



IAPD Report

GEORGE LY

CRD# 4630985

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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

GEORGE LY (CRD# 4630985)

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 **02/10/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	01/09/2020
IA	LPL FINANCIAL LLC	CRD# 6413	01/09/2020

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **5** 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	CETERA INVESTMENT ADVISERS LLC	105644	LOS ANGELES, CA	02/25/2019 - 12/11/2019
B	CETERA INVESTMENT SERVICES LLC	15340	LOS ANGELES, CA	02/25/2019 - 12/11/2019
B	LPL FINANCIAL LLC	6413	LA MIRADA, CA	06/10/2016 - 03/20/2019

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 5 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 Representative	Approved	01/09/2020
B Arizona	Agent	Approved	06/20/2025
B California	Agent	Approved	01/09/2020
IA California	Investment Adviser Representative	Approved	01/09/2020
B Colorado	Agent	Approved	11/22/2022
B Oregon	Agent	Approved	07/23/2025
B Texas	Agent	Approved	07/19/2025

Branch Office Locations

LPL FINANCIAL LLC
2660 E CARSON ST
LAKEWOOD, CA 90712

LPL FINANCIAL LLC
6547 E PACIFIC COAST HIGHWAY
LONG BEACH, CA 90803



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	10/01/2018
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 General Securities Representative Examination (S7)	Series 7	05/19/2003
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State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	08/07/2008
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 Uniform Securities Agent State Law Examination (S63)	Series 63	06/30/2003
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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	02/25/2019 - 12/11/2019	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	LOS ANGELES, CA
B	02/25/2019 - 12/11/2019	CETERA INVESTMENT SERVICES LLC	CRD# 15340	LOS ANGELES, CA
B	06/10/2016 - 03/20/2019	LPL FINANCIAL LLC	CRD# 6413	LA MIRADA, CA
IA	06/10/2016 - 03/20/2019	LPL FINANCIAL LLC	CRD# 6413	LA MIRADA, CA
IA	01/21/2014 - 06/13/2016	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	LOS ANGELES, CA
B	01/29/2013 - 06/13/2016	CETERA INVESTMENT SERVICES LLC	CRD# 15340	LOS ANGELES, CA
IA	01/29/2013 - 01/21/2014	CETERA INVESTMENT SERVICES LLC	CRD# 15340	LOS ANGELES, CA
B	10/11/2011 - 01/30/2013	LPL FINANCIAL LLC	CRD# 6413	LOS ANGELES, CA
IA	10/11/2011 - 01/30/2013	LPL FINANCIAL LLC	CRD# 6413	LOS ANGELES, CA
IA	08/08/2008 - 10/11/2011	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	MONTEREY PARK, CA
B	04/26/2006 - 10/11/2011	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	MONTEREY PARK, CA
B	05/21/2003 - 04/13/2006	WM FINANCIAL SERVICES, INC.	CRD# 599	IRVINE, CA

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
06/2025 - Present	NuVision Federal Credit Union	Employee / Contractor	Y	Lakewood, CA, United States
01/2020 - Present	LPL FINANCIAL, LLC	REGISTERED REPRESENTATIVE	Y	LA MIRADA, CA, United States
02/2019 - 12/2019	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISER	Y	LOS ANGELES, CA, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
		REPRESENTATIVE		
02/2019 - 12/2019	CETERA INVESTMENT SERVICES LLC	REGISTERED REP	Y	ST CLOUD, MN, United States
02/2019 - 12/2019	EAST WEST BANK	REGISTERED REP	Y	LOS ANGELES, CA, United States
06/2016 - 02/2019	LPL FINANCIAL, LLC	REGISTERED REPRESENTATIVE	Y	LA MIRADA, CA, United States
01/2014 - 06/2016	CETERA INVESTMENT ADVISERS LLC	MASS TRANSFER	Y	LOS ANGELES, CA, United States
01/2013 - 06/2016	CETERA INVESTMENT SERVICES	REGISTERED REPRESENTATIVE	Y	SAINT CLOUD, MN, United States
04/2006 - 06/2016	EAST WEST INVESTMENT SVCS	FINANCIAL CONSULTANT	N	MONTEREY PARK, CA, 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. 12/01/2011 - LYCAN CAPITAL DBA KIDDIE CASUALS/ BUSINESS OWNER/ INVESTMENT RELATED/ 0%/ ALHAMBRA, CA
2. 03/01/2016 - LYCAN FINANCIAL/ DBA FOR LPL BUSINESS (ENTITY FOR LPL BUSINESS)/ INVESTMENT RELATED/ 100%/ LA MIRADA, CA
3. 12/01/2018 - ALPHA VENTURE CAPITAL LLC DBA LEMONGRASS BISTRO/ BUSINESS OWNER/ INVESTMENT RELATED/ 10%/ CHINO HILLS, CA



