

**BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

IN THE MATTER OF:

**Investment Advisory Center, Inc.,
IARD #153495 and**

**Jesse Clifton Dove,
CRD #1661883,**

Respondents.

CONSENT ORDER

File Number 13045

WHEREAS, the Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division"), pursuant to authority granted in the South Carolina Uniform Securities Act of 2005 (the "Act"), S.C. Code Ann. § 35-1-101 *et. seq.* (Supp. 2012), conducted an audit of Respondent

~~Investment Advisory Center, Inc. (the "Firm") a registered investment advisor owned and operated by~~

WHEREAS, on December 23, 2014, the Division issued an Order Staying Effectiveness of Summary Suspension which temporarily stayed the Summary Suspension order through January 31

2015, under certain conditions and restrictions named in the Order; and

WHEREAS, on January 30, 2015, the Division issued an Extension of Order Staying Effectiveness of Summary Suspension which temporarily stays the Summary Suspension Order through

February 20, 2015, under the conditions set forth in the December 23, 2014 Order; and

WHEREAS, the Respondents acknowledge their desire to resolve this matter by Consent Order rather than by formal hearing before the Securities Commissioner (the "Commissioner"); and

WHEREAS, the Respondents admit the jurisdictional allegations herein but otherwise neither admit nor deny any of the findings of fact, allegations, assertions or conclusions of law that have been

made in this proceeding; and

WHEREAS, the Respondents disclosed to the Division in the course of its audit pending FINRA Dispute Resolution matter number 14-00208 (the "FINRA Matter"); and

WHEREAS, the Division agrees that this Order should not be interpreted as a determination of

before April 1, 2015, May 1, 2015, June 1, 2015, July 1, 2015, and August 1, 2015, respectively;

C. The Respondents will provide this Order to all investment advisory clients existing as of the date of this Order and obtain and keep written and signed acknowledgement of each client's receipt of the order with the client's file; and

D. For a period of twelve months, beginning at the time of execution of this Order, the Respondents will provide a copy of this Order to any potential investment advisory client(s) prior to executing an advisory agreement with such client(s) and, if the potential client becomes an advisory client, obtain and keep written and signed acknowledgement of each client's receipt of the Order with the client's file.

Upon execution by the Commissioner, this Order resolves Administrative Proceeding 13045 as it relates to the Respondents.

The Respondents and the Division agree and understand that this Order should be interpreted to supersede the Order Staying Effectiveness of Summary Suspension and the Extension thereof and that all requirements and restrictions stated in the Order Staying Effectiveness of Summary Suspension and the

Extension not incorporated in this Order are discharged as of the execution of this Order.

The parties to this Order agree this Order should not be interpreted as a determination of any

