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STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO: Rudy Villareal, aka Rodolfo Villareal, Jr.
Socal First Funding Group
Socal First Funding Group FX Fund I
9420 Activity Road, Suite F
San Diego, CA 92126

Equity Concepts San Diego
14328 La Harina Court
San Diego, CA 92129

DESIST AND REFRAIN ORDER
(For violation of sections 25110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. Socal First Funding Group is an entity of unknown form located at 9420 Activity Road, Suite F, San Diego, CA 92126. At all relevant times, its control person was Rudy Villareal, aka Rodolfo Villareal, Jr. (“Villareal”).
2. Equity Concepts San Diego is an entity of unknown form located at 14328 La Harina Court, San Diego, CA 92129. At all relevant times, its control person was Villareal.
3. Beginning in August 2007 or earlier, Equity Concepts San Diego, through Villareal, offered and sold securities in the form of an investment contract called the Foreclosure Rescue Program to at least one California resident. Villareal told the California resident the funds would be used for a bridge loan which would be secured by a lien on real property. Villareal told the California resident she would receive a 20% return in 6 months.

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4. Beginning in November 2007 or earlier, Socal First Funding Group, through Villareal, offered and sold securities in the form of investment contracts consisting of limited partnership interests in Socal First Funding Group FX Fund I to at least one California resident. Villareal told the California resident that the investment was in a hedge fund. Villareal told the California resident the fund would pay dividends of 5-6% each month.

5. These securities were offered and sold in this state in issuer transactions. The Department of Corporations has not issued a permit or other form of qualification authorizing any person to offer or sell these securities in this state.

6. Villareal offered and sold these securities to at least one investor with whom he did not have a preexisting relationship and who was not an accredited investor.

Based upon the foregoing findings, the California Corporations Commissioner is of the opinion that the investment contracts that are being or have been offered or sold by Rudy Villareal, aka Rodolfo Villareal, Jr.; Socal First Funding Group; Socal First Funding Group FX Fund I; and Equity Concepts San Diego are securities subject to qualification under the California Corporate Securities Law of 1968 and are being or have been offered or sold without being qualified in violation of Corporations Code section 25110. Pursuant to section 25532 of the Corporate Securities Law of 1968, Rudy Villareal, aka Rodolfo Villareal, Jr.; Socal First Funding Group; Socal First Funding Group FX Fund I; and Equity Concepts San Diego are hereby ordered to desist and refrain from the further offer or sale in the State of California of securities, including but not limited to investment contracts, unless and until qualification has been made under the law or unless exempt.

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1 This Order is necessary, in the public interest, for the protection of investors and consistent
2 with the purposes, policies, and provisions of the Corporate Securities Law of 1968.

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Dated: February 23, 2009
Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By: _____
ALAN S. WEINGER
Lead Corporations Counsel
Enforcement Division