

BrokerCheck Report

Lora Michelle Bloom

CRD# 1980190

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 5
Registration and Employment History	7 - 8
Disclosure Events	9



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.

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.

**Lora M. Bloom**

CRD# 1980190

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

- B RBC CAPITAL MARKETS, LLC**
 250 NICOLLET MALL
 SUITE 2000, 16th Floor
 MINNEAPOLIS, MN 55401-1931
 CRD# 31194
 Registered with this firm since: 11/16/2020

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:

- 22 Self-Regulatory Organizations
- 1 U.S. state or territory

This broker has passed:

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

Registration History

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

- B AMERIPRISE FINANCIAL SERVICES, INC.**
 CRD# 6363
 Minneapolis, MN
 08/2015 - 04/2019
- B RIVERSOURCE DISTRIBUTORS, INC.**
 CRD# 139135
 MINNEAPOLIS, MN
 04/2011 - 11/2014
- B AMERIPRISE FINANCIAL SERVICES, INC.**
 CRD# 6363
 MINNEAPOLIS, MN
 03/2008 - 11/2014

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
Customer Dispute	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 22 SROs and is licensed in 1 U.S. state or territory through his or her employer.

Employment 1 of 1

Firm Name: **RBC CAPITAL MARKETS, LLC**

Main Office Address: **200 VESEY ST.
NEW YORK, NY 10281**

Firm CRD#: **31194**

	SRO	Category	Status	Date
B	BOX Exchange LLC	General Securities Principal	Approved	11/16/2020
B	BOX Exchange LLC	General Securities Representative	Approved	11/16/2020
B	Cboe BYX Exchange, Inc.	General Securities Principal	Approved	11/16/2020
B	Cboe BYX Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	Cboe BZX Exchange, Inc.	General Securities Principal	Approved	11/16/2020
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	Cboe C2 Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	Cboe C2 Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B	Cboe EDGA Exchange, Inc.	General Securities Principal	Approved	11/16/2020
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	11/16/2020
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	Cboe Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	Cboe Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B	FINRA	General Securities Principal	Approved	11/16/2020

Broker Qualifications



Employment 1 of 1, continued

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	11/16/2020
B	Investors' Exchange LLC	General Securities Principal	Approved	11/16/2020
B	Investors' Exchange LLC	General Securities Representative	Approved	11/16/2020
B	Long-Term Stock Exchange, Inc.	General Securities Principal	Approved	11/16/2020
B	Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	11/16/2020
B	MEMX LLC	General Securities Principal	Approved	11/16/2020
B	MEMX LLC	General Securities Representative	Approved	11/16/2020
B	MIAX PEARL, LLC	General Securities Principal	Approved	11/16/2020
B	MIAX PEARL, LLC	General Securities Representative	Approved	11/16/2020
B	NYSE American LLC	General Securities Principal	Approved	11/16/2020
B	NYSE American LLC	General Securities Representative	Approved	11/16/2020
B	NYSE Arca, Inc.	General Securities Principal	Approved	11/16/2020
B	NYSE Arca, Inc.	General Securities Representative	Approved	11/16/2020
B	NYSE National, Inc.	General Securities Principal	Approved	11/16/2020
B	NYSE National, Inc.	General Securities Representative	Approved	11/16/2020
B	NYSE Texas, Inc.	General Securities Principal	Approved	11/16/2020
B	NYSE Texas, Inc.	General Securities Representative	Approved	11/16/2020
B	Nasdaq BX, Inc.	General Securities Principal	Approved	11/16/2020
B	Nasdaq BX, Inc.	General Securities Representative	Approved	11/16/2020
B	Nasdaq GEMX, LLC	General Securities Principal	Approved	11/16/2020
B	Nasdaq GEMX, LLC	General Securities Representative	Approved	11/16/2020
B	Nasdaq ISE, LLC	General Securities Principal	Approved	11/16/2020



Broker Qualifications

Employment 1 of 1, continued

SRO	Category	Status	Date
B Nasdaq ISE, LLC	General Securities Representative	Approved	11/16/2020
B Nasdaq PHLX LLC	General Securities Principal	Approved	11/16/2020
B Nasdaq PHLX LLC	General Securities Representative	Approved	11/16/2020
B Nasdaq Stock Market	General Securities Principal	Approved	11/16/2020
B Nasdaq Stock Market	General Securities Representative	Approved	11/16/2020
B New York Stock Exchange	General Securities Principal	Approved	11/16/2020
B New York Stock Exchange	General Securities Representative	Approved	11/16/2020

