



IAPD Report

MICHAEL WILLIAM BRUIN

CRD# 1779302

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5 - 6
Disclosure Information	7

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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

MICHAEL WILLIAM BRUIN (CRD# 1779302)

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 **05/18/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	AMERITAS INVESTMENT COMPANY, LLC	CRD# 14869	10/01/2004
IA	AMERITAS ADVISORY SERVICES, LLC	CRD# 317245	11/01/2021

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **20** 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
IA	AMERITAS ADVISORY SERVICES	14869	CANTON, OH	09/26/2019 - 11/01/2021
IA	MUTUAL SERVICE CORPORATION	4806	CANTON, OH	03/19/2004 - 10/04/2004
B	MUTUAL SERVICE CORPORATION	4806	BOSTON, MA	04/06/1992 - 10/04/2004

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	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 **20** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **AMERITAS INVESTMENT COMPANY, LLC**
Main Address: 5900 "O" STREET
LINCOLN, NE 68510-2234
Firm ID#: 14869

Regulator	Registration	Status	Date
B FINRA	Invest. Co and Variable Contracts	Approved	10/01/2004
B Alabama	Agent	Approved	11/26/2024
B Arizona	Agent	Approved	03/18/2019
B California	Agent	Approved	10/05/2020
B Colorado	Agent	Approved	02/27/2013
B Florida	Agent	Approved	06/15/2009
B Georgia	Agent	Approved	03/21/2024
B Illinois	Agent	Approved	02/03/2015
B Indiana	Agent	Approved	09/26/2018
B Michigan	Agent	Approved	11/07/2018
B Minnesota	Agent	Approved	01/03/2019
B Missouri	Agent	Approved	03/31/2023
B Nevada	Agent	Approved	04/18/2017



Qualifications

Regulator	Registration	Status	Date
B North Carolina	Agent	Approved	10/16/2013
B Ohio	Agent	Approved	10/01/2004
B Pennsylvania	Agent	Approved	10/01/2004
B South Carolina	Agent	Approved	03/08/2019
B Tennessee	Agent	Approved	06/24/2020
B Texas	Agent	Approved	06/20/2022
B Virginia	Agent	Approved	04/07/2022
B West Virginia	Agent	Approved	08/29/2017

Branch Office Locations

AMERITAS ADVISORY SERVICES
 3988 MILES AVE NW
 CANTON, OH 44718

AMERITAS ADVISORY SERVICES
 ST PETE BEACH, FL

Employment 2 of 2

Firm Name: **AMERITAS ADVISORY SERVICES, LLC**
 Main Address: 5900 O STREET
 LINCOLN, NE 68510
 Firm ID#: 317245

Regulator	Registration	Status	Date
IA Ohio	Investment Adviser Representative	Approved	11/01/2021
IA Texas	Investment Adviser Representative	Restricted Approval	06/20/2022

Branch Office Locations

AMERITAS ADVISORY SERVICES, LLC
 3988 Miles Ave NW
 Canton, OH 44718



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 1 state securities law exam.

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
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/07/1988

State Securities Law Exams

Exam	Category	Date
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Uniform Securities Agent State Law Examination (S63)	Series 63	05/07/1993
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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
IA	09/26/2019 - 11/01/2021	AMERITAS ADVISORY SERVICES	CRD# 14869	CANTON, OH
IA	03/19/2004 - 10/04/2004	MUTUAL SERVICE CORPORATION	CRD# 4806	CANTON, OH
B	04/06/1992 - 10/04/2004	MUTUAL SERVICE CORPORATION	CRD# 4806	BOSTON, MA
B	05/14/1992 - 06/05/1996	UNUM SALES CORPORATION	CRD# 5406	PORTLAND, ME
B	10/10/1988 - 04/03/1992	GREEN HILL FINANCIAL SERVICE CORPORATION	CRD# 4882	

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
11/2021 - Present	AMERITAS ADVISORY SERVICES, LLC	IAR	Y	LINCOLN, NE, United States
11/2011 - Present	BRUHOUSE REALTY LLC	OWNER	N	NORTH CANTON, OH, United States
03/2010 - Present	SKYLINE OF MADEIRA BEACH LAND TRUST	TRUSTEE	N	MADEIRA BEACH, FL, United States
09/2004 - Present	AMERITAS INVESTMENT COMPANY, LLC	REGISTERED REPRESENTATIVE	Y	LINCOLN, NE, United States
09/2004 - Present	AMERITAS LIFE INSURANCE COMPANY	AGENT	Y	LINCOLN, NE, United States
04/1995 - Present	BENEFIT RELATED SERVICES GROUP LTD (BRS)	MEMBER	Y	CANTON, OH, United States
04/2013 - 10/2023	CROWN ROYAL PROPERTIES	PARTNER	N	CANTON, OH, 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.

LICENSED AS AN INDEPENDENT INSURANCE AGENT TO SELL FIXED INSURANCE PRODUCTS * BRS GROUP D.B.A. BENEFIT RELATED SERVICES; SAME AS BRANCH; INV REL; INSURANCE AGENCY THAT SELLS AND PLACES HEALTH CARE ON A GROUP AND INDIVIDUAL BASIS, LIFE INSURANCE AND OTHER TRADITIONAL INSURANCE PRODUCTS;



Registration & Employment History



OTHER BUSINESS ACTIVITIES

MEMBER; START DATE=04/1995; HRS/MO=40; TRADING HRS/MO=30; TAKE CARE OF ALL FINANCIAL SERVICE PRODUCTS FOR THE AGENCY ALONG WITH MANAGEMENT AND INTERNAL ACCOUNTING FOR THE COMPANY, INDIVIDUAL LIFE SALES FOR THE OFFICE, HELPING IN THE RELATIONSHIPS BUILDING WITH ALL THE GROUP CLIENTS * SKYLINE OF MADEIRA BEACH LAND TRUST; 13999 GULF BLVD, MADEIRA BEACH FL 33708; NON-INV REL; VACATION BEACH RENTAL PROPERTY; TRUSTEE OF THE LAND TRUST; START DATE=03/2010; HRS/MO=1; TRADING HRS/MO=0; OVERSEE THE RENTAL MANAGER * BRUHOUSE REALTY LLC; 1454 WILKSHIRE CIR SW N, CANTON OH 44720; NON-INV REL; HOLDS REAL ESTATE PROPERTY USED AS A RENTAL; OWNER; START DATE=11/2011; HRS/MO=1; TRADING HRS/MO=0; LANDLORD * Y&T Club of St. Petes Beach; 9495 Blind Pass Dr Unit 704, St. Petes Beach FL 33706; non-inv rel; real estate property in Florida-12 month rental that my wife and I own; Owner; start date=1; trading hrs/mo=0; landlord



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	1

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:	AMERITAS INVESTMENT CORP
Allegations:	CLIENT FEELS SHE WAS MISLEAD AND/OR MISINFORMED BY MR. BRUIN. SHE ALSO QUESTIONED HIS AUTHORITY TO MAKE CERTAIN TRADES IN HER ACCOUNT.
Product Type:	Money Market Fund
Alleged Damages:	\$26,000.00
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:	02/09/2009
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	05/07/2010
Settlement Amount:	

Individual Contribution Amount:



End of Report

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