



IAPD Report

BRUCE KEEBECK LEE

CRD# 1464745

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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 KEEBECK LEE (CRD# 1464745)

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 **04/04/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	KEEBECK WEALTH MANAGEMENT	CRD# 297496	07/09/2018

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** 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	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	CHICAGO, IL	10/28/2011 - 05/08/2018
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	CHICAGO, IL	10/28/2011 - 05/08/2018
B	CREDIT SUISSE SECURITIES (USA) LLC	816	CHICAGO, IL	08/13/2004 - 11/23/2011

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
Regulatory Event	1
Customer Dispute	1
Termination	1



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 **2** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **KEEBECK WEALTH MANAGEMENT**
Main Address: 150 N. RIVERSIDE PLAZA
SUITE 1850
CHICAGO, IL 60606
Firm ID#: 297496

Regulator	Registration	Status	Date
IA Illinois	Investment Adviser Representative	Approved	07/09/2018
IA Texas	Investment Adviser Representative	Restricted Approval	05/01/2019

Branch Office Locations

KEEBECK WEALTH MANAGEMENT
150 N. RIVERSIDE PLAZA
SUITE 1850
Chicago, IL 60606



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, 2 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	05/08/2018
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 General Securities Representative Examination (S7)	Series 7	05/24/1986
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State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	03/13/1995
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 Uniform Securities Agent State Law Examination (S63)	Series 63	07/01/1986
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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	10/28/2011 - 05/08/2018	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	CHICAGO, IL
IA	10/28/2011 - 05/08/2018	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	CHICAGO, IL
B	08/13/2004 - 11/23/2011	CREDIT SUISSE SECURITIES (USA) LLC	CRD# 816	CHICAGO, IL
IA	08/13/2004 - 11/23/2011	CREDIT SUISSE SECURITIES (USA) LLC	CRD# 816	CHICAGO, IL
IA	11/21/2000 - 08/13/2004	MORGAN STANLEY & CO., INCORPORATED	CRD# 8209	CHICAGO, IL
B	07/11/2000 - 08/13/2004	MORGAN STANLEY & CO., INCORPORATED	CRD# 8209	NEW YORK, NY
B	06/29/1998 - 07/20/2000	UBS WARBURG LLC	CRD# 7654	NEW YORK, NY
B	03/09/1998 - 06/29/1998	SBC WARBURG DILLON READ INC.	CRD# 1650	STAMFORD, CT
B	05/31/1995 - 03/18/1998	BEAR, STEARNS & CO. INC.	CRD# 79	NEW YORK, NY
B	10/19/1990 - 06/23/1995	LEHMAN BROTHERS INC.	CRD# 7506	NEW YORK, NY
B	07/11/1989 - 11/05/1990	JMS SECURITIES L.P.	CRD# 23486	EVANSTON, IL
B	05/27/1986 - 07/21/1989	BEAR, STEARNS & CO. INC.	CRD# 79	NEW YORK, NY

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
06/2018 - Present	KEEBECK WEALTH MANAGEMENT LLC	MANAGING MEMBER/ FOUNDER/CEO	Y	Chicago, IL, United States
12/2011 - 05/2018	BANK OF AMERICA, N.A.	PRIVATE WEALTH MANAGEMENT	Y	CHICAGO, FL, United States
10/2011 - 05/2018	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	PRIVATE WEALTH MANAGEMENT	Y	CHICAGO, IL, United States



Registration & Employment History



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.

