



IAPD Report

Richard Salinas

CRD# 6041179

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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

Richard Salinas (CRD# 6041179)

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 **03/31/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	09/05/2025
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	09/05/2025

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	AVANTAX ADVISORY SERVICES	104556	EdinBurg, TX	09/01/2021 - 09/05/2025
B	AVANTAX INVESTMENT SERVICES, INC.	13686	Edinburg, TX	09/01/2021 - 09/05/2025
IA	PNC INVESTMENTS	129052	RAYMONDVILLE, TX	08/18/2021 - 09/08/2021

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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	09/05/2025
	FINRA	Invest. Co and Variable Contracts	Approved	09/05/2025
	Arizona	Agent	Approved	09/05/2025
	California	Agent	Approved	09/05/2025
	Colorado	Agent	Approved	09/05/2025
	Minnesota	Agent	Approved	09/05/2025
	Texas	Agent	Approved	09/05/2025

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
Edinburg, TX

CETERA ADVISOR NETWORKS LLC
5309 S McColl Rd
Edinburg, TX 78539

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
Main Address: 1450 AMERICAN LANE
6TH FLOOR, SUITE 650
SCHAUMBURG, IL 60173-2096
Firm ID#: 105644



Qualifications

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Approved	09/05/2025

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
EDINBURG, TX

CETERA INVESTMENT ADVISERS LLC
5309 S MCCOLL RD
EDINBURG, TX 78539



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, 3 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
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	07/15/2016
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/11/2012

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	12/02/2016
B Uniform Securities Agent State Law Examination (S63)	Series 63	05/21/2012



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	09/01/2021 - 09/05/2025	AVANTAX ADVISORY SERVICES	CRD# 104556	EdinBurg, TX
B	09/01/2021 - 09/05/2025	AVANTAX INVESTMENT SERVICES, INC.	CRD# 13686	Edinburg, TX
IA	08/18/2021 - 09/08/2021	PNC INVESTMENTS	CRD# 129052	RAYMONDVILLE, TX
B	08/16/2021 - 09/08/2021	PNC INVESTMENTS	CRD# 129052	RAYMONDVILLE, TX
IA	12/06/2016 - 08/17/2021	PNC MANAGED ACCOUNT SOLUTIONS, INC.	CRD# 110476	Harlingen, TX
B	02/10/2015 - 08/16/2021	BBVA SECURITIES INC.	CRD# 27060	HARLINGEN, TX
B	10/01/2012 - 01/08/2015	J.P. MORGAN SECURITIES LLC	CRD# 79	MCALLEN, TX
B	05/14/2012 - 10/01/2012	CHASE INVESTMENT SERVICES CORP.	CRD# 25574	MCALLEN, TX

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
09/2025 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
09/2025 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Edinburg, TX, United States
03/2025 - Present	L/S Financial Advisors LLC	Owner / Partner	Y	Edinburg, TX, United States
09/2021 - Present	LRS Investment Services LLC	Owner	Y	Edinburg, TX, United States
09/2021 - 09/2025	Avantax Advisory Services	Investment Advisor Representative	Y	Edinburg, TX, United States
09/2021 - 09/2025	Avantax Insurance Agency, LLC	Insurance Agent	Y	Edinburg, TX, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
09/2021 - 09/2025	Avantax Investment Services, Inc.	Registered Representative	Y	Edinburg, TX, United States
12/2016 - 09/2021	PNC Managed Account Solutions, Inc.	Financial Consultant	Y	RAYMONDVILLE, TX, United States
02/2015 - 09/2021	BBVA COMPASS INSURANCE AGENCY, INC.	AGENT	Y	AUSTIN, TX, United States
02/2015 - 09/2021	BBVA SECURITIES INC.	FINANCIAL CONSULTANT	Y	Harlingen, TX, United States
01/2015 - 09/2021	COMPASS BANK	EMPLOYEE	Y	BIRMINGHAM, AL, United States
03/2018 - 10/2018	Texas Tuxedo Rental	owner	N	mcallen, TX, 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) LRS INVESTMENT SERVICES LLC

POSITION: Owner NATURE: LRS Investment Services is the company I set up when I became an Independent Advisor with AVANTAX INVESTMENT RELATED: Yes NUMBER OF HOURS: 130 SECURITIES TRADING HOURS: 130 START DATE: 09/01/2021

ADDRESS: 1004 Royal Street, Edinburg TX 78539, United States

DESCRIPTION: Under LRS Investment services I will assist client with Investment advise. Offer financial products and services under the Avantax platform.

2) LRS PROPERTY RENTAL LLC

POSITION: Owner NATURE: Apartment Rentals / Land Lord. INVESTMENT RELATED: Yes NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 0 START DATE: 10/03/2022

ADDRESS: 1004 Royal Street, Edinburg TX 78539, United States

DESCRIPTION: Owner of the apartments. I will be renting them and collecting rents on a monthly basis.

3) L/S FINANCIAL ADVISORS LLC

POSITION: Owner / Partner NATURE: Sell of investment products offered through Avantax Wealth Management INVESTMENT RELATED: Yes NUMBER OF HOURS: 130 SECURITIES TRADING HOURS: 130 START DATE: 03/20/2025

ADDRESS: 5309 S Mccoll Rd, Edinburg TX 78539, United States

DESCRIPTION: Meet with clients. Client phone calls. Determine products based on clients needs and goals.



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:	BBVA SECURITIES INC.
Allegations:	Customer questioned suitability of his market-linked CD purchase based upon maturity date of the instrument.
Product Type:	CD
Alleged Damages:	\$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	The firm estimates compensatory damages would be in excess of \$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:	03/13/2024
Complaint Pending?	No
Status:	Settled
Status Date:	03/26/2024
Settlement Amount:	\$7,950.22



Individual Contribution Amount: \$0.00

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: BBVA SECURITIES INC.

Allegations: Customer questioned suitability of his market-linked CD purchase based upon maturity date of the instrument.

Product Type: CD

Alleged Damages: \$5,000.00

Alleged Damages Amount Explanation (if amount not exact): The firm estimates compensatory damages would be in excess of \$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: 03/13/2024

Complaint Pending? No

Status: Settled

Status Date: 03/26/2024

Settlement Amount: \$7,950.22

Individual Contribution Amount: \$0.00

Broker Statement It is truly unfortunate a customer complaint was filed in reference to a Market Link CD that was bought by the client. The fact that I moved firms, BBVA then sold to PNC Bank, and I lost contact with the client surely did not help the situation to address their concerns. I believe this product was suitable at the time based on our conversations. The customer had already purchased a similar Market link CD prior to the purchase of this one. The client understood what he was purchasing from past experience and agreed to the new terms and conditions of new CD. BBVA's compliance team reviewed and approved the purchase. I run my practice with the client's best interest in mind and I will continue to do so.



End of Report

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