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3 **STATE OF OREGON**  
4 **DEPARTMENT OF CONSUMER AND BUSINESS SERVICES**  
5 **DIVISION OF FINANCE AND CORPORATE SECURITIES**

6 **BEFORE THE DIRECTOR OF THE DEPARTMENT**  
7 **OF CONSUMER AND BUSINESS SERVICES**

8 In the Matter of:

**DM-12-0017**

9 **New Life Financial Solutions, Inc. dba**  
10 **New Life Consultants and New Life**  
11 **Financial**

**FINAL ORDER TO CEASE AND**  
**DESIST AND FINAL ORDER**  
**ASSESSING CIVIL PENALTY**  
**ENTERED BY DEFAULT**

12 Respondent.

13 On March 14, 2012, the Director of the Department of Consumer and Business Services  
14 for the State of Oregon (hereinafter “the Director”), acting pursuant to the Oregon Revised  
15 Statutes Chapter 697.602 to 697.842, issued Administrative Order No. DM-12-0017, ORDER  
16 TO CEASE AND DESIST, PROPOSED ORDER ASSESSING CIVIL PENALTY, AND  
17 NOTICE OF RIGHT TO AN ADMINISTRATIVE HEARING (the “Proposed Order”) against  
18 New Life Financial Solutions, Inc. dba New Life Consultants and New Life Financial (hereafter  
19 referred to as “NLFS”).

20 On March 16, 2012, certified true copies of the Proposed Order were served on NLFS by  
21 certified United States Mail, postage prepaid to the following addresses: (1) P.O. Box 595,  
22 North Hollywood, California 91603 (Article No. 7008 1830 0003 3147 3956); (2) 800 Park View  
23 Dr. #222, Hallandale Beach, Florida 33009 (Article No. 7008 1830 0003 3147 3963); and (3)  
24 P.O. Box 3512, Hallandale Beach, Florida 33008 (Article No. 7008 1830 0003 3147 3970). A  
25 certified true copy of the Proposed Order was also served on NLFS by registered United States  
26 Mail, postage prepaid to 75 Queen St., Suite 6600, Montreal Quebec H3C 2N6, Canada  
(Registered No. RC-016-479-584-US).

On April 3, 2012, DFCS received an email from the president of NLFS, Mr. Nissim





1 Ohayon, requesting a hearing for NLFS.

2 By letter dated July 30, 2012, DFCS informed NLFS that NLFS' hearing request must be  
3 ratified in writing within 28 days of the date that the request was received by DFCS by a person  
4 licensed to practice law in Oregon in accordance with Oregon Administrative Rule 137-003-  
5 0550.

6 Based on DFCS records, NLFS' April 3, 2012 hearing request has not at any time been  
7 ratified by an attorney licensed to practice law in Oregon or by an out-of-state attorney who has  
8 been granted permission to appear in the matter pursuant to Oregon Uniform Trial Court Rule  
9 3.170, in writing, and the time to make a hearing request or to so ratify such a request has now  
10 expired.

11 NOW THEREFORE, after consideration of the file in this matter maintained by the  
12 Oregon Department of Consumer and Business Services, including any materials that NLFS may  
13 have submitted, the Director hereby issues the following Findings of Fact, Conclusions of Law,  
14 and Final Orders.

15 **I.**

16 **FINDINGS OF FACT**

17 The Director FINDS that:

18 1. NLFS is a corporation registered with California and Florida. The California  
19 Secretary of State and the Florida Department of State lists NLFS' principal address as 800 Park  
20 View Dr. #222, Hallandale Beach, Florida 33009. Documentation filed with the Florida  
21 Department of State list Nissim N. Ohayon as the president and registered agent for NLFS.

22 2. NLFS operates under the assumed business names of New Life Consultants and New  
23 Life Financial.

24 3. At all times relevant to this matter, NLFS held itself out as a company that would  
25 provide consumers with "financial consultation." Specifically, NLFS states in its Agreement for  
26 Service that "NLFS will provide financial consultation and referral services, through which



1 NLFS will help you analyze your financial situation and refer you to the appropriate companies,  
2 agencies or other service provider(s) . . . who will attempt to negotiate settlement of the debts,  
3 including but not limited to, reduction of interest rates, refinances, debt modifications, tax debt,  
4 tax liens, lien strips, and/or may provide other services related to your debts with the creditors  
5 listed in the documents you submit.”