RL PARTNERS;MANAGING DIRECTOR-PRIVATE INVESTMENTS 425 S BODIN, HINSDALE, IL 60521. SHELL ENTITY - 20 MIN PER WEEK; KB PARTNERS- VENTURE CAP- 1001 SKOIE BLVD. GLEN ELLYN, IL. - INVESTOR/PRIVATE INVESTMENT I*46743 FOR-PROFIT ORGANIZATION; JML PARTNERS LLC; INVESTMENT RELATED: N; HINSDALE, ILLINOIS 60521; LLC; OFFICER; 7/13/2007; 5 HOUR(S) ANNUALLY; 0; DUTIES: MANAGER OF FAMILY LLC I*85575 FOR-PROFIT ORGANIZATION; RENTAL OF PROPERTY; INVESTMENT RELATED: N; HINSDALE, ILLINOIS 60521; OTHER, RENTAL OF PROPERTY; OWNER; 42278; 0 HOUR(S) ANNUALLY; 0; DUTIES: - BRUCE I*47745 FOR-PROFIT ORGANIZATION; JLL PARTNERS II, LLC INVESTMENT RELATED: N; HINSDALE, ILLINOIS 60521; LLC; OFFICER; 6/30/2008; 1 HOUR(S) QUARTERLY; 0; DUTIES: THIS IS AN ESTATE PLANNING TOOL USED FOR A REAL ESTATE. FOR-PROFIT ORGANIZATION; JLL PARTNERS III, LLC; INVESTMENT RELATED: N; HINSDALE, ILLINOIS 60521; MANAGER; 4/6/2012; 2 HOUR(S) ANNUALLY; 0; DUTIES: FAMILY INVESTMENT VEHICLE THAT IS USED TO HOLD REAL ESTATE. I AM THE MANAGER OF THIS ENTITY. NONPROFIT ORGANIZATION; SARATOGA AUTOMOBILE MUSEUM; INVESTMENT RELATED: N; SARATOGA SPRINGS, NEW YORK 12866; CHARITABLE ORGANIZATION; TRUSTEE; 8/10/2012; 40 HOUR(S) ANNUALLY; 15; DUTIES: BOARD OF TRUSTEES FOR-PROFIT ORGANIZATION; JUMPING CHOLLA, LLC; INVESTMENT RELATED: N; CHICAGO, ILLINOIS 60604; LLC; LIMITED PARTNER; 3/19/2013; 0 HOUR(S) ANNUALLY; 0; DUTIES: JML PARTNERS LLC WILL BE A MEMBER OF JUMPING FELINE LLC WHICH WILL BE USED TO INVEST IN THE APPROVED INVESTMENT DUDA MOBILE. I WILL HAVE NO RESPONSIBILITIES. I*69435 FOR-PROFIT ORGANIZATION; JUMPING CHOLLA LLC; INVESTMENT RELATED: N; HINSDALE, ILLINOIS 60521; LLC; LIMITED PARTNER; 1/27/2014; 0 HOUR(S) ANNUALLY; 0; DUTIES: PURCHASE LAND. THIS IS A PASSIVE INVESTMENT AND I WILL BE A LIMITED PARTNER. I*79697 NON-PROFIT ORGANIZATION; DUPAGE FOUNDATION; INVESTMENT RELATED: N; WHEATO I*107910 NON-PROFIT ORGANIZATION; UNIVERSITY SCHOOL OF MILWAUKEE; INVESTMENT RELATED: N; MILWAUKEE, WISCONSIN 53217; CHARITABLE ORGANIZATION; ADVISORY BOARD MEMBER; 8/31/2017; 3 HOUR(S) QUARTERLY; 0; DUTIES: USM IS A FRIENDLY AND INCLUSIVE COMMUNITY WHERE STUDENTS, FAMILIES, TEACHERS, STAFF, AND ALUMNI ALL COME TOGETHER TO CREATE AN OUTSTANDING ENVIRONMENT FOR STUDENTS TO THRIVE IN. I WILL BE A BOARD MEMBER FOCUSING ON THE DEVELOPMENT OF THE SCHOOL. KEEBECK COGNITIVE PARTNERS; INVESTMENT-RELATED; CHICAGO, ILLINOIS 60601; PRIVATE EQUITY FIRM; PERSONAL INVESTMENT; START DATE 4/2019; LESS THAN 2 HOURS/MONTH DURING TRADING HOURS; BL KEEBECK LLC, INVESTMENT-RELATED, STAMFORD, CONNECTICUT 06901, PERSONAL INVESTMENT FOR INDIRECT OWNERSHIP IN KEEBECK ALPHA, LP, AN SEC-REGISTERED RIA, MEMBER, START DATE 5/2019, LESS THAN 2 HOURS/MONTH DURING TRADING HOURS. KEEBECK REAL ESTATE, LLC; OWNER 100%, START DATE 11/2019, ENTITY CREATED TO INVEST IN DIRECT REAL ESTATE OPPORTUNITY; LESS THAN 1 HOURS/MONTH DURING TRADING HOURS; INVESTMENT RELATED; REAL ESTATE INVESTING; 150 N. RIVERSIDE PLAZA, SUITE 1850, CHICAGO, IL 60606,



