



IAPD Report

BRUCE WAYNE HELMER

CRD# 1335674

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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.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD 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 representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

BRUCE WAYNE HELMER (CRD# 1335674)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **01/02/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	WEALTH ENHANCEMENT BROKERAGE SERVICES, LLC	CRD# 130139	02/12/2007
IA	WEALTH ENHANCEMENT ADVISORY SERVICES, LLC	CRD# 116407	01/15/2014

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **25** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

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

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	LPL FINANCIAL LLC	6413	EDEN PRAIRIE, MN	02/05/2007 - 06/30/2025
B	SII INVESTMENTS, INC.	2225	WAYZATA, MN	12/19/2001 - 02/09/2007
B	FSC SECURITIES CORPORATION	7461	ATLANTA, GA	03/02/1998 - 12/20/2001

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **25** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **WEALTH ENHANCEMENT BROKERAGE SERVICES, LLC**
Main Address: 505 N HIGHWAY 169
SUITE 900
PLYMOUTH, MN 55441
Firm ID#: 130139

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	02/12/2007
B	Arizona	Agent	Approved	06/30/2025
B	California	Agent	Approved	06/30/2025
B	Colorado	Agent	Approved	06/30/2025
B	Florida	Agent	Approved	06/24/2025
B	Idaho	Agent	Approved	06/30/2025
B	Illinois	Agent	Approved	06/30/2025
B	Indiana	Agent	Approved	06/30/2025
B	Iowa	Agent	Approved	06/30/2025
B	Kentucky	Agent	Approved	06/30/2025
B	Maryland	Agent	Approved	06/30/2025
B	Michigan	Agent	Approved	06/30/2025
B	Minnesota	Agent	Approved	06/30/2025



Qualifications

Regulator	Registration	Status	Date
B Nebraska	Agent	Approved	06/30/2025
B Nevada	Agent	Approved	01/05/2026
B New Hampshire	Agent	Approved	06/30/2025
B New Mexico	Agent	Approved	06/30/2025
B New York	Agent	Approved	06/30/2025
B North Carolina	Agent	Approved	06/30/2025
B Oregon	Agent	Approved	06/30/2025
B Pennsylvania	Agent	Approved	06/30/2025
B South Dakota	Agent	Approved	06/30/2025
B Texas	Agent	Approved	06/30/2025
B Virginia	Agent	Approved	06/30/2025
B Washington	Agent	Approved	06/30/2025
B Wisconsin	Agent	Approved	06/30/2025

Branch Office Locations

775 PRAIRIE CENTER DR
SUITE 380
EDEN PRAIRIE, MN 55344

Employment 2 of 2

Firm Name: **WEALTH ENHANCEMENT ADVISORY SERVICES, LLC**
Main Address: 505 N HIGHWAY 169
SUITE 900
PLYMOUTH, MN 55441
Firm ID#: 116407



Qualifications

Regulator	Registration	Status	Date
IA Minnesota	Investment Adviser Representative	Approved	01/15/2014

Branch Office Locations

WEALTH ENHANCEMENT ADVISORY SERVICES, LLC
775 PRAIRIE CENTER DR
SUITE 380
EDEN PRAIRIE, MN 55344



Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering 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
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No information reported.



General Industry/Product Exams

Exam	Category	Date
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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	02/04/1992
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/20/1985

State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	12/09/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/04/1985

