



IAPD Report

ALICIA M CRAGHOLM

CRD# 5780403

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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

ALICIA M CRAGHOLM (CRD# 5780403)

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 **07/06/2026**.

CURRENT EMPLOYERS

This individual is not currently registered as an Investment Adviser Representative.

QUALIFICATIONS

This individual is not currently registered as an Investment Adviser Representative.

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	LPL ENTERPRISE, LLC	8733	SAN JOSE, CA	02/28/2025 - 07/06/2026
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	WALNUT CREEK, CA	07/07/2017 - 06/24/2024
IA	BANCWEST INVESTMENT SERVICES, INC. (BWIS) AND BWIS D/B/A FHS	29357	WALNUT CREEK, CA	06/08/2016 - 06/14/2017

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 not currently registered as an Investment Adviser Representative.



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, 0 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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No information reported.

State Securities Law Exams

Exam	Category	Date
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IA

B

Uniform Combined State Law Examination (S66)

Series 66

07/01/2010



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
IA	02/28/2025 - 07/06/2026	LPL ENTERPRISE, LLC	CRD# 8733	SAN JOSE, CA
IA	07/07/2017 - 06/24/2024	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	WALNUT CREEK, CA
IA	06/08/2016 - 06/14/2017	BANCWEST INVESTMENT SERVICES, INC. (BWIS) AND BWIS D/B/A FHIS	CRD# 29357	WALNUT CREEK, CA
IA	11/02/2012 - 03/25/2015	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	WALNUT CREEK, CA
IA	07/02/2010 - 10/12/2012	MORGAN STANLEY	CRD# 149777	SAN FRANCISCO, 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
02/2025 - Present	LPL Enterprise LLC	Registered Representative	Y	Walnut Creek, CA, United States
07/2024 - 02/2025	Unemployed	NA	N	Walnut Creek, CA, United States
06/2017 - 06/2024	Bank of America, N.A.	MERRILL FINANCIAL SOLUTIONS ADVISOR	Y	Walnut Creek, CA, United States
06/2017 - 06/2024	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	FINANCIAL SOLUTIONS ADVISOR	Y	Pleasant Hill, CA, United States
06/2016 - 06/2017	BANCWEST INVESTMENT SERVICES	PREMIER BANKER	Y	WALNUT CREEK, CA, United States
06/2016 - 06/2017	BANK OF THE WEST	PREMIER BANKER	Y	WALNUT CREEK, 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) 04/03/2025-Optimus Wealth Management-DBA for LPL Business (entity for LPL business)-Inv Related-At reported business



Registration & Employment History



OTHER BUSINESS ACTIVITIES

location(s)-Start date 03/24/2025-160hrs/mth-120hrs/mth during trading

2)04/08/2025-Everlygreen Wealth LLC-DBA for LPL Business (entity for LPL business)-Inv Related-At reported business location(s)-Start date 04/03/2025-160hrs/mth-140hrs/mth during trading

3)05/27/2025-Mercor AI-Outside/W-2 Employment-Senior Domain Expert-Not Inv Related-At San Francisco,CA-Start date 05/23/2025-50hrs/mth-0hrs/mth 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	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:	Firm
Employing firm when activities occurred which led to the complaint:	MORGAN STANLEY SMITH BARNEY
Allegations:	CLIENT ALLEGES HE WAS NOT TOLD HE WAS OPENING A FEE BASED MANAGED ACCOUNT - MARCH 2012.
Product Type:	Other: MANAGED/WRAP ACCOUNTS (IN-HOUSE MONEY MANAGER)
Alleged Damages:	\$5,913.81
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:	03/27/2013
Complaint Pending?	No
Status:	Settled
Status Date:	06/25/2013
Settlement Amount:	\$4,381.41
Individual Contribution Amount:	\$0.00



Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MORGAN STANLEY SMITH BARNEY
Allegations:	CLIENT ALLEGES HE WAS NOT TOLD HE WAS OPENING A FEE BASED MANAGED ACCOUNT - MARCH 2012.
Product Type:	Other: MANAGED/WRAP ACCOUNTS (IN-HOUSE MONEY MANAGER)
Alleged Damages:	\$5,913.81
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:	03/27/2013
Complaint Pending?	No
Status:	Settled
Status Date:	06/25/2013
Settlement Amount:	\$4,381.41
Individual Contribution Amount:	\$0.00

Broker Statement

This response is necessary to provide additional information and context regarding the only customer dispute recorded on my FINRA broker summary. My former employer, Morgan Stanley, received a letter from a client dated March 7, 2013. This letter is described as a "complaint," which is neither accurate, nor correct. The client confirmed on several separate occasions that he did not and has not made a complaint against me, nor was it ever his intention to do so. Furthermore, the client has also confirmed that he did not initiate, write, or fully read the letter received by Morgan Stanley. In fact, the letter was created and instigated by a former business associate who described it to the client as an administrative document which would allow Morgan Stanley to rebate certain account management fees. Therefore, any suggestion of a complaint against me is fallacious. Personally, I view the situation as a blatant attempt to damage my reputation, which I hope will not be successful. Notwithstanding my attempts to clear the accusations made against me, the "settled" customer dispute continues to sully my clean advisory record. Thus, I am placed in the awkward position of responding to a complaint that was never made against me. Nevertheless, I am obligated to set the record straight.



End of Report

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