

FILED

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1 Department of Real Estate
2 320 West Fourth St. #350
3 Los Angeles, CA 90013

4 (213) 576-6982

DEPARTMENT OF REAL ESTATE
BY: *Shirley M. Nelson*

8 BEFORE THE DEPARTMENT OF REAL ESTATE
9 STATE OF CALIFORNIA

10 * * * *

11 To:)	No. H-37492 LA
)	
12 SFV FINANCIAL INC., and)	<u>ORDER TO DESIST</u>
13 MARK SHLOMO HELLER.)	<u>AND REFRAIN</u>
)	
)	(B&P Code Section 10086)
)	

16 The Real Estate Commissioner of the State of California ("Commissioner") has
17 caused an investigation to be made of the activities of SFV FINANCIAL INC. and MARK
18 SHLOMO HELLER. Based on that investigation, the Commissioner has determined that SFV
19 FINANCIAL INC. and MARK SHLOMO HELLER have engaged in, are engaging in, or are
20 attempting to engage in, acts or practices constituting violations of the California Business and
21 Professions Code ("Code"), including acting in the capacity of, advertising or assuming to act as
22 real estate brokers in the State of California within the meaning of Code Sections 10131(d)
23 (advertising, soliciting borrowers for, and offering to perform loan modification services for
24 distressed homeowners) and 10131.2 (collecting advance fees in connection with those services).
25 Based on that investigation, the Commissioner hereby issues the following Findings of Fact,
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1 Conclusions of Law, and Desist and Refrain Order under the authority of Section 10086 of the
2 Code.

3 Whenever acts referred to below are attributed to SFV FINANCIAL INC. and/or
4 to MARK SHLOMO HELLER, those acts are alleged to have been done by SFV FINANCIAL
5 INC. and/or MARK SHLOMO HELLER, acting by themselves, or by and /or through one or
6 more agents, associates, affiliates and/or co-conspirators, including but not limited to the
7 individuals herein named.

8 FINDINGS OF FACT

9 Parties and Entities

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11 1. SFV FINANCIAL INC., (“SFV”) is a California Corporation with offices
12 located at 17929 Ventura Blvd., #4, Encino, CA 91316. SFV has never been licensed in any
13 capacity by the Department of Real Estate of the State of California (“Department”).

14 2. MARK SHLOMO HELLER (“HELLER”) is licensed by the Department as a
15 restricted real estate salesperson and/or has license rights with respect to that license. HELLER
16 was first licensed by the Department as a restricted salesperson on or about April 14, 2006.
17 Between April 14, 2006 and July 22, 2008, HELLER was licensed to perform real estate
18 activities under the supervision of J&R Lending Inc. as his employing broker. Between July 23,
19 2008 and April 5, 2009, HELLER was not affiliated with a supervising broker and was therefore
20 not authorized to perform activities requiring a real estate license. Between April 6, 2009 and
21 April 13, 2010, HELLER was licensed to perform real estate activities under the supervision of
22 Nationwide Lending Partners Inc. HELLER’s license expired on April 13, 2010. He retains
23 renewal rights pursuant to Code Section 10201 and the Department retains jurisdiction pursuant
24 to Code Section 10103.
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1 3. HELLER is, and at all times relevant herein was, the President and owner of
2 SFV.

3 *Loan Modification activities*

4 4. During a period of time beginning on or before December 9, 2008, and
5 continuing to the present time, SFV and HELLER engaged in the business of, acted in the
6 capacity of, advertised or assumed to act as real estate brokers in the State of California, within
7 the meaning of Business and Professions Code ("Code") Sections 10131(d) and 10131.2, for or
8 in expectation of compensation. SFV and HELLER represented borrowers in negotiating and
9 modifying terms of loans and in obtaining mortgage loans. They also collected advance fees
10 within the meaning of Code Sections 10026 and 10131.2, pursuant to written agreements which
11 constituted advance fee agreements within the meaning of Code Section 10085.
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13 5. On or about December 9, 2008, borrower Ector P. ("Borrower") paid SFV and
14 HELLER \$2,100.00 as an advance fee for loan modification services. Between December 9,
15 2008 and on or after November 27, 2009, SFV purported to assist borrower in negotiating with
16 his lender to modify the terms of his mortgage loan.
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18 6. At the time SFV and/or HELLER collected advance fees from borrowers,
19 including the advance fee collected from the borrower listed in Paragraph 5 above, neither SFV
20 nor HELLER were licensed as real estate brokers. At the time that SFV and HELLER engaged
21 in loan modification services, HELLER was licensed by the Department as a salesperson, but
22 was either not broker affiliated or was authorized to conduct real estate activities only under the
23 supervision of Nationwide Lending Partners Inc. as his employing broker. His employing
24 broker was not aware of HELLER'S loan modification activities conducted as SFV. HELLER
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1 was not authorized to conduct licensed activities as an agent of SFV, an unlicensed entity, nor
2 was he authorized to receive compensation for acting as their agent or owner.

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4 CONCLUSIONS OF LAW

5 The conduct, acts and/or omissions of SFV FINANCIAL INC. and MARK
6 SHLOMO HELLER, acting in the capacity of real estate brokers within the meaning of Code
7 Sections 10131(d) and 10131.2, when not licensed by the Department as real estate brokers or as
8 salespersons employed by real estate brokers, was in violation of Code Section 10130.

9 DESIST AND REFRAIN ORDER

10 Based on the Findings of Fact and Conclusions of Law stated herein,
11 SFV FINANCIAL INC. and MARK SHLOMO HELLER, whether doing business under your
12 own names, or any other names, or fictitious names, ARE HEREBY ORDERED to immediately
13 desist and refrain from performing any acts within the State of California for which a real estate
14 broker license is required, including:

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

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

23 DATED 8/26, 2011.

24 Barbara J. Bigby
25 Acting Real Estate Commissioner

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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).”

cc: SFV FINANCIAL INC.
Mark Shlomo Heller
17929 Ventura Blvd. #4
Encino, CA 91316

Mark Shlomo Heller
15746 Morrison St.
Encino, CA 91436