



IAPD Report

GEORGE EDWARD HEATHCOTE

CRD# 5394655

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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

GEORGE EDWARD HEATHCOTE (CRD# 5394655)

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 **11/20/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	07/10/2025
IA	LPL FINANCIAL LLC	CRD# 6413	07/10/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **7** 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	NEXT FINANCIAL GROUP, INC.	46214	Madison, WI	03/30/2022 - 07/10/2025
IA	NEXT FINANCIAL GROUP, INC.	46214	Madison, WI	03/30/2022 - 07/10/2025
B	TRANSAMERICA FINANCIAL ADVISORS, INC	16164	Madison, WI	01/06/2012 - 03/31/2022

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
Financial	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 7 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	07/10/2025
B	FINRA	Invest. Co and Variable Contracts	Approved	07/10/2025
B	FINRA	Investment Co./Variable Contracts Prin	Approved	07/10/2025
B	Colorado	Agent	Approved	07/10/2025
B	Illinois	Agent	Approved	07/10/2025
B	Iowa	Agent	Approved	07/10/2025
B	Michigan	Agent	Approved	07/10/2025
B	Minnesota	Agent	Approved	07/10/2025
B	Oregon	Agent	Approved	11/19/2025
B	Wisconsin	Agent	Approved	07/10/2025
IA	Wisconsin	Investment Adviser Representative	Approved	07/10/2025

Branch Office Locations

LPL FINANCIAL LLC
5555 ODANA ROAD SUITE 104
MADISON, WI 53719

LPL FINANCIAL LLC
MAZOMANIE, WI



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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	07/28/2008

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination (S7TO)	Series 7TO	05/28/2024
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/14/2007

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	06/16/2008
B Uniform Securities Agent State Law Examination (S63)	Series 63	11/20/2007



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	03/30/2022 - 07/10/2025	NEXT FINANCIAL GROUP, INC.	CRD# 46214	Madison, WI
IA	03/30/2022 - 07/10/2025	NEXT FINANCIAL GROUP, INC.	CRD# 46214	Madison, WI
B	01/06/2012 - 03/31/2022	TRANSAMERICA FINANCIAL ADVISORS, INC	CRD# 16164	Madison, WI
IA	01/06/2012 - 03/31/2022	TRANSAMERICA FINANCIAL ADVISORS, INC.	CRD# 16164	Madison, WI
IA	08/19/2008 - 01/06/2012	INVESTMENT ADVISORS INTERNATIONAL, INC.	CRD# 139233	MADISON, WI
B	11/15/2007 - 01/06/2012	WORLD GROUP SECURITIES, INC.	CRD# 114473	MADISON, WI

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
07/2025 - Present	LPL FINANCIAL LLC	Registered Representative	Y	Madison, WI, United States
08/2020 - Present	RV Seasonal Storage, LLC	Owner and General Manager	N	Mazomanie, WI, United States
03/2019 - Present	Premier FMS	Personal Care Worker	Y	Wauwatosa,, WI, United States
09/2016 - Present	RIDGELINE LODGE	HOST	N	MAZOMANIE, WI, United States
12/2005 - Present	DBA MICRO BUSINESS BENEFITS	AGENT	N	MAZOMANIE, WI, United States
03/1986 - Present	RENTAL PROPERTY	OWNER	N	MAZOMANIE, WI, United States
03/2022 - 07/2025	NEXT Financial Group, Inc.	Registered Representative/Investment Advisor Representative	Y	Houston, TX, United States
08/2021 - 07/2025	National Social Security Association, LLC	NSSA Certificate	N	Cincinnati, OH, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
04/2021 - 07/2025	The Krause Agency, Inc.	Independent Agent	Y	De Pere, WI, United States
07/2007 - 07/2025	WORLD FINANCIAL GROUP	ASSOCIATE	Y	MADISON, WI, United States
08/2019 - 03/2022	College Funding Solutions, Inc.	Certified College Advisor	N	Salem, OR, United States
11/2015 - 03/2022	HEARTLAND INSTITUTE FOR FINANCIAL EDUCATION	COLLEGE PLANNING CONSULTA	N	GREENWOOD VILLAGE, CO, United States
09/2015 - 03/2022	MADISON CHRISTIAN GENEROSITY COUNCIL	.	N	MADISON, WI, United States
01/2012 - 03/2022	TRANSAMERICA FINANCIAL ADVISORS, INC	Mass Transfer	Y	MADISON, WI, United States
11/2016 - 02/2019	COMMUNITY LIVING ALLIANCE	PERSONAL CARE WORKER	N	MADISON, WI, 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. 07/10/2025- George E Heathcote- Non-Variable Insurance- INV Related- At Reported Business Location(s)- Start date 04/01/2020- 2 Hours Per Month-1 Hour During Trading
2. 07/10/2025- RV Seasonal Storage, LLC- Real Estate Rental- INV Related- At Mazomanie, WI - Start date 08/01/2020- 10 Hours Per Month
3. 07/10/2025- Premier FMS- Outside/W-2 Employment- Not INV Related- Home Based- Start date 03/01/2019- 80 Hours Per Month
4. 07/10/2025- Shepherd Financial Advisors- DBA for LPL Business (entity for LPL business)- INV Related- At Reported Business Location(s)- Start date 03/30/2022- 30 Hours Per Month- 15 Hours During Trading
5. 07/10/2025- Heathcote Micro Business Benefits- DBA for LPL Business (entity for LPL business)- INV Related- At Reported Business Location(s)- Start date 12/01/2005- 160 Hours Per Month- 120 Hours During Trading
6. 07/10/2025- Ridgeline Lodge-Real Estate Rental- INV Related- At Reported Business Location(s)- Start date 09/01/2016- 1 Hour Per Month
7. 11/05/2025 - Sierra Ridge Advisor Group - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s) - Start Date 10/01/2025 - 1 hour per month/ during trading
8. 11/05/2025 - Seirra Ridge Wealth Management - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s) - Start Date 10/01/2025 - 1 hour per month/ 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
Financial	2

Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 2

Reporting Source: Individual

Action Type: Compromise

Action Date: 10/04/2020

Organization Investment-Related?

Action Pending? No

Disposition: Discharged

Disposition Date: 10/04/2020

If a compromise with creditor, provide:

Name of Creditor: Chase

Original Amount Owed: \$24,149.10

Terms Reached with Creditor: Debt cancelled by credit card issuer. Amount discharged \$3,659.31.

Disclosure 2 of 2

Reporting Source: Individual

Action Type: Compromise

Action Date: 06/30/2020

Organization Investment-Related?

Action Pending? No



Disposition: Discharged

Disposition Date: 06/30/2020

If a compromise with creditor, provide:

Name of Creditor: Chase

Original Amount Owed: \$34,414.43

Terms Reached with Creditor: Debt cancelled by credit card issuer. Amount discharged \$8,945.36.



End of Report

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