



IAPD Report

WILLIAM BRUCE FLOYD JR

CRD# 2792692

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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

WILLIAM BRUCE FLOYD JR (CRD# 2792692)

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 **01/20/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	01/02/2024
IA	LPL FINANCIAL LLC	CRD# 6413	01/03/2024

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **11** 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	IC ADVISORY SERVICES, INC.	140190	LAKE WALES, FL	01/23/2019 - 12/31/2023
B	THE INVESTMENT CENTER, INC.	17839	LAKE WALES, FL	11/30/2018 - 12/31/2023
IA	INFINEX INVESTMENTS, INC.	35371	Lake Wales, FL	07/26/2011 - 12/03/2018

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

Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**
Main Address: 1055 LPL WAY
FORT MILL, SC 29715
Firm ID#: 6413

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	01/02/2024
B	FINRA	General Securities Representative	Approved	01/02/2024
B	Alabama	Agent	Approved	01/18/2024
B	Connecticut	Agent	Approved	12/19/2024
B	Florida	Agent	Approved	01/18/2024
IA	Florida	Investment Adviser Representative	Approved	01/18/2024
B	Georgia	Agent	Approved	01/02/2024
B	Indiana	Agent	Approved	01/02/2024
B	Michigan	Agent	Approved	01/02/2024
B	North Carolina	Agent	Approved	01/02/2024
B	Ohio	Agent	Approved	01/02/2024
B	Pennsylvania	Agent	Approved	01/02/2024
B	Texas	Agent	Approved	01/02/2024



Qualifications

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Restricted Approval	01/03/2024
B Washington	Agent	Approved	01/24/2024

Branch Office Locations

LPL FINANCIAL LLC
1936 HWY 60 W
LAKE WALES, FL 33859




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




Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	09/01/1999

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	10/09/1996

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	04/12/2002
 Uniform Securities Agent State Law Examination (S63)	Series 63	08/28/1997

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	01/23/2019 - 12/31/2023	IC ADVISORY SERVICES, INC.	CRD# 140190	LAKE WALES, FL
B	11/30/2018 - 12/31/2023	THE INVESTMENT CENTER, INC.	CRD# 17839	LAKE WALES, FL
IA	07/26/2011 - 12/03/2018	INFINEX INVESTMENTS, INC.	CRD# 35371	Lake Wales, FL
B	07/12/2011 - 12/03/2018	INFINEX INVESTMENTS, INC.	CRD# 35371	Lake Wales, FL
IA	09/25/2006 - 07/18/2011	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	LAKE WALES, FL
B	09/19/2006 - 07/18/2011	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	LAKE WALES, FL
B	01/07/2005 - 03/11/2005	MONEY CONCEPTS CAPITAL CORP	CRD# 12963	PALM BEACH GARDEN:
IA	01/07/2005 - 03/11/2005	MONEY CONCEPTS CAPITAL CORP	CRD# 12963	LAKE WALES, FL
IA	10/08/2002 - 12/31/2004	MONEY CONCEPTS CAPITAL CORP	CRD# 12963	LAKE WALES, FL
B	10/07/2002 - 12/31/2004	MONEY CONCEPTS CAPITAL CORP	CRD# 12963	PALM BEACH GARDEN:
B	08/02/1999 - 10/14/2002	COMMONWEALTH FINANCIAL NETWORK	CRD# 8032	WALTHAM, MA
IA	08/02/1999 - 10/14/2002	COMMONWEALTH FINANCIAL NETWORK	CRD# 8032	WINTER HAVEN, FL
B	04/06/1999 - 08/27/1999	FIRST UNION BROKERAGE SERVICES, INC.	CRD# 8112	CHARLOTTE, NC
B	04/01/1998 - 12/11/1998	NATIONSBANC INVESTMENTS, INC.	CRD# 16361	BOSTON, MA
B	03/25/1997 - 04/01/1998	BARNETT INVESTMENTS, INC.	CRD# 14897	JACKSONVILLE, FL
B	10/10/1996 - 04/08/1997	INVESTMENT MANAGEMENT & RESEARCH, INC	CRD# 6694	ST. PETERSBURG, FL