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:	Firm
Employing firm when activities occurred which led to the complaint:	CETERA INVESTMENT SERVICES LLC
Allegations:	Claimant alleges registered representative recommended unsuitable investments
Product Type:	Other: Real Estate Investment Trusts (REITS)
Alleged Damages:	\$600,000.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	20-03656
Date Notice/Process Served:	04/16/2020
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	01/06/2022
Monetary Compensation Amount:	\$700,000.00
Individual Contribution Amount:	\$0.00



Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	CETERA INVESTMENT SERVICES, LLC; CETERA INVESTMENT ADVISORS, LLC AND LPL FINANCIAL
Allegations:	PLAINTIFFS ALLEGE THAT CERTAIN ALTERNATIVE INVESTMENTS THEY PURCHASED AT A DIFFERENT BROKER-DEALER APPROXIMATELY 7 YEARS AGO WERE UNSUITABLE BECAUSE THEY WERE ALLEGEDLY NOT FEDERALLY INSURED OR LOW RISK, AS ALLEGEDLY REPRESENTED TO PLAINTIFFS. PLAINTIFFS CONTEND THAT THESE ALLEGATIONS ALSO CONSTITUTE ELDER ABUSE. ACTIVITY PERIOD: 12/2013-9/2020.
Product Type:	Real Estate Security
Alleged Damages:	\$600,000.00
Arbitration Information	
Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	20-03656
Date Notice/Process Served:	10/28/2020
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	12/13/2021
Monetary Compensation Amount:	\$700,000.00
Individual Contribution Amount:	\$0.00
Civil Litigation Information	
Type of Court:	State Court
Name of Court:	SUPERIOR COURT OF THE STATE OF CA, LOS ANGELES COUNTY
Location of Court:	LOS ANGELES COUNTY, CA
Docket/Case #:	20ST CV 14703
Date Notice/Process Served:	09/28/2020
Litigation Pending?	No
Disposition:	Other: EVOLVED IN ARBITRATION
Disposition Date:	10/28/2020
Broker Statement	LPL Financial LLC portion of settlement was \$150,000 of the \$700.000

Disclosure 2 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	CETERA INVESTMENT SERVICES LLC
Allegations:	THE CLIENT ALLEGES MISREPRESENTATION.



Product Type: Real Estate Security

Alleged Damages: \$5,000.00

Is this an oral complaint?

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 03/12/2020

Complaint Pending?

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information

Type of Court: Federal Court

Name of Court: SUPERIOR COURT OF CALIFORNIA, COUNTY OF ORANGE

Location of Court: COUNTY OF ORANGE

Docket/Case #: 30-2020-01132515-CU-FR-CJC

Date Notice/Process Served: 03/12/2020

Litigation Pending? No

Disposition: Settled

Disposition Date: 12/14/2020

Monetary Compensation Amount: \$85,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: Cetera Investment Services

Allegations: The client alleges misrepresentation.

Product Type: Real Estate Security

Alleged Damages: \$5,000.00

Alleged Damages Amount Explanation (if amount not exact): Exact amount unknown but estimated to be 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: 08/23/2019
Complaint Pending? No
Status: Evolved into Civil litigation (the individual is a named party)
Status Date: 09/04/2019
Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information

Type of Court: State Court
Name of Court: Superior Court of California
Location of Court: Orange County
Docket/Case #: 30-2020-01132515-CU-FR-CJC
Date Notice/Process Served: 03/11/2020
Litigation Pending? No
Disposition: Settled
Disposition Date: 01/14/2021
Monetary Compensation Amount: \$85,000.00
Individual Contribution Amount: \$0.00



End of Report

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