

1 Department of Real Estate
2 320 West Fourth Street, Ste. 350
3 Los Angeles, California 90013

4 (213) 576-6982

FILED

FEB 06 2008

DEPARTMENT OF REAL ESTATE

BY: 

DEPARTMENT OF REAL ESTATE

STATE OF CALIFORNIA

* * * * *

To:

No. H-34700 LA

WILLIAM EUGENE GOOCHER, indi-)
vidually, and doing business)
as Purpose Funding,)
_____)

ORDER TO DESIST
AND REFRAIN

15 The Real Estate Commissioner of the State of California
16 has caused an investigation to be made of your activities as a
17 real estate broker, and based on the findings of that
18 investigation is of the opinion that WILLIAM EUGENE GOOCHER,
19 individually, and doing business as Purpose Funding, has violated
20 Sections 10235, 10235.5, 10236.4 and 17539.4 of the Business and
21 Professions Code (hereinafter "Code") as well as Section 2848
22 subdivisions (2), (5) and (6) and Section 2847.3 of Chapter 6,
23 Title 10, California Code of Regulations (hereinafter
24 "Regulations").

25 1.

26 At all times mentioned herein, you, WILLIAM EUGENE
27 GOOCHER, individually, and doing business as Purpose Funding,

1 were licensed by the Department of Real Estate of the State of
2 California (hereinafter "Department") as a real estate broker.

3 2.

4 You, WILLIAM EUGENE GOOCHER, individually, and doing
5 business as Purpose Funding, knowingly advertised, printed,
6 displayed, published, distributed, or caused or permitted to be
7 advertised, printed, displayed, published, distributed,
8 statements or representations with regard to the rates, terms, or
9 conditions for making, purchasing, or negotiating loans on real
10 property which were false, misleading, or deceptive.

11 3.

12 Your conduct, as alleged in Paragraph 2, above, is in
13 violation of Code Section 10235 and Section 2848 subdivisions
14 (2), (5) and (6) of the Regulations.

15 4.

16 You, WILLIAM EUGENE GOOCHER, individually, and doing
17 business as Purpose Funding, placed one or more advertisements
18 disseminated primarily in the State of California for the making
19 or arranging of a loan, including a solicitation for borrowers or
20 potential investors, that failed to disclose within the printed
21 text of the advertisement, or the oral text in the case of a
22 radio or television advertisement, your broker license number and
23 identification of the Department as the state regulatory entity
24 supervising that type of loan transaction.

25 5.

26 Your conduct, as alleged in Paragraph 4, above, is in
27 violation of Code Sections 10235.5, 10236.4 and 17539.4 and

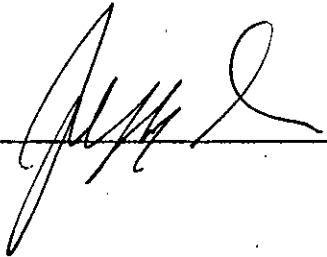
1 Section 2847.3 of the Regulations.

2 NOW, THEREFORE, YOU, WILLIAM EUGENE GOOCHER, ARE
3 ORDERED TO DESIST AND REFRAIN from performing any and all
4 activities for which a real estate broker license is required
5 until you comply with all provisions of the Real Estate Law as
6 discussed in this Order.

7 DATED: 1-30, 2008.

8 JEFF DAVI
9 Real Estate Commissioner

10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27



A handwritten signature, likely of Jeff Davi, is written over a horizontal line. The signature is stylized and cursive.

CC: WILLIAM EUGENE GOOCHER
27442 Portola Parkway, Suite 175
Foothill Ranch, California 92610