We investigate the question of the existence of a Lagrangian concordance between two Legendrian knots in $\mathbb{R}^3$. In the case of a concordance from a knot $K$ to the standard Legendrian unknot, we use normal rulings to provide obstructions which can be expressed in terms of the HOMFLY and Kauffman polynomials of $K$ and its cables and thus depend only on the smooth knot type of $K$. As a consequence, we construct non-reversible Lagrangian concordances from the standard Legendrian unknot to infinitely many other knots. (Received January 18, 2015)