



IAPD Report

BRIAN KEITH LUREEN

CRD# 1613204

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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

BRIAN KEITH LUREEN (CRD# 1613204)

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 **03/18/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	HERITAGE ADVISORY SERVICES, INC.	CRD# 119241	10/24/2000
B	HERITAGE FINANCIAL SYSTEMS, LLC	CRD# 133019	03/17/2005

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **6** 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	EPLANNING SECURITIES, INC.	46000	ROSEVILLE, CA	09/26/2000 - 03/04/2005
B	FFP SECURITIES, INC.	16337	CHESTERFIELD, MO	01/09/1998 - 09/28/2000
B	JEFFERSON PILOT SECURITIES CORPORATION	3870	FORT WAYNE, IN	03/16/1995 - 01/09/1998

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
Civil Event	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 6 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **HERITAGE FINANCIAL SYSTEMS, LLC**
Main Address: 5 GREAT VALLEY PARKWAY
SUITE 334
MALVERN, PA 19355
Firm ID#: 133019

	Regulator	Registration	Status	Date
B	FINRA	Financial and Operations Principal	Approved	03/17/2005
B	FINRA	General Securities Principal	Approved	03/17/2005
B	FINRA	General Securities Representative	Approved	03/17/2005
B	FINRA	Municipal Securities Principal	Approved	09/13/2005
B	FINRA	Municipal Securities Representative	Approved	09/13/2005
B	FINRA	Registered Options Principal	Approved	03/28/2006
B	FINRA	Investment Banking Representative	Approved	03/26/2010
B	FINRA	Operations Professional	Approved	10/18/2011
B	FINRA	Compliance Officer	Approved	10/01/2018
B	FINRA	Investment Banking Principal	Approved	10/01/2018
B	Florida	Agent	Approved	03/23/2005
B	New Jersey	Agent	Approved	03/29/2005
B	New York	Agent	Approved	01/07/2010



Qualifications

Regulator	Registration	Status	Date
B Pennsylvania	Agent	Approved	03/22/2005
B Texas	Agent	Approved	06/03/2015
B Washington	Agent	Approved	03/19/2026

Branch Office Locations

5 GREAT VALLEY PARKWAY
SUITE 334
MALVERN, PA 19355

5 GREAT VALLEY PARKWAY
SUITE 334
MALVERN, PA 19355

Employment 2 of 2

Firm Name: **HERITAGE ADVISORY SERVICES, INC.**
 Main Address: 5 GREAT VALLEY PARKWAY
 SUITE 334
 MALVERN, PA 19355
 Firm ID#: 119241

Regulator	Registration	Status	Date
IA Pennsylvania	Investment Adviser Representative	Approved	12/08/2000

Branch Office Locations

HERITAGE ADVISORY SERVICES, INC.
5 GREAT VALLEY PARKWAY
SUITE 334
MALVERN, PA 19355









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 6 principal/supervisory exams, 7 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
	Compliance Officer Examination (S14)	Series 14	01/02/2023
	Municipal Advisor Principal Qualification Examination (S54)	Series 54	11/22/2021
	Registered Options Principal Examination (S4)	Series 4	03/27/2006
	Municipal Securities Principal Examination (S53)	Series 53	09/12/2005
	Financial and Operations Principal Examination (S27)	Series 27	01/31/2005
	General Securities Principal Examination (S24)	Series 24	02/13/1998

General Industry/Product Exams

	Exam	Category	Date
	Municipal Securities Representative Examination (S52TO)	Series 52TO	09/25/2025
	Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
	Investment Banking Registered Representative Examination (S79TO)	Series 79TO	01/02/2023
	Municipal Advisor Representative Qualification Exam (S50)	Series 50	12/27/2021
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	12/02/1997
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/22/1987



Qualifications

PASSED INDUSTRY EXAMS

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	03/30/1998
B	Uniform Securities Agent State Law Examination (S63)	Series 63	03/03/1987

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	09/26/2000 - 03/04/2005	EPLANNING SECURITIES, INC.	CRD# 46000	ROSEVILLE, CA
B	01/09/1998 - 09/28/2000	FFP SECURITIES, INC.	CRD# 16337	CHESTERFIELD, MO
B	03/16/1995 - 01/09/1998	JEFFERSON PILOT SECURITIES CORPORATION	CRD# 3870	FORT WAYNE, IN
B	05/22/1990 - 03/21/1995	LINCOLN FINANCIAL ADVISORS CORPORATION	CRD# 3978	FORT WAYNE, IN
B	05/22/1990 - 03/21/1995	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	CRD# 2580	FORT WAYNE, IN
B	06/22/1989 - 05/08/1990	CENTURY INVESTORS OF AMERICA, INC.	CRD# 5322	
B	02/13/1989 - 06/08/1989	PAMCO SECURITIES AND INSURANCE SERVICES	CRD# 11028	
B	09/24/1987 - 02/14/1989	NEW ENGLAND SECURITIES CORPORATION	CRD# 615	
B	11/23/1988 - 12/13/1988	MARKETING ONE SECURITIES, INC.	CRD# 16611	

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
06/2007 - Present	HERITAGE ADVISORY SERVICES, INC	INVESTMENT ADVISOR	Y	MALVERN, PA, United States
06/2007 - Present	HERITAGE FINANCIAL SYSTEMS, INC	REGISTERED REPRESENTATIVE	Y	MALVERN, PA, United States
06/2007 - Present	HERITAGE FINCORP, INC	PRESIDENT & CEO	Y	MALVERN, PA, United States
06/2007 - Present	HERITAGE WEALTH MANAGEMENT SERVICES, INC	PRESIDENT & CEO	Y	MALVERN, PA, 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.

