

**ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

IN THE MATTER OF:)	
)	
MERCURY CAPITAL ADVISORS, LLC (CRD NO. 152338),)	ADMINISTRATIVE ORDER: REVOCATION OF BROKER-DEALER REGISTRATION
)	
Respondent.)	Matter No. 20254244
_____)	

I. PRELIMINARY STATEMENT

Pursuant to the authority granted to the Securities Commissioner of South Carolina (the “Securities Commissioner”) under the South Carolina Uniform Securities Act of 2005, S.C. Code Ann. § 35-1-101, *et seq.*, and the regulations and rules promulgated thereunder (collectively, the “Act”), and delegated to the Securities Division of the Office of the Attorney General of the State of South Carolina (the “Division”) by the Securities Commissioner, the Division conducted an investigation into the securities-related activities of Mercury Capital Advisors, LLC (CRD No. 152338) (the “Respondent”). In connection with its investigation, the Division has determined that evidence exists to support the Findings of Fact and Conclusions of Law set forth below, and the issuance of this Administrative Order Revoking Respondent’s Broker-Dealer Registration.

II. JURISDICTION

1. The Securities Commissioner has jurisdiction over this matter pursuant to S.C. Code Ann. § 35-1-601(a).

III. RESPONDENT

2. The Respondent is a broker-dealer registered with the Division with a last known business address of 280 Park Avenue 36th Floor, New York, NY 10017.

3. The Respondent has been registered with the Division as a broker-dealer since September 27, 2010.

IV. FINDINGS OF FACT

4. On April 11, 2025, the Financial Industry Regulatory Authority (“FINRA”) suspended the Respondent from FINRA membership.

5. On June 23, 2025, FINRA expelled the Respondent from FINRA membership.

V. CONCLUSIONS OF LAW

6. Pursuant to S.C. Code Ann. § 35-1-412(b), the Securities Commissioner may issue an order revoking, suspending, or limiting the registration of a registrant, if the Securities Commissioner finds that the order is in the public interest and subsection (d) of S.C. Code Ann. § 35-1-412 authorizes the action.

7. Pursuant to S.C. Code Ann. § 35-1-412(d)(5)(C), the Securities Commissioner may issue an order revoking the registration of a registrant who is the subject of an order, issued after notice and opportunity for a hearing, by a self-regulatory organization suspending or expelling the registrant from membership in the self-regulatory organization.

8. FINRA, a self-regulatory organization, expelled the Respondent from FINRA membership.

9. It is necessary and appropriate, in the public interest, for the protection of investors, and consistent with the purposes fairly intended by the policy and provisions of the Act to revoke the Respondent’s registration as a broker-dealer.

VI. ORDER

NOW THEREFORE, pursuant to S.C. Code Ann. § 35-1-412(b), it is hereby **ORDERED** that the Respondent’s registration with the Division as a broker-dealer is **REVOKED**.

VII. NOTICE OF OPPORTUNITY FOR HEARING

The Respondent is hereby notified that it has the right to a formal hearing on the matters contained herein. To schedule a hearing, the Respondent must file with the Division within thirty (30) days after the date of service of this Order, a written Answer specifically requesting a hearing. If the Respondent requests a hearing, the Division, within fifteen (15) days after receipt of a written request, will schedule the hearing for the Respondent. The written request shall be delivered to the Office of the Attorney General, 1000 Assembly Street, Columbia, South Carolina 29201, or mailed to the Office of the Attorney General, Attention: Securities Division, P.O. Box 11549, Columbia, South Carolina 29211-1549.

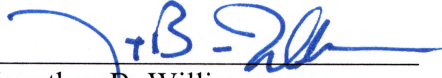
In the written Answer, the Respondent, in addition to requesting a hearing, shall admit or deny each factual allegation in this Order, shall set forth specific facts on which the Respondent relies, and shall set forth concisely the matters of law and affirmative defenses upon which the Respondent relies. If the Respondent is without knowledge or information sufficient to form a belief as to the truth of an allegation, the Respondent shall so state.

Failure by the Respondent to file a written request for a hearing in this matter within the thirty-day (30) period stated above shall be deemed a waiver by the Respondent of the right to such a hearing. Failure by the Respondent to file an Answer, including a request for a hearing, shall result in this Order's becoming final by operation of law. The regulations governing the hearing process can be found at S.C. Code of Regulations § 13-604.

This Order does not prevent the Division or any other agency from seeking additional remedies as are available under the Act, including remedies related to the offers and sales of securities by the Respondent set forth above.

ENTERED, this the 1st day of June, 2026.

ALAN WILSON
SECURITIES COMMISSIONER

By: 
Jonathan B. Williams
Senior Assistant Deputy Attorney General