

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

4 TO: LendsLoan Prime Financial, Inc.
5 Eric Golding, Donna Turner, & Anna Rasch
6 271 S Beverly Dr.
7 Beverly Hills, CA 90212

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

10 The Commissioner of Financial Protection and Innovation (Commissioner) finds that:

11 1. At all relevant times, LendsLoan Prime Financial, Inc. (LendsLoan) is and was an entity of
12 unknown form doing business in California, with a stated address of 271 S Beverly Dr., Beverly
13 Hills, CA 90212, and a telephone number of 424-253-0474. There is no record of any corporate
14 filings for an entity named LendsLoan Prime Financial in California.

15 2. LendsLoan maintained a website at www.lendsloanprime.com. There, LendsLoan stated that
16 it provides personal and auto loans from \$1,000 to \$50,000. They also represented to have been “a
17 trusted loan company for over 100 years.” Their website, however, was created in January of 2022.

18 3. LendsLoan is not licensed as a finance lender with the Department of Financial Protection and
19 Innovation (DFPI), is not registered as a real estate broker with the California Department of Real
20 Estate, and is not registered with the California Department of Insurance.

21 4. At all relevant times, Eric Golding (Golding), is and was a purported employee of LendsLoan.
22 He was listed as “Manager Ops.” in a loan agreement provided by LendsLoan to one borrower.

23 5. At all relevant times, Donna Turner (Turner), and Anna Rasch (Rasch) are and were
24 purported employees of LendsLoan. Turner and Rasch were the point of contact at LendsLoan and
25 oversaw LendsLoan application and loan process.

26 6. Through the www.lendloansprime.com website, LendsLoan represented to loan applicants
27 that they were licensed lenders in multiple jurisdictions under several “NNLS” numbers. In fact, one
28 of those purported unique identifiers 1368418 does not exist in the NMLS system, while another one
931153 belongs to another legitimate NMLS licensed company.

1 7. In June of 2022, LendsLoan, Golding, Turner, and Rasch engaged in the business of a finance
2 lender and/or broker in California by offering loans to at least one California prospective borrower
3 and entering into a loan agreement with at least one other Ohio borrower (the borrower) for a loan of
4 \$2,500. Golding, Turner, and Rasch represented to the borrower that LendsLoan offers personal loans
5 and does business in California.

6 8. The borrower signed a loan agreement provided by LendsLoan for a personal loan of \$2,500
7 at 11.25% interest rate for a term of 18 months.

8 7. As a prerequisite to LendsLoan issuing the loan funds to the borrower, Turner informed the
9 borrower that the borrower would have to purchase a \$150 eBay gift card to “prove” that they could
10 afford the loan, then send proof to Turner that the purchase had been made. After the borrower
11 completed these steps, Turner informed the borrower that the loan would be funded and deposited
12 into the borrower’s bank account within an hour. The money was never deposited in the borrower’s
13 bank account.

14 8. The borrower called Turner to ask about the status of the loan. Turner told the borrower that
15 the borrower needed to purchase another \$100 eBay gift card to cover interstate taxes. Again, the
16 borrower purchased the requested card and sent the proof to Turner, who told the borrower that the
17 loan would be deposited into the borrower’s bank account within an hour. The money again failed to
18 appear in the borrower’s bank account.

19 9. The borrower again called Turner to ask about the status of the loan. Turner told the borrower
20 that the borrower needed to purchase another \$200 eBay gift card to cover processing fees. Again, the
21 borrower purchased the requested card and sent the proof to Turner, who told the borrower that the
22 loan would be deposited into the borrower’s bank account within a half hour. The money again failed
23 to appear in the borrower’s bank account.

24 10. The next day, the borrower again called Turner to ask about the status of the loan. Turner told
25 the borrower that the borrower needed to purchase another \$100 eBay gift card for a security deposit
26 before the loan could be funded. When the borrower refused, Turner told the borrower that the loan
27 agreement was cancelled, and that the borrower would be receiving a refund of \$450 for the eBay gift
28 cards they purchased. The borrower has not yet received any refund.

1 11. LendsLoan, Golding, Turner, and Rasch have not been issued licenses by the Commissioner
2 authorizing them to engage in the business of a finance lender and/or broker under the California
3 Financing Law (Fin. Code, §22000 et seq.), nor are they exempt from the licensing requirements of
4 Financial Code section 22100.

5 By reason of the foregoing, LendsLoan Prime Financial and Golding, Turner, and Rasch have
6 engaged in the business of a finance lender and/or broker without having first obtained a license from
7 the Commissioner in violation of Financial Code section 22100. Pursuant to Financial Code section
8 22712, LendsLoan Prime Financial and Golding, Turner, and Rasch are ordered to desist and refrain
9 from engaging in the business of a finance lender and/or broker in the State of California without first
10 obtaining a license from the Commissioner, or otherwise being exempt.

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

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DATE: September 23, 2022
Sacramento, California

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



By: _____
MARY ANN SMITH
Deputy Commissioner
Enforcement Division