

1 PRESTON DuFAUCHARD  
California Corporations Commissioner  
2 WAYNE STRUMPFER  
Deputy Commissioner  
3 ALAN S. WEINGER (CA BAR NO. 86717)  
Lead Corporations Counsel  
4 JUDY L. HARTLEY (CA BAR NO. 110628)  
Senior Corporations Counsel  
5 Department of Corporations  
320 West 4<sup>th</sup> Street, Ste. 750  
6 Los Angeles, California 90013-2344  
Telephone: (213) 576-7604 Fax: (213) 576-7181

7 Attorneys for Complainant  
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9 BEFORE THE DEPARTMENT OF CORPORATIONS  
10 OF THE STATE OF CALIFORNIA  
11

12 In the Matter of THE CALIFORNIA ) File No.: 413-0774  
CORPORATIONS COMMISSIONER, )  
13 )  
14 Complainant, ) ORDER TO DISCONTINUE VIOLATIONS  
Pursuant to CALIFORNIA FINANCIAL  
15 vs. ) CODE SECTION 50321  
)  
16 LENDING 1<sup>ST</sup> MORTGAGE LLC, )  
17 )  
18 Respondent. )  
19 )

20 TO: LENDING 1<sup>ST</sup> MORTGAGE LLC  
21 160 South Old Springs Road, Suite 260  
22 Anaheim, California 92808

23 The California Corporations Commissioner finds that:

24 Lending 1<sup>ST</sup> Mortgage LLC has engaged in misleading advertising in violation of Financial  
25 Code section 50204(i) by sending a loan solicitation to consumers, which (i) violates Business and  
26 Professions Code section 14701 by failing to use the required font and location in disclosing that  
27 Lending 1<sup>st</sup> Mortgage LLC is not sponsored by or affiliated with and the solicitation is not  
28 authorized by the consumer’s current lender when including the name of the consumer’s current  
lender, (ii) violates Business and Professions Code section 17533.6 by using language that indicates

1 the mailing is from a local government entity, and (iii) fails to adequately describe the terms of the  
2 loan program offered, including actual interest rate, how deferred interest will be repaid, and  
3 whether negative amortization will occur.

4 NOW, BASED ON THE FOREGOING, AND GOOD CAUSE APPEARING, it is hereby  
5 ORDERED under the provisions of Financial Code section 50321, that Lending 1<sup>st</sup> Mortgage LLC  
6 immediately discontinue the violations set forth above.

7 Dated: July 23, 2007  
8 Los Angeles, CA

PRESTON DuFAUCHARD  
California Corporations Commissioner

9  
10 By \_\_\_\_\_  
11 Alan S. Weinger  
12 Lead Corporations Counsel  
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