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

TO: Lending Personal USA Justin Bryant 500 Terri Francios Street San Francisco, California 94518 lendingpersonalusa.com

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

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

The Commissioner is authorized to pursue administrative actions and remedies against persons who engage in violations of the California Financing Law (Financial Code § 22000, et seq.)
 (CFL).

2. At all relevant times, Lending Personal USA (Lending Personal) is a business entity of unknown form doing business in California, using the business address 500 Terri Francios Street, San Francisco, California 94518; an email address of customersupport@lendingpersonalusa.help; and a telephone number of +1-760-517-9018. There is no record of any corporate filings for an entity named Lending Personal USA in California.

3. At all relevant times, an individual going by the name Justin Bryant (Bryant) is and was a representative of Lending Personal, representing himself as a loan officer.

4. Lending Personal maintained a website at lendingpersonalusa.com where it advertised both personal and commercial loans. Statements featured on the website included "All Credit Scores Accepted" and "Get a Loan Now! In 24 Hours or Less."

5. Additionally, the procedure for obtaining a loan was described on the website. The
procedure included a loan officer reaching out to the customer and the completion of a purported
verification process to be explained over a recorded call. Upon successful completion, the loan
amount would purportedly be directly deposited into the customer's bank account. The website is no
longer active.

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6. Beginning at least in 2023, Lending Personal and Bryant engaged in the business of a finance lender and/or broker in California by offering a loan to at least one California consumer (prospective borrower).

7. The prospective borrower completed an application, and subsequently Bryant contacted her by phone to convey the approval of her \$5,000 loan application. Bryant also sent written documentation confirming this.

8. Bryant told the customer that Lending Personal does not charge advance fees; however, he stated that borrowers with a credit score below 700 would need to obtain an insurance policy which Lending Personal would pay for. He instructed the prospective borrower to provide her bank account information, anticipating a deposit from Lending Personal. Following the deposit, the prospective borrower was instructed to return the funds to Lending Personal via bitcoin to cover the insurance policy.

9. Observing the deposited funds in her account, the prospective borrower utilized a bitcoin automated teller machine to send the money to Lending Personal as instructed. Subsequently, she discovered that the bank had identified the deposited funds as fraudulent.

10. Once the prospective borrower brought the matter to Bryant's attention, he responded by accusing the prospective borrower of committing fraud and requested that the prospective borrower send additional payments in bitcoin.

11. To date, the borrower has not received the loan, nor any of the bitcoin payments she made to Lending Personal.

12. Financial Code section 22100(a) provides, "No person shall engage in the business of a finance lender or broker without obtaining a license from the commissioner."

13. Neither Lending Personal nor Justin Bryant have been issued a license by the
Commissioner authorizing them to engage in the business of a finance lender and/or broker under the
California Financing Law, nor are they exempt from the licensing requirements of Financial Code
section 22100.

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Based on the foregoing findings, the Commissioner is of the opinion that Lending Personal USA and Justin Bryant have engaged in the business of finance lender and/or broker without having first obtained a license from the Commissioner in violation of Financial Code section 22100.

Pursuant to Financial Code section 22712, Lending Personal USA and Justin Bryant are hereby ordered to desist and refrain from engaging in the business of finance lender and/or broker in the State of California without first obtaining a license from the Commissioner, or otherwise being exempt.

This Order is necessary, in the public interest, for the protection of consumers and is consistent with the purposes, policies and provisions of the California Financing Law.

Dated: February 26, 2024 Los Angeles, California



CLOTHILDE V. HEWLETT Commissioner of Financial Protection and Innovation

By_____ MARY ANN SMITH Deputy Commissioner Enforcement Division

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