

BrokerCheck Report

BRUCE EUGENE MCCOOK

CRD# 1370763

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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:
 - o 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
 - o 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.

BRUCE E. MCCOOK

CRD# 1370763

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

IA LPL FINANCIAL LLC
 1430 HIGH STREET, BLDG 12
 WILLIAMSBURG, VA 23185
 CRD# 6413
 Registered with this firm since: 09/05/2025

B LPL FINANCIAL LLC
 8821 W BROAD ST
 RICHMOND, VA 23294
 CRD# 6413
 Registered with this firm since: 09/08/2025

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:**

- 1 Self-Regulatory Organization
- 12 U.S. states and territories

This broker has passed:

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

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

- IA OSAIC INSTITUTIONS, INC.**
 CRD# 35371
 MERIDEN, CT
 10/2017 - 09/2025
- B OSAIC INSTITUTIONS, INC.**
 CRD# 35371
 Richmond, VA
 10/2017 - 09/2025
- IA LPL FINANCIAL LLC**
 CRD# 6413
 FORT MILL, SC
 03/2016 - 11/2017

**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
Criminal	1



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 1 SRO and is licensed in 12 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**

Main Office Address: **1055 LPL WAY
FORT MILL, SC 29715**

Firm CRD#: **6413**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	09/08/2025

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	09/10/2025
B	Colorado	Agent	Approved	09/08/2025
B	Florida	Agent	Approved	09/08/2025
B	Georgia	Agent	Approved	09/08/2025
B	Maryland	Agent	Approved	09/08/2025
B	New Jersey	Agent	Approved	09/08/2025
B	New Mexico	Agent	Approved	09/08/2025
B	New York	Agent	Approved	09/08/2025
B	North Carolina	Agent	Approved	09/08/2025
B	Pennsylvania	Agent	Approved	09/08/2025
B	South Carolina	Agent	Approved	09/08/2025
IA	Virginia	Investment Adviser Representative	Approved	09/05/2025

Broker Qualifications



Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
B Virginia	Agent	Approved	09/08/2025

Branch Office Locations

LPL FINANCIAL LLC
8821 W BROAD ST
RICHMOND, VA 23294

LPL FINANCIAL LLC
8821 West Broad Street
Richmond, VA 23294

LPL FINANCIAL LLC
1430 HIGH STREET, BLDG 12
WILLIAMSBURG, VA 23185

LPL FINANCIAL LLC
N CHESTERFIELD, VA



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 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 General Securities Representative Examination	Series 7	08/17/1985

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	10/24/1995
B Uniform Securities Agent State Law Examination	Series 63	08/06/1985

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
B 10/2017 - 09/2025	OSAIC INSTITUTIONS, INC.	35371	Richmond, VA
IA 10/2017 - 09/2025	OSAIC INSTITUTIONS, INC.	35371	Richmond, VA
B 03/2016 - 11/2017	LPL FINANCIAL LLC	6413	WILMINGTON, NC
IA 03/2016 - 11/2017	LPL FINANCIAL LLC	6413	WILMINGTON, NC
B 05/2009 - 03/2016	INFINEX INVESTMENTS, INC.	35371	GLEN ALLEN, VA
IA 05/2009 - 03/2016	INFINEX INVESTMENTS, INC.	35371	GLEN ALLEN, VA
IA 01/1998 - 05/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	RICHMOND, VA
B 01/1998 - 05/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	RICHMOND, VA
B 07/1993 - 01/1998	NATIONSSECURITIES	32542	
B 01/1991 - 07/1993	DEAN WITTER REYNOLDS INC.	7556	PURCHASE, NY
B 08/1985 - 12/1990	PAINWEBBER INCORPORATED	8174	WEEHAWKEN, NJ

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
09/2025 - Present	LPL Financial LLC	Registered Representative	Y	Richmond, VA, United States
09/2025 - Present	PRIMIS BANK	Employee / Contractor	Y	WILLIAMSBURG, VA, United States
07/2021 - Present	Virginia Asset Group	Reg Rep	Y	Kilmarnock, VA, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
10/2017 - 09/2025	Infinex Investments, Inc.	Reg Rep	Y	Meriden, CT, United States
10/2017 - 07/2021	Virginia Commonwealth bank	Banking	Y	Kilmarnock, VA, United States
03/2016 - 10/2017	LPL	REGISTERED REP	Y	GLEN ALLEN, VA, United States
02/2016 - 10/2017	PARK STERLING BANK	INVESTMENT EXECUTIVE	Y	GLEN ALLEN, VA, United States
05/2009 - 03/2016	FIRST CAPITAL BANK	INVESTMENT EXECUTIVE	Y	GLEN ALLEN, VA, United States
05/2009 - 03/2016	INFINEX INVESTMENTS, INC.	INVESTMENT EXECUTIVE	Y	GLEN ALLEN, VA, 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.

1. 08/2025 - Virginia Asset Group - DBA for LPL Business (entity for LPL business) - Investment Related - 0 Hour(s)/Month - 0 Hour(s) During Trading - Richmond, VA 23294 - OBA Start Date: 09/04/2025
2. 08/2025 - VIRGINIA INSURANCE AGENCY SOLUTIONS, INC - Non-Variable Insurance - Investment Related - 0 Hour(s)/Month - 0 Hour(s) During Trading - Virginia Beach, VA 23452 - OBA Start Date: 07/01/2025

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:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o 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.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o 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.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o 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.
 - o 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
Criminal	0	1	0



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.

Criminal - Final Disposition

This type of disclosure event involves a criminal charge against the broker that has resulted in a conviction, acquittal, dismissal, or plea. The criminal matter may pertain to any felony or certain misdemeanor offenses, including bribery, perjury, forgery, counterfeiting, extortion, fraud, and wrongful taking of property.

Disclosure 1 of 1

Reporting Source:	Broker
Formal Charges were brought in:	State Court
Name of Court:	Prince Edward Combined Court
Location of Court:	Prince Edward County, VA
Docket/Case #:	VA073013J
Charge Date:	05/24/1981
Charge(s) 1 of 1	
Formal Charge(s)/Description:	Shoplifting
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	not guilty
Disposition of charge:	Dismissed
Current Status:	Final
Status Date:	06/25/1982
Disposition Date:	06/25/1982
Sentence/Penalty:	Case was dismissed



Broker Statement

Event was not identified by prior firms when FP's were processed, recently identified when affiliated with LPL Financial.

Advisor was with a group of friends when 1 friend stole an item from the grocery store. All 3 were charged with theft. Case was dismissed since he was not in possession of stolen property.

A petition for expungement of this record is in process, estimated 2-6 months for decision by the court.

End of Report



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