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

FILED

FEB 06 2008

DEPARTMENT OF REAL ESTATE
BY: [Signature]

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8 (213) 576-6982

9 DEPARTMENT OF REAL ESTATE

10 STATE OF CALIFORNIA

11 * * * * *

12 To: No. H-34700 LA

13 WILLIAM EUGENE GOOCHER, indi-)
14 vidually, and doing business)
15 as Purpose Funding,)
16)
17)
18)

ORDER TO DESIST
AND REFRAIN

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

1.

At all times mentioned herein, you, WILLIAM EUGENE 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.

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4 2.

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

12 3.

13 Your conduct, as alleged in Paragraph 2, above, is in
14 violation of Code Section 10235 and Section 2848 subdivisions
15 (2), (5) and (6) of the Regulations.

16 4.

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

26 5.

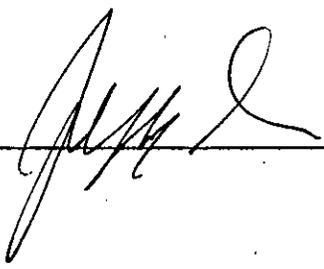
27 Your conduct, as alleged in Paragraph 4, above, is in
violation of Code Sections 10235.5, 10236.4 and 17539.4 and

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.

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9 JEFF DAVI
Real Estate Commissioner

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25 CC: WILLIAM EUGENE GOOCHER
26 27442 Portola Parkway, Suite 175
27 Foothill Ranch, California 92610