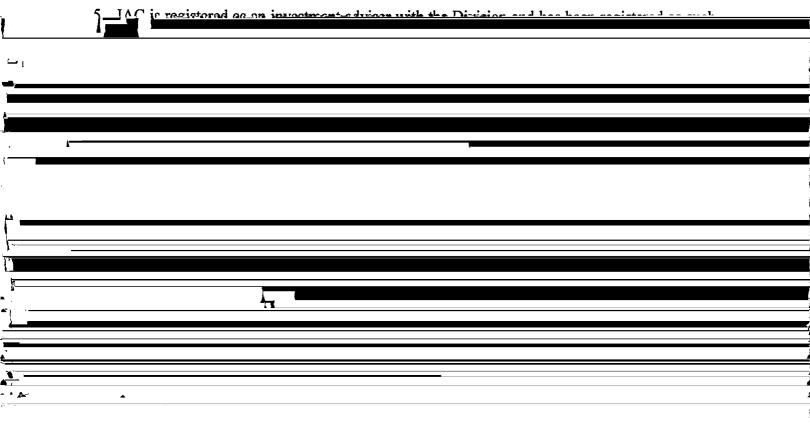
ADMINISTRATIVE PROCEEDING

الأثبك عطافكاتيار

Investment Advisory Center, Inc.,) RULE TO SHOW CAUSE IARD #153495, and) File Number 13045 Jesse Clifton Dove,) CRD #1661883,) Respondents.) WHEREAS the Securities Division of the Office of the Attorney General of the State of	Buth Man bern account on comme or se	~~ v.,
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- Respondent Investment Advisory Center, Inc. ("IAC") is a South Carolina company with a
 last known business address of Coosaw Creek Country Club, 8757 E. Fairway Woods Circle,
 North Charleston, South Carolina 29420.
- 4. Dove is currently registered as an investment advisor representative with the Division and has been registered as such since March 8, 1993.



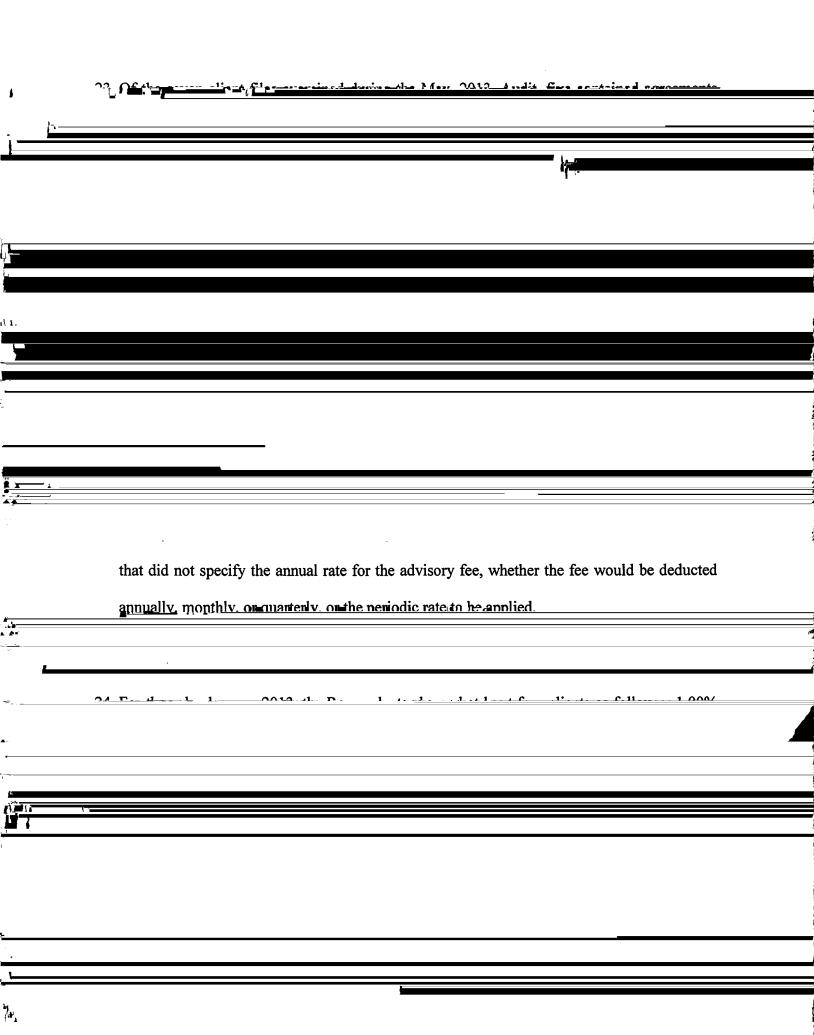
since March 8, 1993.

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6. Dove, at all times relevant to this order, was owner, registered agent, an associated investment adviser representative, and principal control person of IAC (collectively, Dove and IAC may be referred to within as the "Respondents").

