

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

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**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.* (the “Act”), and delegated to the Securities Division of the Office of the Attorney General (the “Division”) by the Securities Commissioner, the Division conducted an investigation into the securities

Larson is in fact a licensed investment adviser representative, and he is not and has never been associated in any way with JFA Advisors, LLC (CRD#144039).

3. The Respondents operate at least two websites, [jfaadvisorsllc.com](http://jfaadvisorsllc.com) and

9. Fortunately, Victim 1 did not fall victim to the fraudsters' attempts to defraud him.

10. On or about July 8, 2021, another individual ("Victim 2") was contacted by Larson, who claimed to be associated

**CEASE AND DESIST** from transacting business in this State in violation of the Act; and

- b. The Respondents shall jointly and severally pay a civil penalty in the amount of thirty thousand dollars (\$30,000.00) if this Order becomes effective by operation of law, or, if a Respondent seeks a hearing and any legal authority resolves this matter, pay a civil penalty in an amount not to exceed ten thousand dollars (\$10,000.00) for each violation of the Act by the Respondent(s) and the actual cost of the investigation or proceeding.

**IT IS FURTHER ORDERED** that, pursuant to S.C. Code Ann. § 35-1-604(a)(2) and (3), any exemption from registration with the Division that the Respondents may claim to rely upon under the Act, has been and is



11/11/2011

SAC Code of Regulations

815.094

SAC Code of Regulations 815.094

Order does not prevent the...

11/11/2011

the office and sales of...

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Secretary General