1	CLOTHILDE V. HEWLETT		
2	Commissioner		
	MARY ANN SMITH Deputy Commissioner		
3	DANIEL P. O'DONNELL		
4	Assistant Chief Counsel		
5	RYAN M. CASSIDY (State Bar No. 340274)		
	Counsel Department of Financial Protection and Innovation		
6	2101 Arena Boulevard		
7	Sacramento, CA 95834		
8	Telephone: (916) 764-8358		
9	Attorneys for the Complainant		
9	BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION		
10	OF THE STATE OF CALIFORNIA		
11	OF THE STATE OF CALIFORNIA		
12	In the Matter of:		
	THE GOLD REGIONED OF EDVANCE.	CFL License No.: 60DBO-90654	
13	THE COMMISSIONER OF FINANCIAL PROTECTION AND INNOVATION,	CITATION	
14		(Financial Code section 22707.5)	
15	Complainant, v.		
16			
	MASS CAPITAL ACCESS, INC.		
17	Respondent.		
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19			
20	Clothilde V. Hewlett. Commissioner of F.	inancial Protection and Innovation (Commissioner)	
	Clothilde V. Hewlett, Commissioner of Financial Protection and Innovation (Commissioner)		
21	finds the following:		
22	I.		
23	INTRODUCTION		
24	1. At all relevant times, Mass Capital Access, Inc. (Mass Capital) is and was, a Florida		
25	corporation, with a stated address of 4000 Hollywood Blvd, Suite 285S, Hollywood, Florida 33021.		
26	Mass Capital operates and maintains the website masscapital access.com.		
27	2. At all relevant times, Michael Loiacono is and was the chief executive officer, chief financial		
28	officer, secretary, and owner of Mass Capital.		

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1	3. From December 7, 2018 through April 16, 2021, Mass Capital was licensed as a finance	
2	broker under the CFL (CFL License Number 60DBO-90654). On April 16, 2021, Mass Capital's	
3	license was summarily revoked due to its failure to file its Annual Report as required by Financial	
4	Code section 22159.	
5	4. Since April 16, 2021, the Commissioner has not issued a license to Mass Capital, authorizing	
6	it to engage in the business of a finance lender and/or broker under the California Finance Lenders	
7	Law. Mass Capital is not exempt from the licensing requirements of California Financial Code	
8	section 22100.	
9	II.	
10	BASIS FOR THE CITATION	
- 1		

- 5. During the period between February 23, 2022 and December 19, 2022, Mass Capital engaged in the business of a finance lender and broker by mass soliciting California residents. Financial Code section 22100 provides, in relevant part:
 - (a) No person shall engage in the business of a finance lender or broker without obtaining a license from the commissioner.

By mass soliciting California residents for finance lender or broker services, Mass Capital engaged in the business of a finance lender or broker, without having first obtained a license from the Commissioner, in violation of Financial Code section 22100.

III.

APPLICABLE LAW

- 6. Financial Code section 22707.5 states:
 - (a) If, upon inspection, examination, or investigation, the commissioner has cause to believe that a licensee or *other person is violating any provision* of this division,...the commissioner...may issue a *citation* to the licensee or person writing, describing with particularity the basis of the citation. In addition, each citation may assess an administrative fine not to exceed two thousand five hundred dollars (\$2,500). (Emphasis added).

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IV.

ASSESSMENT OF ADMINISTRATIVE FINE

Based on the aforementioned violation of Financial Code section 22100 (a), for engaging in the business of a finance lender and broker, by soliciting California residents, without having first obtained a license from the Commissioner, the Commissioner hereby accesses Mass Capital, Inc. an administrative fine of two thousand five hundred dollars (\$2,500.00). Mass Capital, Inc. shall pay this fine, within sixty (60) days from the date of this citation, in the form of an Automated Clearing House deposit, transmitted to the attention of "California Department of Financial Protection and Innovation" or a cashier's check payable to: Department Financial Protection, Attention: Accounting – Litigation, 2101 Arena Boulevard, Sacramento, California 95834.

Dated: August 7, 2023 Sacramento, California CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation

By

RYAN M. CASSIDY Counsel Enforcement Division