

1  
2  
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**

6 In the Matter of:	<b>DM-13-0005</b>
7	<b>Order to Cease and Desist and Order</b>
8 Premiere Financial Center	<b>Assessing Civil Penalties Entered by Default</b>
9 Respondent.	

10 On October 4, 2014, the Director of the Department of Consumer and Business Services  
11 for the State of Oregon (the Director), acting pursuant to the authority contained in Oregon  
12 statutes regulating mortgage lending, ORS 86A.100 et seq., issued Administrative Order No.  
13 M-13-0005 Order to Cease and Desist, Proposed Order Assessing Civil Penalties, and Notice of  
14 Right to a Hearing in the matter of Premiere Financial Center (PFC).

15 On October 9, 2014, the Director mailed Serj Badrik Geutssoyan of PFC a certified true  
16 copy of the Order by regular, first-class mail and by certified mail, postage prepaid addressed  
17 to, Serj Badrik Geutssoyan, 9 MacArthur Plan N 1704, Santa Ana, CA 92702. On October 14,  
18 2014, the document sent certified mail was signed for by a person whose name appears to be  
19 Angelica Finn or Ginn as the signature is difficult to read. To date, the regular, first-class  
20 mailing has not been returned.

21 No one on behalf of Respondent has filed a written request for a contested case hearing  
22 in this matter and the time do so has expired.

23 **FINDINGS OF FACTS**

24 The Director finds that:

- 25 1. At all times material to this Order, PFC has reported a principal place of business of  
26 3843 South Bristol Street, Suite #246, Santa Ana, CA 92704.

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





- 1           2. PFC has never been registered with the Oregon Secretary of State to do business in Oregon.
- 2           3. PFC has never held a license to engage in residential mortgage transactions as a mortgage
- 3 broker in Oregon and has never been registered to provide debt management services in Oregon.
- 4           4. At all times material to this Order, consumer VC was an Oregon resident and was party to a
- 5 home mortgage loan secured by real estate located in Oregon.
- 6           5. On or about May of 2011, VC entered into a Loan Modification Disclosure & Agreement
- 7 with Respondent whereby Respondent agreed to provide VC loan modification services in
- 8 exchange for \$1,995, all of which VC paid in advance to any performance on the agreement by
- 9 Respondent.
- 10          6. On or about May 16, 2012, VC made two advance payments to Respondent for
- 11 loan modification services.
- 12          7. The first payment, in the amount of \$1,195, was made by ACH debit from VC's
- 13 bank account and referenced by check number 2654.
- 14          8. The second payment, in the amount of \$800, was made by ACH debit from VC's
- 15 Bank account and referenced by check number 2655.
- 16          9. Although the May 16, 2012, advance payments were debited from VC's account,
- 17 Respondent did not provide any loan modifications services, a loan modification or a refund from
- 18 PFC.
- 19          10. VC has never received loan modification services, a loan modification, or a refund
- 20 from PFC.
- 21          11. On March 4, 2014, the State of Maryland issued a Final Order against Premiere Financial
- 22 Center and Serj Badrik Geutsoyan for engaging in similar activities as alleged herein.

### **CONCLUSIONS OF LAW**

24 The Director concludes that:

- 25          1. PFC acted as a “mortgage broker” under ORS 86A.100(5)(a)(C) when PFC, for
- 26 compensation, or in the expectation of compensation, either directly or indirectly made,



1 negotiated, or offered to make or negotiate a modification to the terms and conditions of a  
2 mortgage loan.

3 2. PFC engaged in “residential mortgage transactions in this state” under ORS 86A.103(2)  
4 by acting as a mortgage broker when PFC offered to negotiate a modification to the terms and  
5 conditions of VC’s residential mortgage loan secured by property located in Oregon.

6 3. PFC violated ORS 86A.103(1) by engaging in residential mortgage transactions for VC  
7 in Oregon without first obtaining a license as a mortgage broker under ORS 86A.095 to  
8 86A.198.

9 4. PFC received money or expected to receive money from VC for providing advice,  
10 assistance, instruction or instructional material concerning a debt management service,  
11 modifying the terms and conditions of an existing loan under ORS 697.602(2)(c), in violation of  
12 ORS 697.612(1)(b)(E).

13 5. PFC violated ORS 697.612(1)(a) by performing a debt management service for VC  
14 without being registered with the Director to provide such service.

15 6. PFC violated ORS 697.692(1)(a) by accepting or receiving an initial fee of more  
16 than \$50 from VC.

17 7. PFC knowingly misrepresented to VC they would provide loan modification  
18 services and then failed to provide loan modification services, and failed to provide a refund in  
19 violation of ORS 86A.154(3).

20 **ORDERS**

21 NOW, THEREFORE, THE DIRECTOR ISSUES THE FOLLOWING ORDER:

22 1. Pursuant to ORS 86A.127(4) and 697.825(1)(a), the Director hereby orders  
23 PFC and all entities owned or controlled by PFC, to cease and desist from violating the  
24 Oregon statutes regulating mortgage lending, ORS 86A.100 et seq., and debt management  
25 service providers, ORS 697.602 to 697.842.

26 //



1           2. Pursuant to ORS 86A.992, the Director may assess a civil penalty in an amount of not  
2 more than \$5,000 per violation against any person who violates or who procures, aids or abets in  
3 the violation of any provision of ORS 86A.095 to 86A.198 or any rule or order issued under  
4 ORS 86A.124 or 86A.242. Pursuant to the authority of ORS 697.832, the Director may assess a  
5 civil penalty in an amount of not more than \$5,000 per violation against any person who violates  
6 ORS 697.612 or 697.642 to 697.702, rules adopted under ORS 697.632, or any order issued  
7 under ORS 697.825.

8           3. The Director orders Respondent to pay civil penalties in the amount of \$15,000 as  
9 follows:

- 10           a. \$5,000 civil penalty for committing one violation of ORS 86A.103(1), ORS  
11           697.612 (1)(b)(E) and 697.612(1)(a);
- 12           b. \$5,000 civil penalty for committing one violation of ORS 697.692(1)(a).
- 13           c. \$5,000 civil penalty for committing one violation of ORS 86A.154(3).

14           4. This order is a Final Order under ORS 183.310(6)(b). Subject to that provision, the  
15 entry of this order does not limit other remedies that are available to the Director under Oregon  
16 law.

17           Dated this 5th day of December, 2014.

18           PATRICK M. ALLEN, Director  
19           Department of Consumer and Business Services

20           /S/ David Tatman  
21           David C. Tatman, Administrator  
22           Division of Finance and Corporate Securities

23           NOTICE: You may be entitled to judicial review of this order. Judicial review may be  
24 obtained by filing a petition with the Court of Appeals in Salem, Oregon within 60 days of  
25 the date from service of this order. Judicial review is pursuant to the provisions of ORS  
26 182.482 to the Oregon Court of Appeals.