

STATE OF CALIFORNIA  
BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY  
DEPARTMENT OF BUSINESS OVERSIGHT

TO: Strive Finance  
www.strivefinance.com  
JDJ Consulting, LLC  
Jerry D. Blanks, Jr.  
4533 MacArthur Boulevard, Suite 5000  
Newport Beach, California 92660

575 Anton Boulevard, Suite 300  
Costa Mesa, California 92626

3400 Avenue of the Arts, Suite G110  
Costa Mesa, California 92626

3700 S. Plaza Drive, Apartment J201  
Santa Ana, California 92704

**DESIST AND REFRAIN ORDER**  
**(For violations of Financial Code section 22100)**

The Commissioner of Business Oversight (Commissioner) finds that:

1. At all relevant times, JDJ Consulting, LLC (JDJ) was a California limited liability company doing business at 3400 Avenue of the Arts, Suite G110, Costa Mesa, California 92626 and at 3700 S. Plaza Drive, Apartment J201, Santa Ana, California 92704.
2. At all relevant times, JDJ’s managing member and registered agent for service of process was Jerry D. Blanks, Jr. (Blanks), doing business at 3700 S. Plaza Drive, Apartment J201, Santa Ana, California 92704.
3. At all relevant times, Strive Finance (Strive) was a fictitious business name used by and registered to JDJ since June 2015, doing business at 4533 MacArthur Boulevard, Suite 5000, Newport Beach, California 92660, and at 575 Anton Boulevard, Suite 300, Costa Mesa, California 92626. Strive conducted business by telephone number at (855) 755-2760, facsimile number at (855) 755-2760, email at support@strivefinance.com, and on the internet at www.strivefinance.com.

1 4. At all relevant times, JDJ, Blanks, and Strive advertised commercial business loans on their  
2 website, asserting to California consumers that Strive is a small business lender located in Orange  
3 County, California. Strive's website offered "Quick Easy" loans of \$5,000.00 to \$500,000.00 that  
4 required "One simple application" and were "100% secure."

5 5. Beginning in or about November 2017, JDJ, Blanks, and Strive executed a "merchant  
6 agreement" (Agreement) with a California borrower for a commercial loan. In the Agreement, the  
7 loan transaction was labeled the "purchase and sale of future receivables," the California borrower  
8 was labeled the "seller," and Strive, the lender, was labeled as the "guarantor."

9 6. JDJ, Blanks, and Strive negotiated and/or provided the California borrower with the  
10 commercial loan by "buying" and, thus, paying for an interest in the borrower's future sales and  
11 receivables. JDJ, Blanks and Strive arranged for the purchase of a percentage of the borrower's  
12 future sales and account receivables in the same amount of the loan requested plus interest by way of  
13 the Agreement.

14 7. In addition to the "purchase amount/future receivables" or loan amount, JDJ, Blanks, and  
15 Strive assessed a lender fee, called a "down payment," of over \$2,000.00 that was required to be paid  
16 by the California borrower at the beginning of the loan transaction. The "down payment," or lender  
17 fee, was paid by the borrower to JDJ, Blanks, and Strive by wire transfer.

18 8. After negotiating the loan, or "purchase of future receivables," and receiving the "down  
19 payment," or lender fee, JDJ, Blanks and Strive declined to fund the loan or "purchase" the California  
20 borrower's "future receivables." JDJ, Blanks, and Strive kept the "down payment" or lender fee of  
21 over \$2,000.00, despite numerous requests to return the "down payment" fee to the California  
22 borrower.

23 9. Although JDJ, Blanks, and Strive labeled the transactions as "purchase of future receivables,"  
24 the Commissioner finds that the transactions were loans under the California Financing Law (CFL)  
25 (Fin. Code, 22000 et seq.).

26 10. JDJ, Blanks, and Strive have not been issued a license by the Commissioner authorizing them  
27 to engage in the business of a finance lender or broker under the CFL, nor are they exempt from the  
28 licensing requirements of section 22100 of the CFL.

1 By reason of the foregoing, JDJ Consulting, LLC, Jerry D. Blanks, Jr., and Strive Finance  
2 have engaged in the business of a finance lender and/or broker without having first obtained a license  
3 from the Commissioner in violation of Financial Code section 22100.

4 Pursuant to Financial Code section 22712, JDJ Consulting, LLC, Jerry D. Blanks, Jr., and  
5 Strive Finance are ordered to desist and refrain from engaging in the business of a finance lender  
6 and/or broker in the State of California without first obtaining a license from the Commissioner, or  
7 otherwise being exempt.

8 This order is necessary, in the public interest, for the protection of California borrowers, and  
9 is consistent with the purposes, policies, and provisions of the California Financing Law.

10 Dated: April 24, 2018

11 JAN LYNN OWEN  
12 Commissioner of Business Oversight

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15 By: \_\_\_\_\_

16 MARY ANN SMITH  
17 Deputy Commissioner  
18 Enforcement Division  
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