AVE ENGLEWOOD, CO 80111
Effective Date:	03/31/2025
Foreign Entity:	No
Country:	
Securities Activities:	No
Investment Advisory Activities:	Yes
Description:	BOTH ENTITIES ARE OWNED BY STRONG CAPITAL HOLDINGS COMPANY, LLC. ADDITIONALLY, GORDON ARMSTRONG SERVES AS THE PRESIDENT OF SWA AND THE PRESIDENT AND CCO OF SCM.

This firm is not directly or indirectly, controlled by the following:

- bank holding company
- national bank
- state member bank of the Federal Reserve System
- state non-member bank
- savings bank or association
- credit union
- or foreign bank

End of Report



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