

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

3 (213) 576-6982

**FILED**

OCT 05 2011

DEPARTMENT OF REAL ESTATE

BY: 

8 DEPARTMENT OF REAL ESTATE

9 STATE OF CALIFORNIA

10 \* \* \* \* \*

11 To:

No. H-37570 LA

12 LOAN PLUS, INC. and ABRAHAM )  
13 HADDAD )  
14 )  
15 \_\_\_\_\_ )

ORDER TO DESIST  
AND REFRAIN

(B&P Section 10086)

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17 The Commissioner ("Commissioner") of the California  
18 Department of Real Estate ("Department") caused an investigation  
19 to be made of the activities of LOAN PLUS, INC. and ABRAHAM  
20 HADDAD, and has determined that each has engaged in or are  
21 engaging in acts or practices constituting violations of the  
22 California Business and Professions Code ("Code") including  
23 engaging in the business of, acting in the capacity of,  
24 advertising, or assuming to act, as real estate brokers in the  
25 State of California within the meaning of Section 10131(d)  
26 (soliciting borrowers or lenders or negotiating loans) and  
27 Section 10131.2 (claiming advance fees in connection with a loan)

1 of the Code. Based on the findings of that investigation, as set  
2 forth below, the Commissioner hereby issues the following  
3 Findings of Fact and Desist and Refrain Order pursuant to Section  
4 10086 of the Code.

5 FINDINGS OF FACT

6 1. At no time herein mentioned has LOAN PLUS, INC.  
7 ("LOAN PLUS") or ABRAHAM HADDAD ("HADDAD") been licensed by the  
8 Department in any capacity.

9 2. Including but not limited to the time set forth  
10 below, LOAN PLUS and HADDAD engaged in the business of, acted in  
11 the capacity of, or advertised a loan solicitation, negotiation  
12 and modification service and advance fee brokerage offering to  
13 perform and performing loan solicitation, negotiation and  
14 modification services with respect to loans which were secured  
15 by liens on real property for compensation or in expectation of  
16 compensation and for fees often collected in advance as well as  
17 at the conclusion of the transaction:

18 a. On or about November 1, 2008, Alise H. paid an  
19 advance fee of \$3,500 to LOAN PLUS. The advance fee was  
20 collected pursuant to an agreement pertaining to loan  
21 solicitation, negotiation, and modification services to be  
22 provided by LOAN PLUS and HADDAD with respect to a loan secured  
23 by the real property at 738 Tressy Avenue, Glendora, California  
24 91740.

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CONCLUSIONS OF LAW

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2           3.    Based on the information contained in Paragraph  
3 2, above, LOAN PLUS and HADDAD have performed and/or  
4 participated in advance fee handling and loan solicitation,  
5 negotiation and modification activities which require a license  
6 under the provision of Code Sections 10131(d) and 10131.2 during  
7 a period of time when neither of them were licensed by the  
8 Department in any capacity, in violation of Code Section 10130.

DESIST AND REFRAIN ORDER

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10           Based upon the FINDINGS OF FACT and CONCLUSIONS OF LAW  
11 stated herein, it is hereby ordered that LOAN PLUS, INC. and  
12 ABRAHAM HADDAD, whether doing business under their own names, or  
13 any other names, or any fictitious name, ARE HEREBY ORDERED to  
14 immediately desist and refrain from performing any acts within  
15 the State of California for which a real estate broker license  
16 is required. In particular each of them is ORDERED TO DESIST  
17 AND REFRAIN from:  
18

19           1. charging, demanding, claiming, collecting and/or  
20 receiving advance fees, as that term is defined in Section 10026  
21 of the Code, in any form, and under any conditions, with respect  
22 to the performance of loan modifications or any other form of  
23 mortgage loan forbearance service in connection with loans on  
24 residential property containing four or fewer dwelling units  
25 (Code Section 10085.6); and

26           2. charging, demanding, claiming, collecting and/or  
27 receiving advance fees, as that term is defined in Section 10026

1 of the Code, for any other real estate related services offered  
2 by them to others.

3 DATED: 10/3, 2011.

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5 BARBARA BIGBY  
Acting Real Estate Commissioner

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

21 cc: Loan Plus, Inc.  
22 16000 Ventura Boulevard, Ste. 506  
23 Encino, California 91436

24 Loan Plus, Inc.  
25 10100 Santa Monica Boulevard, Ste. 2200  
26 Los Angeles, California 90067

27 Abraham Haddad  
16000 Ventura Boulevard, Ste. 506  
Encino, California 91436