

*This brochure supplement provides information about Gaurav Lall, Managing Member, that supplements the LPS Financial LLC brochure. You should have received a copy of that brochure. Please contact Tamir Shabat, Chief Compliance Officer and Managing Member if you did not receive LPS Financial LLC's brochure or if you have any questions about the contents of this supplement.*

## **LPS Financial LLC**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **Gaurav Lall**

Personal CRD Number: **4738175**  
Investment Adviser Representative

LPS Financial LLC  
2535 Victory Blvd.  
Staten Island, N.Y., 10314  
(212) -328-7876  
glall@lpsfinancial.com

UPDATED: 03/22/2021

Registration does not imply a certain level of skill or training.

## Item 2: Educational Background and Business Experience

**Name:** Gaurav Lall

**Born:** 1979

### **Education Background and Professional Designations:**

#### **Education:**

Bachelor of Economics & Finance, College of Staten Island - 2003

#### **Designations:**

#### **Business Background:**

06/2013 – Present	Managing Member LPS Financial LLC
08/2019 – Present	Managing Member Vessel Capital Management LLC
05/2011 – Present	Co-Founder/Managing Partner, Insurance Agent Life 143 LLC
02/2012 – 12/2017	Registered Representative SA Stone Wealth Management Inc.
02/2012– 06/2014	Investment Advisor Representative Sterne Agee Investment Advisors, Inc.
12/2009 – 02/2012	Registered Representative Synergy Investment Group, LLC
05/2006 – 12/2009	Registered Representative Reuven Enterprises Securities /Division, LLC
12/2003 – 03/2006	Registered Representative Kovac Securities, Inc.

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

### **Item 4: Other Business Activities**

Gaurav Lall is an owner of Life 143 LLC, an insurance company, and is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. LPS Financial LLC always acts in the best interest of the client, including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of LPS Financial LLC in such individual's outside capacity.

Mr. Lall is also owner of The Vaishali Group, LLC, a personal holding company.

Mr. Lall is an owner and Manager of Vessel Capital Management LLC and Vessel Capital Advisors, LLC. Vessel Capital Management LLC serves as the manager of a number of Delaware series limited liability companies operating as private equity funds under the brand "Vessel Capital Partners." While Vessel Capital Advisors LLC is identified as the investment adviser of the VCP Funds, it has not acted in that capacity for any of the VCP Funds as of the date hereof. LPS may recommend to certain accredited and qualified discretionary clients to invest in one or more of the VCP Funds. The recommending of a VCP Fund to LPS clients may create a conflict of interest because Vessel Capital Management and/or Vessel Capital Advisors, entities owned and controlled by Mr. Lall, may receive income or profits as a result, and LPS clients may be subject to higher fees for investing in the VCP Funds than they might otherwise pay as LPS clients. The recommendations, therefore, can appear to be based on LPS' interest in receiving higher fees rather than on the client's interest to achieve his or her risk adjusted investment objective and goals. LPS diminishes this potential conflict of interest by not charging clients a separately managed account advisory fee in addition to the VCP Fund's related advisory, management and performance fees. Based on the clients' desire to invest in VCP Funds, LPS recommends the VCP Funds only to clients who are accredited and/ or qualified (as defined by applicable federal securities laws).

### **Item 5: Additional Compensation**

Gaurav Lall does not receive any economic benefit from someone who is not a client in

exchange for providing clients advisory services through LPS Financial LLC.

Compensation for the activities of Life 143 LLC and for Vessel Capital Management LLC is described above.

#### **Item 6: Supervision**

As Chief Compliance Officer of LPS Financial LLC, Tamir Shabat supervises all duties and activities of the firm. Gaurav Lall adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements. Tamir Shabat's phone number is (212) 328-7876.