

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

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

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

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

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

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

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

23 13. Neither Lending Personal nor Justin Bryant have been issued a license by the
24 Commissioner authorizing them to engage in the business of a finance lender and/or broker under the
25 California Financing Law, nor are they exempt from the licensing requirements of Financial Code
26 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