U.S. State/ Territory	Category	Status	Date
B Minnesota	Agent	Approved	11/16/2020

Branch Office Locations

RBC CAPITAL MARKETS, LLC
 250 NICOLLET MALL
 SUITE 2000, 16th Floor
 MINNEAPOLIS, MN 55401-1931



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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	10/29/2007

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	09/20/1993

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	11/02/1993

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 08/2015 - 04/2019	AMERIPRISE FINANCIAL SERVICES, INC.	6363	Minneapolis, MN
B 04/2011 - 11/2014	RIVERSOURCE DISTRIBUTORS, INC.	139135	MINNEAPOLIS, MN
B 03/2008 - 11/2014	AMERIPRISE FINANCIAL SERVICES, INC.	6363	MINNEAPOLIS, MN
B 12/2008 - 12/2010	COLUMBIA MANAGEMENT INVESTMENT DISTRIBUTORS, INC.	840	BOSTON, MA
B 09/2007 - 12/2010	RIVERSOURCE DISTRIBUTORS, INC.	139135	MINNEAPOLIS, MN
B 02/1999 - 01/2007	AMERIPRISE FINANCIAL SERVICES, INC.	6363	MINNEAPOLIS, MN
B 02/1999 - 12/2006	IDS LIFE INSURANCE COMPANY	6321	MINNEAPOLIS, MN
B 10/1997 - 12/1998	PIPER JAFFRAY INC.	665	
B 09/1993 - 12/1998	PIPER JAFFRAY INC.	665	MINNEAPOLIS, MN

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
02/2021 - Present	RBC Capital Markets, LLC	Registered Representative	Y	Minneapolis, MN, United States
02/2020 - 02/2021	Q Consulting - RBC Capital Markets, LLC	Registered Representative	Y	Minneapolis, MN, United States
03/2019 - 02/2020	Unemployed	Unemployed	N	Minneapolis, MN, United States
07/2015 - 03/2019	Ameriprise Financial Services, Inc.	Registered Rep	Y	Minneapolis, MN, United States

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.

No information reported.

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.
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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.
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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	1	N/A



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 - 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:	Broker
Employing firm when activities occurred which led to the complaint:	AMERIPRISE FINANCIAL SERVICES INC
Allegations:	THE CLIENT ALLEGED IN 1999 HE WAS TOLD THE SURRENDER CHARGES WOULD BE WAIVED ON SEPP DISTRIBUTIONS AND ALSO WAIVED FOR RETIREMENT DISTRIBUTIONS AFTER AGE 59 1/2.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	\$19,000.00

Customer Complaint Information

Date Complaint Received:	04/17/2008
Complaint Pending?	No
Status:	Denied
Status Date:	08/01/2008
Settlement Amount:	

Individual Contribution Amount:

Broker Statement	AT THE TIME OF THE ALLEGED MISREPRESENTATION I WAS A SALES CONSULTANT WITH THE RETIREMENT PLAN AREA OF THE SALES
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CONSULTING DIVISION. MY POSITION WAS TO ACT AS A STRATEGIC ADVISOR ABOUT IRA RETIREMENT PLAN STRATEGIES FOR AMERICAN EXPRESS FINANCIAL ADVISORS AS NEEDED. I HAVE NOT BEEN NAMED SPECIFICALLY IN THIS COMPLAINT. IT WAS THE FINANCIAL ADVISOR WHO PROVIDED MY NAME FROM CLIENT CONVERSATION NOTES. IT WAS NOT MY ROLE TO MAKE INVESTMENT RECOMMENDATIONS, ASSIST IN ACCOUNT SET UP OR COMPLETION OF REQUIRED FORMS. THIS WAS THE RESPONSIBILITY OF THE FINANCIAL ADVISOR. THE FIRM WAS UNABLE TO CONCLUDE FACTUALLY THAT THE CORPORATE OFFICE PERSON WAS INVOLVED IN THIS TRANSACTION. WE WERE UNABLE TO SUBSTANTIATE THE CLIENT'S CLAIM HE WAS TOLD THE SURRENDER CHARGE WAIVER WAS FOR DISTRIBUTIONS NOT UNDER THE SEPP. THE SURRENDER CHARGES WERE WAIVED IN THE SEPP DISTRIBUTIONS. THE CONTRACT WAS WITHIN THE CLASS ACTION SETTLEMENT, AND THE CLIENT RECEIVED THE COURT AWARDED RELIEF. WE SENT THE CLIENT A LETTER WITH OUR FINDINGS.

End of Report



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