DEPARTMENT OF REAL ESTATE
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Los Angeles, California 90013

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FILED

SEP - 8 2010

DEPARTMENT OF REAL ESTATE
BY: [signature]

STATE OF CALIFORNIA

DEPARTMENT OF REAL ESTATE

To:	
JEFFERY ALLEN CONVERSE d.b.a. LOAN MODIFICATION ACTION NETWORK	NO. H-36797 LA ORDER TO DESIST AND REFRAIN (B&P Code Section 10086)

The Commissioner (Commissioner) of the California Department of Real Estate (Department) caused an investigation to be made of the activities of JEFFERY ALLEN CONVERSE (CONVERSE) d.b.a. LOAN MODIFICATION ACTION NETWORK (LMAN). Based on that investigation, the Commissioner has determined that CONVERSE and LMAN have engaged in, are engaging in, or are attempting to engage in, acts or practices constituting violations of the California Business and Professions Code (Code) and/or Title 10, Chapter 6, California Code of Regulations (Regulations), including the business of, acting in the capacity of, and/or advertising or assuming to act as, a real estate broker in the State of California within the meaning of Section 10131(d) (soliciting borrowers for services in connection with loans secured by real property) of the Code. The Commissioner has also determined that CONVERSE and LMAN have engaged in misleading advertisement practices, in violation of Code Sections

10235, 10235.5, 14701, 14702 and 17539.4, as well as Regulation 2848(3). Furthermore, based on the investigation, the Commissioner hereby issues the following Findings of Fact, Conclusions of Law, and Desist and Refrain Order under the authority of Section 10086 of the Code.

Whenever acts referred to below are attributed to CONVERSE, those acts are alleged to have been done by CONVERSE, acting by himself, or by and/or through one or more agents, associates, affiliates, and/or co-conspirators, including, but not limited to LMAN, or other names or fictitious names unknown at this time.

FINDINGS OF FACT

1. At all times mentioned herein, CONVERSE was licensed and/or had license rights under the Department as a real estate salesperson.

2. On or about July 23, 2009, CONVERSE registered the fictitious business name "LOAN MODIFICATION ACTION NETWORK" with the Assessor-County Clerk-Recorder for the County of Riverside, California. LMAN is not, and has never been, licensed by the Department in any capacity.

3. During the period of time set out below, CONVERSE and LMAN solicited borrowers to do one or more of the following acts for another or others, for or in expectation of compensation: negotiate one or more loans for, or perform services for, borrowers and/or lenders in connection with loans secured directly or collaterally by one or more liens on real property.

Internet Solicitation

4. From at least November 12, 2009 to the present, CONVERSE, under the name of LMAN, operated a website at http://loanmodaction.com. This website stated "we are a loan modification marketing company that uses the Internet and technology to reduce costs and improve efficiency." By marketing loan modification services, Respondent was soliciting borrowers regarding negotiation or services provided on loans secured by real property.

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Bell Solicitation

5. In or about August of 2009, Thomas Bell received a solicitation by mail at his home address located at 1126 San Ysidro Drive, Beverly Hills, CA, 90210. This solicitation states that Mr. Bell is eligible to modify the terms of his $500,000 loan with Washington Mutual Bank. The advertisement lists the name of "Washington Mutual Bank" in four different locations, with no indication that the issuer of the solicitation was not sponsored by or affiliated with Washington Mutual . The advertisement does not indicate the license under which the loan modification would be arranged or the state regulatory agency supervising the loan modification. An investigation revealed that this solicitation was issued by CONVERSE and LMAN.

CONCLUSIONS OF LAW

6. Based on the findings of fact contained in paragraphs 1 through 5, CONVERSE, acting by himself, or by and/or through one or more agents, associates, affiliates, and/or co-conspirators, including, but not limited to LMAN, or other names or fictitious names unknown at this time, solicited borrowers in connection to services performed on loans secured directly or collaterally by one or more liens on real property, which acts require a real estate broker license under Section 10131(d) of the Code, during a period of time when CONVERSE and LMAN were not licensed by the Department as real estate brokers, in violation of Section 10130 of the Code.

7. Based on the findings of fact contained in paragraph 5, CONVERSE, acting by himself, or by and/or through one or more agents, associates, affiliates, and/or co-conspirators, including, but not limited to LMAN, or other names or fictitious names unknown at this time, engaged in false and misleading advertising, in violation of Code Sections 10235, 10235.5, 14701, 14702 and 17539.4, as well as Section 2848(3) of the Regulations.

DESIST AND REFRAIN ORDER

Based on the Findings of Fact and Conclusions of Law stated herein, it is hereby ordered that JEFFERY ALLEN CONVERSE d.b.a. LOAN MODIFICATION ACTION NETWORK, whether doing business under your own name, or any other names or fictitious names, ARE

HEREBY ORDERED to immediately desist and refrain from performing any acts within the State of California for which a real estate broker license is required until you comply with all provisions of Real Estate Law as discussed in this Order.

DATED: 5/26/2010

JEFF DAVI
Real Estate Commissioner

By _____

Notice: Business and Professions Code Section 10139 provides that "Any person acting as a real estate broker or real estate salesperson without a license or who advertises using words indicating that he or she is a real estate broker without being so licensed shall be guilty of a public offense punishable by a fine not exceeding twenty thousand dollars ($20,000), or by imprisonment in the county jail for a term not to exceed six months, or by both fine and imprisonment; or if a corporation, be punished by a fine not exceeding sixty thousand dollars ($60,000)."

cc: JEFFERY ALLEN CONVERSE, d.b.a.
LOAN MODIFICATION ACTION NETWORK
11631 Allwood Drive
Riverside, CA 92503