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	02/05/2007 - 06/30/2025	LPL FINANCIAL LLC	CRD# 6413	EDEN PRAIRIE, MN
B	12/19/2001 - 02/09/2007	SII INVESTMENTS, INC.	CRD# 2225	WAYZATA, MN
B	03/02/1998 - 12/20/2001	FSC SECURITIES CORPORATION	CRD# 7461	ATLANTA, GA
B	11/07/1996 - 03/03/1998	FFP SECURITIES, INC.	CRD# 16337	CHESTERFIELD, MO
B	10/09/1996 - 11/07/1996	SECURA INVESTMENTS, INC.	CRD# 2225	APPLETON, WI
B	02/15/1996 - 10/11/1996	SUNAMERICA SECURITIES, INC.	CRD# 20068	PHOENIX, AZ
B	07/13/1995 - 02/21/1996	G - W BROKERAGE GROUP, INC.	CRD# 22691	BEVERLY, NJ
B	06/22/1994 - 07/20/1995	FRANKLIN FINANCIAL SERVICES CORPORATION	CRD# 5435	HOUSTON, TX
B	11/17/1993 - 06/28/1994	FORTIS INVESTORS, INC.	CRD# 421	OAKDALE, MN
B	05/11/1993 - 10/27/1993	AEGON USA SECURITIES INC.	CRD# 13302	CEDAR RAPIDS, IA
B	03/28/1990 - 03/25/1993	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	CRD# 2580	FORT WAYNE, IN
B	08/20/1992 - 02/03/1993	INVEST FINANCIAL CORPORATION	CRD# 12984	APPLETON, WI
B	03/28/1990 - 09/03/1992	LINCOLN FINANCIAL ADVISORS CORPORATION	CRD# 3978	FORT WAYNE, IN
B	05/21/1985 - 06/08/1988	PRUCO SECURITIES CORPORATION	CRD# 5685	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2007 - Present	WEALTH ENHANCEMENT BROKERAGE SERVICES, LLC	REGISTERED REP	Y	WAYZATA, MN, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
12/2001 - Present	WEALTH ENHANCEMENT ADVISORY SERVICES, LLC	RIA	Y	WAYZATA, MN, United States
03/1998 - Present	WEALTH ENHANCEMENT GROUP, LLC	FINANCIAL ADVISOR	Y	WAYZATA, MN, United States
02/2007 - 06/2025	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	WAYZATA, MN, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative 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.

- 02/05/2007 - Helmer Financial Consulting Inc. - Investment Related - At Reported Business Location(s) - Business Entity For Tax/Investment Purposes Only - Time Spent 1% - 7.23% owner of WEG and Royalties from book sales and speaking engagements does not hold out to the public for investment business.
- 3/12/2007 - Wealth Enhancement Advisory Services, LLC - Investment Related - At Reported Business Location(s) - Registered Investment Advisor.
- 4/14/2009 - No Business Name - Investment Related - At Reported Business Location(s) - Other-Radio - Participate in WEG radio program. Content of this program is reviewed by Advertising Compliance.
- 6/21/2010 - LBAG - Investment Related - Business Entity For Tax/Investment Purposes Only - Time Spent 2% - LLC with real estate holdings and is an investor with another LLC with a controlling interest in the Chanhassen Dinner Theatres.
- 11/27/2013 - No Business Name - Investment Related - Other-Author - Time Spent 2% - Author of the books Real Wealth and Money & the People You Love.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, 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 IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure 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 represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 2

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	LPL FINANCIAL LLC
Allegations:	The customer alleged unauthorized activation of annuity feature.
Product Type:	Annuity-Variable
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Over \$5,000
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:	10/08/2024
Complaint Pending?	No
Status:	Settled
Status Date:	10/08/2024
Settlement Amount:	\$36,578.39
Individual Contribution	\$15,000.00



Amount:

Disclosure 2 of 2

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: FSC SECURITIES CORPORATION

Allegations: CLIENT ALLEGES REPRESENTATIVE MISREPRESENTED THE VARIABLE ANNUITY POLICY.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$84,591.96

Customer Complaint Information

Date Complaint Received: 08/06/2001
Complaint Pending? No
Status: Closed/No Action
Status Date: 02/05/2002

Settlement Amount:

Individual Contribution Amount:

Broker Statement BASED ON THE INQUIRY MADE BY NASD, IT WAS DETERMINED THAT THE FILES HAVE BEEN CLOSED ON THIS CASE, NO ACTION TAKEN. LETTER DATED 2/5/02 FROM JOHN T TOROLA, SUPERVISOR OF EXAMINERS, NASD REGULATION.



End of Report

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