

**FILED**

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DEPARTMENT OF REAL ESTATE  
BY: James B. Olson

STATE OF CALIFORNIA

DEPARTMENT OF REAL ESTATE

11 To: )  
12 ) NO. H-36797 LA  
13 JEFFERY ALLEN CONVERSE d.b.a. )  
14 LOAN MODIFICATION ACTION NETWORK ) ORDER TO DESIST AND  
15 ) REFRAIN  
16 ) (B&P Code Section 10086)  
17 )

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

1 10235, 10235.5, 14701, 14702 and 17539.4, as well as Regulation 2848(3). Furthermore, based  
2 on the investigation, the Commissioner hereby issues the following Findings of Fact,  
3 Conclusions of Law, and Desist and Refrain Order under the authority of Section 10086 of the  
4 Code.

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

9 FINDINGS OF FACT

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

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

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

20 Internet Solicitation

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

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1 Bell Solicitation

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

10 CONCLUSIONS OF LAW

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

19 7. Based on the findings of fact contained in paragraph 5, CONVERSE, acting by  
20 himself, or by and/or through one or more agents, associates, affiliates, and/or co-conspirators,  
21 including, but not limited to LMAN, or other names or fictitious names unknown at this time,  
22 engaged in false and misleading advertising, in violation of Code Sections 10235, 10235.5,  
23 14701, 14702 and 17539.4, as well as Section 2848(3) of the Regulations.

24 DESIST AND REFRAIN ORDER

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

