

FILED

Department of Real Estate
320 West Fourth St. #350
Los Angeles, CA 90013

DEC 10 2010

DEPARTMENT OF REAL ESTATE
BY: Jane B. Dean

(213) 576-6982

BEFORE THE DEPARTMENT OF REAL ESTATE
STATE OF CALIFORNIA

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To:) No. H-36968 LA
BRAD ALEXANDER, aka Bradley Alexander,)
Doing business as Gold Coast Capital Advisors.) ORDER TO DESIST
) AND REFRAIN
)
) (B&P Code Section 10086)
)

The Real Estate Commissioner of the State of California ("Commissioner") has caused an investigation to be made of the activities of BRAD ALEXANDER, aka Bradley Alexander, doing business as Gold Coast Capital Advisors. Based on that investigation, the Commissioner has determined that BRAD ALEXANDER has engaged in, is engaging in, and/or is attempting to engage in, acts or practices constituting violations of the California Business and Professions Code ("Code"). Based on that 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.

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1 Whenever acts referred to below are attributed to BRAD ALEXANDER, those
2 acts are alleged to have been done by said party, and/or by his employees, agents, and affiliates
3 employed by or associated with that party who at all times mentioned were engaged in the
4 furtherance of his business or operations and were acting within the course and scope of their
5 authority and employment.

6 FINDINGS OF FACT

7 1. BRAD ALEXANDER, aka Bradley Alexander, at times doing business as
8 Gold Coast Capital Advisors ("ALEXANDER"), is not licensed by the Department of Real
9 Estate of the State of California ("Department") as a real estate broker.

10 2. At all times relevant herein, ALEXANDER engaged in the business of, acted
11 in the capacity of, advertised or assumed to act as a real estate broker in the State of California
12 within the meaning of Code Sections 10131(d) and 10131.2. ALEXANDER's activities
13 included soliciting borrowers or lenders for and/or negotiating loans, collecting payments and/or
14 performing services for borrowers or lenders in connection with loans secured by liens on real
15 property. His activities also included claiming, demanding, charging, receiving, collecting or
16 contracting for the collection of an advance fee within the meaning of Code Sections 10026 and
17 10085.

18 3. Beginning at a time no later than November 23, 2008, and continuing through
19 on or after December 16, 2009, ALEXANDER solicited borrowers for loan modification and
20 related financial services through telemarketing and one or more websites in various print and
21 electronic media, including websites located at: www.gccadvisors.com. Those advertisements
22 solicited, and continue to solicit, borrowers, offering loan modification services in exchange for
23 payment of advance fees.
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Unlicensed Activities

4. ALEXANDER, doing business as "Gold Coast Capital Advisors," was not licensed by the Department in any capacity at any time between November 23, 2008 and December 16, 2009.

5. Beginning on or before November 23, 2008, ALEXANDER solicited and entered into a loan modification agreement with borrowers Jesus M. and Maria M. In addition, ALEXANDER collected advance fees of collected advance fees in excess of \$3,000.00 from the borrowers, and agreed to negotiate with lenders on their behalf to reduce or renegotiate the terms of home loans. ALEXANDER did not in fact perform the promised activities and did not refund or provide an accounting for the advance fees collected. ALEXANDER not licensed by the Department, and therefore was unlawfully engaging in activities requiring a real estate license.

CONCLUSIONS OF LAW

The conduct, acts and/or omissions of ALEXANDER, in advertising, soliciting, and negotiating on behalf of borrowers when he was not licensed by the Department is in violation of Code Section 10130.

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DESIST AND REFRAIN ORDER

Based on the Findings of Fact and Conclusions of Law stated herein, BRAD ALEXANDER, whether doing business under your own name, or any other names, or any fictitious names, IS 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. In particular, he is ORDERED TO DESIST AND REFRAIN from:

(i) charging, demanding, claiming, collecting and/or receiving advance fees, as that term is defined in Section 10026 of the Code, in any form, and under any conditions, with respect to the performance of loan modifications or any other form of mortgage loan forbearance service in connection with loans on residential property containing four or fewer dwelling units; and

(ii) charging, demanding, claiming, collecting and/or receiving advance fees, as that term is defined in Section 10026 of the Code, for any other real estate related services offered by him to others.

DATED: _____

12/1/2020
JEFF DAVIS
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)."

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cc: Brad Alexander
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