

**ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF MARYLAND**

IN THE MATTER OF:

*

PETERS FINANCIAL PLANNING
CORPORATION

*

Case No. 2009-0353

*

and

ALAN EDWARD PETERS

Respondents.

*

* * * * *

CONSENT ORDER

WHEREAS, the Securities Division of the Office of the Maryland Attorney General (the “Division”), pursuant to authority granted by Section 11-701 of the Maryland Securities Act, Corporations and Associations Article, Title 11, Annotated Code of Maryland (2007 Repl. Vol. & Supp. 2009) (the “Securities Act”), conducted an investigation of the investment adviser registration status of Peters Financial Planning Corporation (the “Firm”) and its investment adviser representative, Alan Edward Peters (“Peters”) (collectively “respondents”); and

WHEREAS, without holding a hearing, without trial or adjudication of any issue of fact or law, and prior to the initiation of any formal proceeding, the Commissioner and respondents have reached an agreement to resolve this matter; and

WHEREAS, Section 11-101 of the Securities Act defines “investment adviser” to mean a person who, for compensation, engages in the business of advising others, either directly or through publications or writings, as to the value of securities or as to the advisability of investing in, purchasing, or selling securities, or who, for compensation and as part of a regular business,

issues or promulgates analyses or reports concerning securities; and

WHEREAS, Section 11-101 of the Securities Act defines an “investment adviser representative” to include an individual who has a place of business located in this State and is employed by or associated with an investment adviser, and who makes any recommendations or otherwise renders investment advice to clients; and

WHEREAS, Sections 11-401 and 11-402 of the Securities Act makes it unlawful for any person to transact business in this State as an investment adviser or investment adviser representative unless that person is registered as such or unless that person has no place of business in this State and has no more than five clients; and

WHEREAS, respondents consent to the terms of this Order as set forth below; and

WHEREAS, the Commissioner has determined that it is in the public interest to issue this Consent Order.

NOW, THEREFORE, THE COMMISSIONER FINDS:

I.
JURISDICTION

1. The Securities Commissioner has jurisdiction in this proceeding pursuant to Section 11-701.1 of the Securities Act.

II.
RESPONDENTS

2. The Firm is a Delaware corporation conducting business from Delaware. The Firm filed an initial application for registration with the Division on January 14, 2008.

3. Peters is a resident of Pennsylvania. He has never been registered as and investment adviser or investment adviser representative in Maryland. Peters is the President

and owner of the Firm.

III. **FINDINGS OF FACT**

4. In October 2007, respondents began providing investment advice to their 6th Maryland client.

5. Since October 2007, respondents have been providing investment advice to 11 additional Maryland clients.

6. Respondents were neither registered as investment advisers or investment adviser representatives nor exempt from registration in the state of Maryland.

CONCLUSIONS OF LAW

THE COMMISSIONER, THEREFORE, CONCLUDES AS A MATTER OF LAW:

7. Respondents violated Sections 11-401 and 11-402 of the Securities Act by acting as unregistered an investment adviser or investment adviser representative.

SANCTIONS

NOW, THEREFORE, IT IS HEREBY ORDERED, and Respondents expressly consent and agree:

A. Respondents shall permanently cease and desist from acting as unregistered an investment adviser or investment adviser representative in violation of Section 11-401 and 11-402 of the Securities Act.

B. Contemporaneous with the signing of this Consent Order, respondents shall pay a civil monetary penalty in the amount of \$6,700, representing unpaid registration fees and a fine of \$500 for each client over the de minimus amount of clients.

D. Respondents shall in all future activities in Maryland comply fully with the

Securities Act and regulations promulgated thereunder.

E. Upon execution of this Consent Order by the Commissioner the Firm's investment adviser registration shall be made effective in this State.

If any respondent fails to comply with any term of this Consent Order, the Division may institute administrative or judicial proceedings against that respondent to enforce this Consent Order or to sanction respondent for violating an Order of the Commissioner, and may take any other action authorized under the Securities Act or any other applicable law, including the issuance of fines or penalties as provided by the Securities Act. For purposes of determining those sanctions, the Findings of Fact and violations of the Act set forth in this Consent Order shall be deemed admitted, and may be introduced into evidence against that respondent.

The terms of this Consent Order may only be modified by a subsequent order issued by the Commissioner.

DATE OF THIS ORDER:

November 16, 2009

SO ORDERED:

**Commissioner's Signature is
on File with Original Document**

Melanie Senter Lubin
Securities Commissioner

CONSENTED TO:

Title

Name: Alan E. Peters

On Behalf of Peters Financial Planning Corporation

_____/S/_____
Name: Alan E. Peters

On this 9th day of November, 2009, personally appeared Alan E. Peters, signer of the foregoing Consent Order, who did duly acknowledge his/her signature to be his/her free act and deed.

Notary Public
My Commission Expires: _____
Seal: