



IAPD Report

REYNALDO Q. LUCERO

CRD# 6400477

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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

REYNALDO Q. LUCERO (CRD# 6400477)

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 **05/28/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	FIDELITY BROKERAGE SERVICES LLC	CRD# 7784	10/31/2014
IA	STRATEGIC ADVISERS LLC	CRD# 104555	03/31/2025

QUALIFICATIONS

This representative is currently registered in **2** SRO(s) and **4** 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	FIDELITY PERSONAL AND WORKPLACE ADVISORS	288590	SALT LAKE CITY, UT	12/20/2018 - 03/31/2025

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? **No**



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 4 jurisdiction(s) and 2 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **FIDELITY BROKERAGE SERVICES LLC**
Main Address: 900 SALEM STREET
SMITHFIELD, RI 02917
Firm ID#: 7784

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	10/31/2014
B FINRA	General Securities Sales Supervisor	Approved	10/03/2016
B New York Stock Exchange	General Securities Representative	Approved	10/31/2014
B New York Stock Exchange	General Securities Sales Supervisor	Approved	10/01/2018
B Massachusetts	Agent	Approved	11/12/2014
B Nevada	Agent	Approved	04/03/2026
B Texas	Agent	Approved	11/12/2014
B Utah	Agent	Approved	04/04/2026

Branch Office Locations

FIDELITY BROKERAGE SERVICES, LLC
2225 VILLAGE WALK DRIVE, STE 199
SHOPS AT GREEN VALLEY RANCH
HENDERSON, NV 89052

FIDELITY BROKERAGE SERVICES, LLC
LAS VEGAS, NV

FIDELITY BROKERAGE SERVICES, LLC
LAS VEGAS, NV

Employment 2 of 2

Firm Name: **STRATEGIC ADVISERS LLC**
Main Address: 155 SEAPORT BLVD



Qualifications

Firm ID#: BOSTON, MA 02210-2698
104555

	Regulator	Registration	Status	Date
IA	Nevada	Investment Adviser Representative	Approved	04/03/2026
IA	Texas	Investment Adviser Representative	Restricted Approval	03/31/2025

Branch Office Locations

STRATEGIC ADVISERS LLC
2225 VILLAGE WALK DRIVE
SHOPS AT GREEN VALLEY RANCH STE 199
HENDERSON, NV 89052-5680

STRATEGIC ADVISERS LLC
LAS VEGAS, NV



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

Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	10/03/2016
General Securities Sales Supervisor - General Module Examination (S10)	Series 10	09/16/2016

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	10/31/2014

State Securities Law Exams

Exam	Category	Date
Uniform Combined State Law Examination (S66)	Series 66	12/05/2018
Uniform Securities Agent State Law Examination (S63)	Series 63	11/07/2014

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	12/20/2018 - 03/31/2025	FIDELITY PERSONAL AND WORKPLACE ADVISORS	CRD# 288590	SALT LAKE CITY, UT

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
03/2025 - Present	Fidelity Investments	Mass Transfer	Y	BOSTON, MA, United States
09/2014 - Present	FIDELITY BROKERAGE SERVICES LLC	FINANCIAL REPRESENTATIVE	Y	SALT LAKE CITY, UT, 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.

OBA-109586|OrgNm:Online and in person selling |Org Addr:West Jorda,Utah,US|OBA Nature:Will be selling handmade and o|Invst Rel:N|Title:Seller |Duties:Ill be selling my own wood carvings as I carve them. As well as other items I make related to wood carvings. |StrtDt:05-31-24|TotHrs/mon:10|TrdHrs/mon:0



End of Report

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