

1 STATE OF CALIFORNIA  
2 BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY  
3 DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION

4 TO: Jeffrey J. Rohling  
5 eTherapyFinder LLC, formerly, eTherapyFinder, Inc.  
6 17002 Broken Bow Court  
7 San Diego 92127

8 DESIST AND REFRAIN ORDER

9 (For violations of sections 25110 and 25401 of the Corporations Code)

10 The California Commissioner of Financial Protection and Innovation, finds that:

11 1. At all relevant times, eTherapyFinder LLC, formerly eTherapyFinder, Inc.  
12 (eTherapyFinder) is, or was, a California corporation with its principal address at 17002 Broken Bow  
13 Court, San Diego 92127.

14 2. At all relevant times, Jeffrey J. Rohling (Rohling) is, or was, the president of  
15 eTherapyFinder.

16 3. At all relevant times herein, eTherapyFinder maintained an Internet website located at  
17 eTherapyFinder.com. eTherapyFinder’s website currently states, “This Page Is Under Construction -  
18 Coming Soon.” As of February 2020, eTherapyFinder’s website described eTherapyFinder as  
19 follows:

20 We are a team of experienced professionals with backgrounds in  
21 therapy and clinical work, e-commerce, technology, and law. We  
22 recognize that there is a growing need for greater access to mental  
23 health professionals, and believe in making therapy more widely  
24 accessible ... It is our goal to facilitate both clinicians and clients to  
25 find and build healthy, therapeutic connections with one another.

26 4. Beginning at least as early as August 2019, Rohling, on behalf of eTherapyFinder,  
27 offered or sold securities, in the form of investment contracts described as “Membership Interest  
28 Purchase Agreement” in California, to at least three California investors, raising at least \$113,890.10.  
Rohling and eTherapyFinder offered and sold securities to investors in an affinity fraud targeting

1 members of a Catholic faith-based church located in San Diego County.

2           5.       Rohling, on behalf of eTherapyFinder told investors that their investment would be  
3 used to establish and operate eTherapyFinder platforms at different churches in collaboration with  
4 members of the clergy where clinicians would provide health related services to parishioners.  
5 Rohling told investors that he had “secured millions of dollars from several investors” and  
6 eTherapyFinder would be “rolled out to other churches.” Rohling further represented to investors  
7 that investors would initially buy eTherapyFinder stocks at low price and “the value would  
8 dramatically go up and the company would over time be worth millions of dollars.” Rohling  
9 informed investors that they would receive their investment back within six to twelve months.

10           6.       The purported purpose of the securities offering was to raise funds from investors that  
11 would be used to establish and operate eTherapyFinder, which will provide platforms for clinicians to  
12 offer services to parishioners.

13           7.       These securities in the form of investment contracts in eTherapyFinder were offered or  
14 sold in this state in issuer transactions. The Department of Financial Protection and Innovation has  
15 not issued a permit or other form of qualification authorizing any person to offer or sell the securities  
16 referred to herein in this state, nor is eTherapyFinder exempt from the qualification requirement.

17           8.       In connection with the offer or sale of these securities, Rohling, on behalf of  
18 eTherapyFinder, made the following untrue statements of material facts:

19                   a.       Representing that investors would buy eTherapyFinder stocks “low and  
20 the value would dramatically go up and be worth millions of dollars with time,” without providing  
21 any basis for such representation.

22                   b.       Stating that he secured backing for eTherapyFinder from clergy  
23 members and as such, that eTherapyFinder would be “rolled out” and established in several parishes,  
24 when in reality no such “roll out” occurred.

25                   c.       Informing investors that they would receive their capital investment  
26 back within six to twelve months when in reality, investors did not get their capital investment back.

27           Based on the foregoing findings, the Commissioner of Financial Protection and Innovation is  
28 of the opinion that the investment contracts offered or sold by Rohling and eTherapyFinder, are

1 securities subject to qualification under the Corporate Securities Law of 1968 and are being or have  
2 been offered or sold without first being qualified in violation of Corporations Code section 25110.

3 Pursuant to Corporations Code section 25532, Jeffrey J. Rohling and eTherapyFinder LLC,  
4 formerly, eTherapyFinder Inc., are ordered to desist and refrain from the further offer and sale of  
5 securities in California, including but not limited to investment contracts, unless and until  
6 qualification has been made under the Corporate Securities Law of 1968, or unless exempt.

7 Further, the California Commissioner of Financial Protection and Innovation is of the opinion  
8 that Rohling and eTherapyFinder offered or sold securities in this state by means of written or oral  
9 communications which included untrue statements of material facts or omitted to state a material fact  
10 necessary in order to make the statements made, in the light of the circumstances under which they  
11 were made, not misleading, in violation of Corporations Code section 25401.

12 Pursuant to Corporations Code section 25532, Jeffrey J. Rohling and eTherapyFinder LLC,  
13 formerly, eTherapyFinder Inc., are hereby ordered to desist and refrain from offering or selling or  
14 buying or offering to buy any security in the State of California, including but not limited to  
15 investment contracts, by means of any written or oral communication which includes an untrue  
16 statement of a material fact or omits to state a material fact necessary in order to make the statements  
17 made, in the light of the circumstances under which they were made, not misleading.

18 Pursuant to Corporations Code section 25403, subdivision (b), any person that knowingly  
19 provides substantial assistance to another person in violation of any provision of this division or any  
20 rule or order thereunder shall be deemed to be in violation of that provision, rule, or order to the same  
21 extent as the person to whom the assistance was provided.

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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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4 Dated: March 15, 2021  
5 Sacramento, California

MANUEL P. ALVAREZ  
Commissioner  
Department of Financial Protection and Innovation

6 By \_\_\_\_\_  
7 MARY ANN SMITH  
8 Deputy Commissioner

