

1 CLOTHILDE V. HEWLETT
Commissioner
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Deputy Commissioner
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11 BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION
12 OF THE STATE OF CALIFORNIA
13

14 In the Matter of:) CRD NO. 152229
15)
16 THE COMMISSIONER OF FINANCIAL)
PROTECTION AND INNOVATION,)
17) ORDER SUMMARILY SUSPENDING
Complainant,) INVESTMENT ADVISER
18 v.) CERTIFICATE
(Corp. Code, § 25242, subdivision (c))
19 STRONG WEALTH MANAGEMENT LLC,)
20)
Respondent.)
21)

22 The Commissioner of Financial Protection and Innovation (Commissioner) finds:

- 23 1. STRONG WEALTH MANAGEMENT LLC (STRONG WEALTH
24 MANAGEMENT), is a California Limited Liability Company with its principal place of business at
25 16 N. MARENGO AVENUE, SUITE 315, PASADENA, CA 91101.
26 2. On April 21, 2011, the Commissioner issued an investment adviser certificate to
27 STRONG WEALTH MANAGEMENT pursuant to Corporations Code section 25230, Central
28 Registration Depository (CRD) Number 152229.

1 3. GEORGE G STRONG III, CRD Number 4908604, is the owner of STRONG
2 WEALTH MANAGEMENT.

3 4. According to the Investment Adviser Registration Depository (IARD), investment
4 adviser has not filed an annual updating amendment to its Form ADV for 2021. Pursuant to
5 California Code of Regulations, title 10, section 260.241.4, subdivision (e), a licensed investment
6 adviser shall file an annual updating amendment, in accordance with the instruction in Form ADV,
7 with IARD in accordance with its procedures for transmission to the Commissioner within ninety
8 (90) days of the end of the investment adviser’s fiscal year.

9 5. By March 31, 2022, the investment adviser had not updated its Form ADV on IARD.

10 6. On September 8, 2022, the Commissioner issued an Order to Discontinue Violation
11 against STRONG WEALTH MANAGEMENT and served it by certified mail return receipt and
12 electronic mail.

13 7. To date, the Commissioner still has not received a response from STRONG
14 WEALTH MANAGEMENT and STRONG WEALTH MANAGEMENT is in violation of the Order
15 to Discontinue Violation.

16 8. The Commissioner finds that STRONG WEALTH MANAGEMENT violated Cal.
17 Code of Regs., tit. 10, section 260.241.4, subdivision (e), investment advisers are required to file any
18 report required under Corporations Code section 25241 within 10 days after notice by the
19 Commissioner that the report is due.

20 9. Under Corporations Code section 25242, subdivision (c)(2), the Commissioner may
21 summarily suspend the certificate of the investment adviser if the investment adviser fails to file any
22 report required under Cal. Code of Regs., tit. 10, section 260.241.4 and Corporations Code section
23 25241 within 10 days after notice by the Commissioner that the report is due.

24 10. Under Corporations Code section 25242, subdivision (c)(6), the Commissioner may
25 summarily suspend the certificate the investment adviser if the investment adviser fails to maintain
26 records as required by Cal. Code of Regs., tit. 10, section 260.241.4 and Corporations Code section
27 25241.

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1 NOW, BASED UPON THE FOREGOING AND GOOD CAUSE APPEARING, IT IS
2 HEREBY ORDERED under Corporations Code section 25242, subdivision (c), that the investment
3 adviser certificate of STRONG WEALTH MANAGEMENT LLC is summarily suspended for thirty
4 (30) days. This Order is effective immediately. STRONG WEALTH MANAGEMENT LLC is
5 precluded from soliciting or facilitating new business, including existing clients. This summary
6 suspension does not preclude STRONG WEALTH MANAGEMENT LLC from engaging in
7 activities necessary to wind down the business, such as liquidating transactions, transferring
8 accounts, forwarding checks received to the clearing firm, responding to regulatory inquiries, filing
9 Form U-5s for registered representatives, fielding client requests for account servicing or documents,
10 for up to 30 days after the date of this Order.

11 The Commissioner finds this action is appropriate, in the public interest, for the protection of
12 investors, and consistent with the purposes fairly intended by the policies and procedures of the
13 Corporate Securities Law of 1968 (Corp. Code, § 25000 et seq.).

14 Dated: November 7, 2022

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



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16
17 By: _____
BALBIRO KAZLA
Deputy Commissioner
Broker-Dealer Investment Adviser