

1 DEPARTMENT OF CONSUMER AND BUSINESS SERVICES
2 DIVISION OF FINANCE AND CORPORATE SECURITIES
3 BEFORE THE DIRECTOR OF THE DEPARTMENT OF CONSUMER AND
4 BUSINESS SERVICES

4 In the Matter of:) M-08-0046-32
5 Mountainview Marketing Inc.,) FINAL ORDER TO CEASE AND
6 Respondent.) DESIST AND ASSESSING CIVIL
7) PENALTIES
8)
9 _____)

10 On October 14, 2008 the Director of the Department of Consumer and Business
11 Services (the "Director") acting by the authority of Oregon Revised Statutes ("ORS")
12 Chapter 59.840 et seq. (the "Oregon Mortgage Lender Law"), issued Administrative
13 Order M-08-0046-32, ORDER TO CEASE AND DESIST, ASSESSING CIVIL
14 PENALTIES AND NOTICE OF RIGHT TO HEARING (the "Proposed Order") against
15 Mountainview Marketing Inc. (the "Respondent").

16 On or about October 15, 2008 Respondent was mailed true copies of the
17 Proposed Order by regular, first-class mail and by certified mail, postage prepaid, return
18 receipt requested, and addressed to: 1621 Columbia Blvd, St Helens, OR 97051. The
19 copies sent by certified mail and regular mail were returned as undeliverable.

20 Respondent has not advised the Division of Finance and Corporate Securities
21 (the "Division") of any change in its address or cessation of business at any of its
22 offices, as required by Oregon Administrative Rule ("OAR") 441-860-0070.

23 Respondent has not made a written request for a contested case hearing in this
24 matter and the time to do so has expired.

25 NOW THEREFORE, after consideration of the Division's investigative file and
26 related documents, the Director hereby issues the following Findings of Fact,



1 Conclusions of Law, and Final Order.

2 **FINDINGS OF FACT**

3 The Director **FINDS** that:

4 1. Respondent was a company engaged in Oregon residential mortgage lending
5 operating from a principal place of business located at 1621 Columbia Blvd, St Helens,
6 OR 97051. Respondent obtained a license (ML#3458) to engage in Oregon residential
7 mortgage transactions on 12/2/2004. That license was set to expire on 12/19/2008.

8 2. Senate Bill 1064, passed in the 2008 supplemental legislative session, required
9 that the Department of Consumer and Business Services (the "Department"), Division
10 of Finance and Corporate Securities (the "Division"), obtain from mortgage bankers and
11 brokers reports concerning their residential mortgage activities. The Department
12 issued temporary Oregon Administrative Rule ("OAR") 441-865-0022 on May 7, 2008.
13 As part of that procedure, the Department sent a copy of the temporary rule to all
14 licensees, and the rule was also posted on the Division website.

15 3. In response to industry concerns about the ability of licensees to gather and report
16 certain information required under OAR 441-865-022, the Department suspended that
17 temporary rule and issued a new one on June 26, 2008, OAR 441-865-0024,
18 containing all of the same language, but making reporting voluntary for certain items.

19 4. OAR 441-865-0024 requires reporting of certain data designed to allow legislators
20 and state officials to gauge the health of the mortgage industry in Oregon, and sets a
21 deadline of August 30, 2008 for the 2007 annual reports.

22 5. On or about June 26, 2008 a copy of OAR 441-85-0024 was mailed to all
23 licensees, and the same was posted on the Division's website.

24 6. On or about July 31, 2008 a public website was opened for licensees to use to file
25 their reports, and a notification email was sent to all valid email addresses that the
26 Mortgage Lender Section had for active licensees. All "undeliverable" emails were

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1 tracked on a spreadsheet, as were "out-of-office" replies. The Division complied with
2 all requests to forward emails to new addresses.

3 7. On or about August 4, 2008 a letter was mailed to all companies who had an
4 active mortgage license any time after July 31, 2008 informing them of the requirement
5 to file an annual report.

6 8. On or about August 11, 2008 the Division sent out the Summer 2008 edition of the
7 Mortgage Regulation News newsletter to all licensees. The article on the outside back
8 cover of the newsletter detailed the annual report requirement, including the due date,
9 how to report, and consequences for failing to file the report.

10 9. On or about August 14, 2008 an email was set to those companies who had not
11 yet filed an annual report and for which the Division had a valid email address,
12 reminding them of the requirement to file the report. Again, "undeliverable" and "out-of-
13 office" replies were tracked on a spreadsheet, and the Division complied with all
14 requests to forward emails to new email addresses.

15 10. Between September 17 and September 19, 2008 letters were sent to
16 approximately two hundred twenty five (225) licensees who had a license in 2007 but
17 had not yet filed an annual report. The letter again advised the licensees of the
18 requirement to file an annual report, and of the consequences for failing the report.
19 Further, the letter stated that companies who had not filed annual reports by October 3,
20 2008 would be forwarded to the Enforcement Unit for assessment of a civil penalty.

21 11. As of October 10, 2008 Respondent had not filed an annual report for business
22 conducted in 2007.

23 CONCLUSIONS OF LAW

24 1. By failing to file an annual report with the Director by August 30, 2008,
25 Respondent violated ORS 59.860(3) and OAR 441-865-0024(3).

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