1) PRESIDENT AND CEO, HERITAGE FINCORP, INC. (START DATE 9/06) A HOLDING COMPANY FOR HERITAGE ADVISOR SERVICES, INC. AND HERITAGE WEALTH MANAGEMENT SERVICES, INC. THE COMPANIES ARE ENGAGED IN INVESTMENT RELATED ACTIVITIES AS A RIA AND AN ESTATE PLANNING/FINANCIAL PLANNING ORGANIZATION, WHEREBY, MR. LUREEN ENGAGES IN THE SALE OF INSURANCE PRODUCTS AND FINANCIAL PLANNING AND INVESTMENT ADVISORY SERVICES. I DEVOTE APPROX. 30 HRS PER WEEK TO ACTIVITIES ASSOCIATED WITH THESE ENTITIES AND APPROXIMATELY SPEND 4 HRS PER DAY DURING TRADING HOURS ON VARIED DUTIES. MANAGE STRATEGIC GROWTH, COMPLIANCE AND CORPORATE INITIATIVES.



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
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Civil Event	1
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Civil Event

This disclosure event involves an injunction issued by a foreign or domestic court in connection with investment-related activity, a finding by a domestic or foreign court of a violation of any investment-related statute or regulation, or an action dismissed by a domestic or foreign court pursuant to a settlement agreement.

Disclosure 1 of 1

Reporting Source:	Regulator
Initiated By:	VIRGINIA STATE CORPORATION COMMISSION
Relief Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Court Action Filed:	12/09/2013
Date Notice/Process Served:	08/30/2013
Product Type:	Other: REG. 506 - PRIVATE PLACEMENT - MEMBERSHIP INTERESTS
Type of Court:	State Court
Name of Court:	VIRGINIA STATE CORPORATION COMMISSION
Location of Court:	RICHMOND, VIRGINIA
Docket/Case #:	SEC-2013-00023
Employing firm when activity occurred which led to the action:	HERITAGE FINANCIAL SYSTEMS, INC.
Allegations:	MADE MATERIAL MISREPRESENTATIONS AND OMISSIONS; MADE INVESTMENT GENERAL SOLICITATIONS; FAILED TO CONDUCT DUE DILIGENCE; MADE UNSUITABLE RECOMMENDATIONS; FAILED TO HAVE PRE-EXISTING RELATIONSHIPS; CHARGED UNREASONABLE FEES.
Current Status:	Final
Resolution:	Settled
Resolution Date:	07/15/2014
Sanctions Ordered or Relief Granted:	Civil and Administrative Penalty(ies)/Fine(s) Restitution Other: \$20,000 CIVIL PENALTY; \$5,000 COST OF INVESTIGATION



Monetary Sanction 1 of 3

Monetary Sanction: COST OF INVESTIGATION
Total Amount: \$5,000.00
Portion against individual: 5000
Date Paid: 09/12/2013
Portion Waived: No
Amount Waived:

Monetary Sanction 2 of 3

Monetary Sanction: Monetary Fine
Total Amount: \$20,000.00
Portion against individual: 20000
Date Paid:
Portion Waived: No
Amount Waived:

Monetary Sanction 3 of 3

Monetary Sanction: Restitution
Total Amount: \$28,335.00
Portion against individual: 28335
Date Paid:
Portion Waived: No
Amount Waived:

Regulator Statement CONTACT DANNY TAYLOR AT 804-371-9884 FOR FURTHER INFORMATION.

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Reporting Source: Individual
Initiated By: VIRGINIA STATE CORPORATE COMMISSION
Relief Sought: Civil and Administrative Penalty(ies)/Fine(s)
Date Court Action Filed: 12/09/2013
Date Notice/Process Served: 08/30/2013
Product Type: Other: REG. 506 - PRIVATE PLACEMENT - MEMBERSHIP INTERESTS
Type of Court: State Court
Name of Court: VIRGINIA STATE CORPORATE COMMISSION
Location of Court: RICHMOND, VIRGINIA
Docket/Case #: SEC-2013-00023
Employing firm when activity occurred which led to the action: HERITAGE FINANCIAL SYSTEMS, INC.

Allegations: MADE MATERIAL MISREPRESENTATION AND OMISSIONS. MADE GENERAL SOLICITATIONS. DUE DILIGENCE WAS INADEQUATE. CHARGED ISSUER UNREASONABLE FEES.



Current Status:	Final
Resolution:	Settled
Resolution Date:	12/09/2013
Sanctions Ordered or Relief Granted:	Civil and Administrative Penalty(ies)/Fine(s) Restitution Other: \$20,000 CIVIL PENALTY; \$5,000.00 COST OF INVESTIGATION
Monetary Sanction 1 of 3	
Monetary Sanction:	COST OF INVESTIGATION
Total Amount:	\$5,000.00
Portion against individual:	5000
Date Paid:	09/12/2013
Portion Waived:	No
Amount Waived:	
Monetary Sanction 2 of 3	
Monetary Sanction:	Monetary Fine
Total Amount:	\$20,000.00
Portion against individual:	20000
Date Paid:	
Portion Waived:	No
Amount Waived:	
Monetary Sanction 3 of 3	
Monetary Sanction:	Restitution
Total Amount:	\$28,335.00
Portion against individual:	28335
Date Paid:	
Portion Waived:	No
Amount Waived:	



End of Report

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