

1 CLOTHILDE V. HEWLETT
Commissioner
2 MARY ANN SMITH
Deputy Commissioner
3 JOANNE ROSS (State Bar No. 202338)
Senior Counsel
4 VANESSA LU (State Bar No. 295217)
Senior Counsel
5 TAYLOR HERRLINGER (State Bar No. 314791)
Counsel
6 Department of Financial Protection and Innovation
7 2101 Arena Boulevard
8 Sacramento, California 95834
9 Telephone: (916) 936-7908
10 Facsimile: (916) 928-7929

11 Attorneys for Complainant

12
13 BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION
14 OF THE STATE OF CALIFORNIA

15 In the Matter of:

CRD NO.: 131172

16 THE COMMISSIONER OF FINANCIAL
17 PROTECTION AND INNOVATION,

ORDER TO DISCONTINUE VIOLATIONS
PURSUANT TO CORPORATIONS CODE
SECTION 25249

18 Complainant,

19 v.

20 DOUGLAS MARTIN FAIR DBA YOUR
21 MONEY COACH FINANCIAL
22 SERVICES,

23 Respondent.

24
25 TO: FAIR, DOUGLAS MARTIN
26 DOUG FAIR
27 3859 HUNTER CREST COURT
28 MOORPARK, CA 93021

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Clothilde V. Hewlett, Commissioner of Financial Protection and Innovation (Commissioner) finds that Investment Adviser, DOUGLAS MARTIN FAIR DBA YOUR MONEY COACH FINANCIAL SERVICES (DMF) violated the following sections of the Corporate Securities Law of 1968 (Corp. Code, § 25000 et seq.) and the regulations promulgated under California Codes of Regulations (Cal. Code of Regs., tit. 10, § 260.000 et seq.)

Pursuant to Corporations Code section 25241 and Cal. Code of Regs., tit. 10, section 260.241.4, subdivision (e), DMF, is a licensed investment adviser required to file an annual updating amendment, in accordance with the instructions in Form ADV, with Investment Adviser Registration Depository (IARD) in accordance with its procedures for transmission to the Commissioner within ninety (90) days of the end of the investment adviser’s fiscal year.

DMF is in violation of Corporations Code section 25241 and Cal. Code of Regs., tit. 10, section 260.241.4, subdivision (e).

NOW, BASED UPON THE FOREGOING, AND GOOD CAUSE APPEARING, it is hereby ORDERED, pursuant to Corporations Code section 25249, that DOUGLAS MARTIN FAIR DBA YOUR MONEY COACH FINANCIAL SERVICES discontinue violations of Corporations Code section 25241 and Cal. Code of Regs., tit.10, section 260.241.4, subdivision (e).

The Commissioner finds this action is appropriate, in the public interest, for the protection of investors, and consistent with the purposes fairly intended by the policies and procedures of the Corporate Securities Law of 1968.

Dated: September 8, 2022

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



By: _____
BALBIRO KAZLA
Deputy Commissioner
Broker-Dealer Investment Adviser Division