Registration & Employment History

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
01/2024 - Present	LPL Financial LLC	Registered Representative	Y	Lake Wales, FL, United States
11/2018 - 01/2024	IC ADVISORY SERVICES INC	REGISTERED REPRESENTATIVE	Y	LAKE WALES, FL, United States
11/2018 - 01/2024	THE INVESTMENT CENTER INC	REGISTERED REPRESENTATIVE	Y	LAKE WALES, FL, United States
07/2011 - 11/2018	INFINEX INVESTMENTS, INC.	INVESTMENT EXECUTIVE	Y	LAKE WALES, FL, 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.

- 1- 12/2023 / The Floyd Investment Group / DBA for LPL Business (entity for LPL business) / INVESTMENT RELATED / 140 HRS MNTH / 7 HRS DURING TRADING
- 2- 12/2023 / The Floyd Investment Group Inc / Insurance Agency / INVESTMENT RELATED / 10 HRS MNTH / 1 HR DURING TRADING
- 3- 12/2023 / Plant Your Flag LLC / Business Owner / NON INVESTMENT RELATED / 10 HRS MNTH / 1 HRS DURING TRADING
- 4- 01/09/2026 - Central Florida Global Trade, LLC - Other - wholesale plywood - Manager - Not Investment Related - At Reported Business Location(s) - Start Date 11/19/2025 - 10 hours per month/ 1 hour during trading



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:	INFINEX INVESTMENTS, INC.
Allegations:	CLIENT ALLEGES PRODUCT, AND SPECIFICALLY SUB ACCOUNT ALLOCATION, WAS NOT CONSISTANT WITH OBJECTIVES AND RISK TOLERANCE. CLIENT IS SEEKING PENALTY-FREE SURRENDER.
Product Type:	Annuity-Variable
Alleged Damages:	\$9,650.00
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:	10/04/2012
Complaint Pending?	No
Status:	Denied
Status Date:	10/25/2012
Settlement Amount:	\$0.00
Individual Contribution Amount:	\$0.00

**Broker Statement**

REP COMMENT - - I MADE FULL AND EXTENSIVE DISCLOSURE OF ALL FEES, CHARGES, INVESTMENT RISK, RIDERS AND POSSIBLE NEGATIVE OUTCOMES FROM THE INVESTMENT INTO THE ANNUITY. THE CLIENT'S CASH POSITION, ON HIS OVERALL PORTFOLIO WAS INCREASED AND THE FUNDS THAT WERE PLACED IN THE ANNUITY WERE TAKEN FROM MUTUAL FUNDS THAT HAD MORE RISK THAN THE INVESTMENT ALLOCATION IN THE ANNUITY. THE CLIENT MADE A SIGNIFICANT PROFIT IN THE ANNUITY AND HAD THE INCOME STREAM HE DESIRED AND THE ADDITIONAL SECURITY OF THE INCOME RIDER.

Disclosure 2 of 2**Reporting Source:**

Individual

Employing firm when activities occurred which led to the complaint:

UVEST FINANCIAL SERVICES GROUP, INC.

Allegations:

CUSTOMER ALLEGES RR MISPRESNTATED THE TERMS OF FIXED ANNUITY PURCHASED IN AUGUST 2007.

Product Type:

Annuity-Fixed

Alleged Damages:

\$40,000.00

Arbitration Information**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):**

FINRA

Docket/Case #:

09-04577

Date Notice/Process Served:

08/13/2009

Arbitration Pending?

No

Disposition:

Settled

Disposition Date:

04/05/2010

Monetary Compensation Amount:

\$17,184.36

Individual Contribution Amount:

\$0.00

Broker Statement

SETTLEMENT INVOLVED NO MONETARY PAYMENT BY FIRM OR RR. NEW YORK LIFE ACCELERATED REMAINING PAYMENTS TO CUSTOMER, CUSTOMER SURRENDERED CONTRACT AND RECEIVED PAYMENT APPROXIMATELY IN THE AMOUNT OF \$17,184.36



End of Report

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