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

TO: WHEELS FINANCIAL GROUP, INC. dba
1800LOANMART and 800LOANMART
15821 Ventura Blvd. Suite 280
Encino, California 91436

3400-C La Sierra Avenue
Riverside, California 92503

5805 Sepulveda Boulevard, Suite 100
Van Nuys, California 91411

FILE NOS.: 603-8193, 603-J989 & 603-K227

DESIST AND REFRAIN ORDER
(For violations of the California Finance Lenders Law)

The Commissioner of Business Oversight of the State of California finds that:

1. The Department of Business Oversight, through the Commissioner of Business Oversight (“Commissioner”), is vested with the authority to license and regulate finance lenders and brokers in the State of California pursuant to the California Finance Lenders Law (California Financial Code §§ 22000 et. seq., hereinafter “CFLL”).
2. Wheels Financial Group, Inc. dba 1800LoanMart and 800LoanMart (“800LoanMart”) has been licensed by the Commissioner, since on or about February 22, 2002, to engage in the business of a finance lender. 800LoanMart amended its license to include brokering on or about June 3, 2010. 800LoanMart has its principal place of business located at 15821 Ventura Boulevard, Suite 280, Encino, California 91436. 800LoanMart has two branch locations at 3400-C La Sierra Avenue, Riverside, California 92503 and 5805 Sepulveda Boulevard, Suite 100, Van Nuys, California 91411.
3. Commencing in at least November 2009 and continuing through to the present, 800LoanMart has engaged in false and misleading advertising in violation of Financial Code

1 sections 22155 and 22161 as follows:

2 (i) Using names on its websites that have not been approved by the Commissioner as
3 fictitious business names including but not limited to Title Loans Huntington Beach, Title Loans
4 Orange County, Los Angeles Title Loans, Title Loans Fresno, Alameda Title Loans, and LoanMart;

5 (ii) Engaging in blind advertising which is prohibited under California Code of Regulations,
6 title 10, section 1557 by using websites under names such as www.alamedatitleloans.com that do not
7 clearly identify that the lender and/or broker is 800LoanMart;

8 (iii) Representing on its website www.800Loanmart.com that it has at least thirty-five
9 locations throughout the state of California when in fact it has only three locations;

10 (iv) Representing on its website www.800loanmart.com that it has affiliates locations around
11 California when in fact it has only its own three locations; and

12 (v) Failing to inform prospective borrowers that their financial ability to repay must be taken
13 into consideration in making the loan by using phrases on its website www.800loanmart.com such as
14 “loans that are based on the value of your equity in your van, car, SUV, or truck”; “[i]n California,
15 you can borrow between \$2,600 and \$30,000 depending upon the value of your SUV, truck, or car”;
16 “loans are based on collateral . . . [t]he loan is based on the amount of equity you have in the
17 motorcycle, car, SUV, or truck. You can generally borrow up to 85% of that value”; “you can
18 borrow money based on the car’s value”; and “the loan is based on the actual value of the car” in that
19 California Code of Regulations, title 10, section 1452 requires 800LoanMart to take borrowers’
20 financial ability into consideration in making or negotiating any loan.

21 NOW, BASED UPON THE FOREGOING, IT IS HEREBY ORDERED, under the
22 provisions of California Financial Code section 22712 that 800LoanMart and any and all officers,
23 directors, employees, independent contractors, or agents operating on behalf of 800LoanMart and
24 their successors or assigns immediately desist and refrain from engaging in any false and/or
25 misleading advertising, including the advertising described herein. This Order is necessary, in the
26 public interest, for the protection of consumers and is consistent with the purposes, policies and
27 provisions of the California Finance Lenders Law. This Order shall remain in full force and effect
28 until further order of the Commissioner.

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California Financial Code section 22712 provides in pertinent part:

Whenever, in the opinion of the commissioner, . . . any licensee is violating any provision of this division, the commissioner may order that . . . licensee to desist and to refrain from . . . further violating this division. If, within 30 days after the order is served, a written request for a hearing is filed and no hearing is held within 30 days thereafter, the order is rescinded.

Dated: July 11, 2013
Los Angeles, CA

JAN LYNN OWEN
Commissioner of Business Oversight



By _____
Mary Ann Smith
Deputy Commissioner
Enforcement Division