

BEFORE THE ARKANSAS SECURITIES COMMISSIONER
CASE NO. S-26-0024
ORDER NO. S-26-0024-26-OR01

REC'D - AR SECURITIES
26 MAY 26 PM 2:05

IN THE MATTER OF:

MERCURY CAPITAL ADVISORS LLC

RESPONDENT

SUMMARY ORDER CANCELING REGISTRATION

This Summary Order (“Order”) is entered pursuant to the Arkansas Securities Act (“Act”), codified at Ark. Code Ann. §§ 23-42-101 through 23-42-509, the Rules of the Arkansas Securities Commissioner (“Rules”) promulgated pursuant to the Act and codified at 23 CAR §§ 300-101 through 300-609, and the Arkansas Administrative Procedures Act, codified at Ark. Code Ann. §§ 25-15-201 through 25-15-221.

FINDINGS OF FACT

1. Mercury Capital Advisors LLC (“Mercury”), CRD No. 152338, is an entity registered with the Arkansas Securities Department (“Department”) as a broker-dealer firm. Mercury’s principal place of business is located at 280 Park Avenue, 36th Floor, New York, New York 10017. Mercury was initially registered with the Department as a broker-dealer firm on October 6, 2010.

2. The Financial Industry Regulatory Authority (“FINRA”) is the federal self-regulatory organization for securities firms. On or around March 18, 2025, and April 11, 2025, FINRA issued a Notice of Suspension letter (“Notice Letter”) to Mercury after the firm failed to provide its December 2024 Annual Audit Report. The Notice Letter stated that FINRA would expel Mercury if the firm did not request a termination of its suspension within three months of

the Notice Letter. The Notice Letter also advised Mercury that it could request a hearing pursuant to FINRA Rule 9559.

3. Mercury failed to request the termination of its suspension within three months of the date of the Notice Letter. Mercury also failed to request a hearing after the Notice Letter advised it that it had the right to a hearing. FINRA entered an order expelling Mercury from FINRA membership on June 23, 2025, pursuant to FINRA Rule 9552(h).

APPLICABLE LAW

4. Ark. Code Ann. § 23-42-308(d)(2) states, in part, that the Commissioner may by summary order cancel a registration if they find that any broker-dealer registrant has ceased to do business as a broker-dealer.

5. 23 CAR § 300-609(c)(1) of the Rules states that if the Commissioner summarily cancels a registration, the registrant shall be promptly served with a copy of the pleading or order. An affected registrant may request a hearing of the matter by making a written request to the Commissioner within thirty (30) days of receipt of a summary order. A requested hearing shall be held within fifteen (15) days of receipt of a written request, but if no hearing is requested and none is ordered by the Commissioner, the order will remain in effect as a final order.

CONCLUSIONS OF LAW

6. The entry of this Order by the Commissioner is appropriate pursuant to Ark. Code Ann. § 23-42-308(d)(2). Mercury was expelled by FINRA order and no longer has a FINRA membership or registration. Therefore, Mercury has ceased to do business as a broker-dealer firm and should have its registration canceled by summary order by the Commissioner.

IT IS THEREFORE SUMMARILY ORDERED that the registration of Mercury with the Department is hereby canceled as of the date of this Order. A hearing on this Order shall be held

if requested by Mercury pursuant to 23 CAR § 300-606(m)(2)(C). Such request should be addressed to the Commissioner and submitted to the following address: Arkansas Securities Commissioner, 1 Commerce Way, Suite 402 Little Rock, Arkansas 72202. If no hearing is requested, this Order shall remain in effect as a final order.

WITNESS MY HAND AND SEAL this the 26th day of May, 2026.

SUSANNAH T. MARSHALL
ARKANSAS SECURITIES COMMISSONER

By: 

J. Campbell McLaurin
Deputy Commissioner
Arkansas Securities Department
1 Commerce Way, Suite 402
Little Rock, Arkansas 72202