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
Regulatory Event	1
Customer Dispute	1
Termination	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	10/23/2019
Docket/Case Number:	2018058422801
Employing firm when activity occurred which led to the regulatory action:	Merrill Lynch, Pierce, Fenner & Smith Incorporated
Product Type:	No Product
Allegations:	Without admitting or denying the findings, Lee consented to the sanctions and to the entry of findings that he directed two members of his staff to complete continuing education modules on his behalf, rather than completing the modules himself.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No



Resolution Date: 10/23/2019

Sanctions Ordered: Civil and Administrative Penalty(ies)/Fine(s)
Suspension
Undertaking
Other: Within 60 days of Lee's re-association with any member firm, he will undertake to attend and satisfactorily complete 10 hours of CE through a provider not unacceptable to FINRA.

If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise? No

(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?

(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or



(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

Sanction 1 of 1

Sanction Type: Suspension
Capacities Affected: All Capacities
Duration: 18 months
Start Date: 11/04/2019
End Date: 05/03/2021

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)
Total Amount: \$15,000.00
Portion Levied against individual: \$15,000.00
Payment Plan: deferred
Is Payment Plan Current:
Date Paid by individual:
Was any portion of penalty waived? No

Amount Waived:

.....
Reporting Source: Individual
Regulatory Action Initiated By: FINRA
Sanction(s) Sought: Civil and Administrative Penalty(ies)/Fine(s)
Suspension
Date Initiated: 10/23/2019
Docket/Case Number: [2018058422801](#)



Employing firm when activity occurred which led to the regulatory action:	Merrill Lynch, Pierce, Fenner & Smith Incorporated
Product Type:	No Product
Allegations:	Without admitting or denying the findings, Lee consented to the sanctions and to the entry of findings that he directed two members of his staff to complete continuing education modules on his behalf, rather than completing the modules himself.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	10/23/2019
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension Undertaking Other: Within 60 days of Lee's re-association with any member firm, he will undertake to attend and satisfactorily complete 10 hours of CE through a provider not unacceptable to FINRA.
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	All Capacities
Duration:	18 months
Start Date:	11/04/2019
End Date:	05/03/2021
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$15,000.00
Portion Levied against individual:	\$15,000.00
Payment Plan:	Deferred
Is Payment Plan Current:	
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	



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 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED
Allegations:	THE CUSTOMER ALLEGES UNSUITABLE INVESTMENT RECOMMENDATIONS AND MISREPRESENTATION FROM OCTOBER 2011 TO DECEMBER 2012.
Product Type:	Debt-Municipal
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	DAMAGES ARE NOT SPECIFIED.
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:	04/10/2013
Complaint Pending?	No
Status:	Denied
Status Date:	06/11/2013
Settlement Amount:	
Individual Contribution Amount:	



Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm
Firm Name: Merrill Lynch Pierce Fenner & Smith Incorporated
Termination Type: Discharged
Termination Date: 04/18/2018
Allegations: Conduct including failure to personally complete mandatory Firm compliance training, resulting in a loss of management's confidence.
Product Type: No Product

Reporting Source: Individual
Firm Name: Merrill Lynch Pierce Fenner & Smith Incorporated
Termination Type: Discharged
Termination Date: 04/18/2018
Allegations: Conduct including failure to personally complete mandatory Firm compliance training, resulting in a loss of management's confidence.
Product Type: No Product



End of Report

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