6 4. At no time material to this Order was NLFS registered in Oregon with the Director  
7 pursuant to ORS 697.632.

8 5. At no time material to this Order did NLFS file a bond with the Director pursuant to  
9 ORS 697.642.

10 6. At all times material to this Order, an individual identified as “EK” was a resident of  
11 the State of Oregon.

12 7. Starting on or about May 11, 2011, EK paid NLFS \$2,239 a month for three months  
13 in order to receive services from NLFS.

14 **II.**  
15 **CONCLUSIONS OF LAW**

16 The Director CONCLUDES that:

17 8. NLFS violated ORS 697.612(1)(b) when it received money or other valuable  
18 consideration or expected to receive money or other valuable consideration for forwarding or  
19 providing a completed application for a debt management service to a debt management service  
20 provider and for providing advice, assistance, instruction or instructional material concerning a  
21 debt management service to a consumer without being registered with the Director pursuant to  
22 ORS 697.632.

23 9. NLFS violated ORS 697.662(11) when it provided services to an Oregon consumer  
24 without first filing a bond issued by one or more corporate sureties authorized to do business in  
25 Oregon as required by ORS 697.642.

26 10. NLFS violated ORS 697.622(11) when it charged an Oregon consumer an initial fee

1 greater than the \$50 allowed by ORS 697.692(1)(a).

2 11. NLFS violated ORS 697.622(11) when it charged an Oregon consumer a monthly fee  
3 not allowed by ORS 697.692. Each instance NLFS charged a monthly fee not allowed by ORS  
4 697.692 is a separate and distinct violation of ORS 697.622(11).

5 **III.**

6 **FINAL ORDERS**

7 NOW, THEREFORE, THE DIRECTOR ISSUES THE FOLLOWING FINAL ORDERS:

8 Final Order to Cease and Desist

9 12. Pursuant to the authority of ORS 697.825(1)(a), the Director hereby ORDERS NLFS,  
10 all entities owned or controlled by NLFS, their successors and assignees, and all entities or  
11 persons that own or control NLFS, their successors and assignees, to CEASE AND DESIST  
12 from violating any provision of ORS Chapter 697, and any rule, order, or policy issued by the  
13 Director under ORS Chapter 697.

14 Final Order Assessing Civil Penalty

15 13. Pursuant to the authority of ORS 697.832, the Director may assess a CIVIL  
16 PENALTY in an amount of not more than \$5,000 per violation against any person who violates  
17 ORS 697.612 or 697.642 to 697.702, rules adopted under ORS 697.632, or any order issued  
18 under ORS 697.825.

19 14. Pursuant to ORS 697.832, the Director hereby assesses NLFS a CIVIL PENALTY in  
20 the amount of \$25,000 (twenty five thousand dollars) as follows:

21 A. A CIVIL PENALTY of \$5,000 (five thousand dollars) for violating ORS  
22 697.612(1)(b) by receiving money or other valuable consideration or expecting to receive  
23 money or other valuable consideration for forwarding or providing a completed application for a  
24 debt management service to a debt management service provider and for providing advice,  
25 assistance, instruction or instructional material concerning a debt management service to a  
26 consumer without being registered with the Director pursuant to ORS 697.632;



1 B. A CIVIL PENALTY of \$5,000 (five thousand dollars) for violating ORS 697.662(11)  
2 by providing services in Oregon without first filing a bond as required by ORS 697.642;

3 C. A CIVIL PENALTY of \$5,000 (five thousand dollars) for violating ORS 697.662(11)  
4 by charging an Oregon consumer an initial fee greater than the \$50 allowed for in ORS  
5 697.692(1)(a); and

6 D. A CIVIL PENALTY of \$10,000 (ten thousand dollars) for two violations of ORS  
7 697.622(11) by charging an Oregon consumer monthly fees not allowed by ORS 697.692.

8 15. The entry of this Order in no way limits further remedies which may be available to  
9 the Director under Oregon law.

10 IT IS SO ORDERED.

11 Dated this 7th day of September, 2012 at Salem, Oregon

12 NUNC PRO TUNC March 14, 2012.

13 PATRICK M. ALLEN, Director  
14 Department of Consumer and Business Services

15 /s David Tatman  
16 David C. Tatman, Administrator  
17 Division of Finance and Corporate Securities

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Division of Finance and Corporate Securities  
Labor and Industries Building  
350 Winter Street NE, Suite 410  
Salem, OR 97301-3881  
Telephone: (503) 378-4387



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