III. <u>FACTUAL BACKGROUND</u>

- 7. On or about May 21, 2013, the Division notified Dove of its intent to conduct the onsite portion of a special audit of IAC.
- 8. On or about May 29, 2013, the Division, by and through Auditor Richard Broad (the "Examiner"), conducted the onsite portion of a special audit of IAC (the "May, 2013,



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of securities or the advisability of investing in, purchasing, or selling securities or that, for compensation and as part of a regular business, issues or promulgates analyses or reports relating to securities, to employ a device, scheme, or artifice to defraud another person, or to engage in an act, practice, or course of business that operates or would operate as a fraud or deceit upon another person.

33. Pursuant to S.C. Code Ann. § 35-1-411(c), investment advisers registered or required to be registered under the Act shall make and maintain required accounts, correspondence,

- 34. Pursuant to S.C. Code of Regulations R. 13-408(A)(18), investment advisers registered or required to be registered under the Act shall make and keep true, accurate, and current written information about each investment advisory client that is the basis for making any recommendation or providing any investment advice to such client.
- 35. Pursuant to S.C. Code of Regulations R. 13-408(A)(10) investment advisers registered or required to be registered under the Act shall make and keep true, accurate, and current a copy in writing of each agreement entered into by the investment adviser with any client, and all other written agreements otherwise relating to the investment adviser's business as an investment adviser.
- 26 Division to C.C. Codo of Bouleting B. 12 502(B)

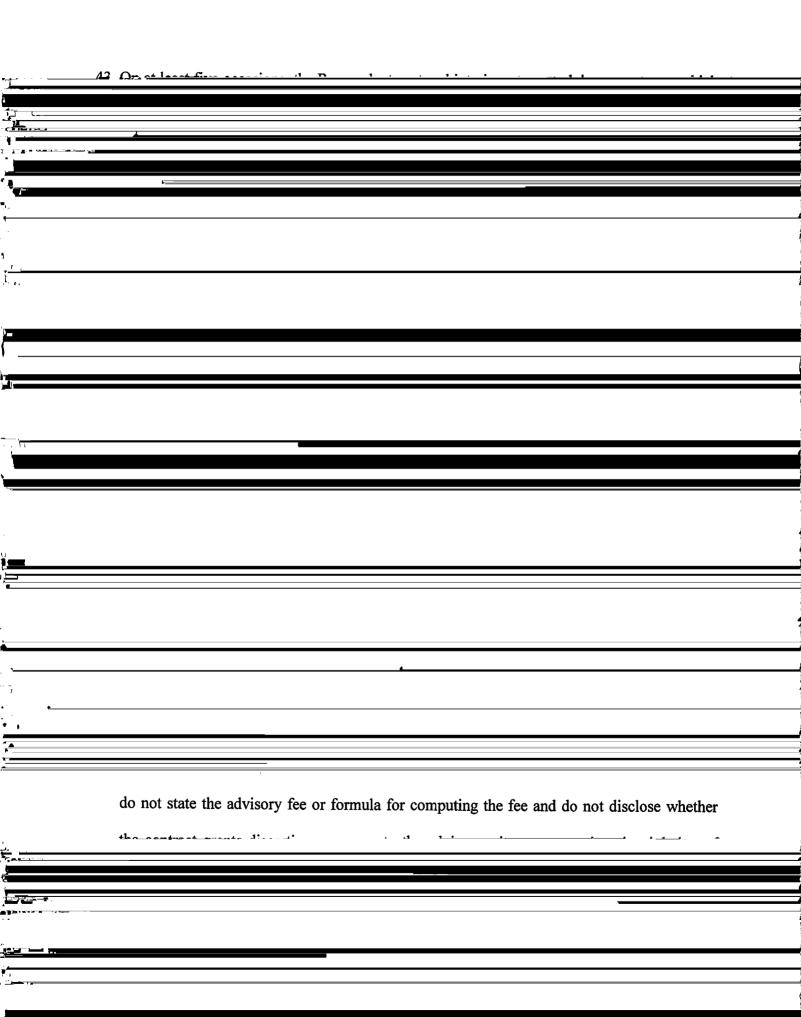
Regulations R. 13-502(A)(8).

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FG Account and client RV an advisory fee that is unreasonable in violation of S.C. Code

Ann. § 35-1-412(d)(13) and S.C. Code of Regulations R. 13-502(A)(10).

39. On at least one occasion, the Respondents provided investment advisory services for



NOTICE AND OPPORTUNITY FOR A HEARING

Each Respondent is hereby notified that he has the right to a hearing on the matters	
contained herein. To schedule such a hearing, the Respondent must file with the Securities	
Division, Post Office Box 11549, Rembert C. Dennis Building, Columbia, South Carolina,	
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this Rule to Show Cause, a written Answer specifically requesting a hearing. If a Respondent	
requests a hearing, the Division, within fifteen (15) days after receipt of a request in a record	
frame then Dagman daget will reduced to the transfer Court to Dagman to the	_
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