

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

4 TO: Adam Velasquez
5 2040 Walnut Avenue Apt. U
6 Cerese, CA 95307

7 **DESIST AND REFRAIN ORDER**

8 **(For Violations of Section 25230 of the Corporations Code)**

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

10 1. At all relevant times, Adam Velasquez (Velasquez), is and was a California resident
11 residing at 2040 Walnut Avenue Apt. U, Cerese, CA 95307.

12 2. Beginning in or about July 2022, Velasquez offered investment advisory services to
13 one or more members of the public.

14 3. On or about July 4, 2022, Velasquez communicated with at least one California
15 investor (“Investor”) via text message that Velasquez was currently investing money on behalf of
16 other clients. Velasquez stated to the Investor that the Investor’s money would double within a year
17 and that profits would be promptly remitted to the Investor.

18 4. Velasquez entered into a contract with the Investor describing the services offered:
19 “Stock market and crypto currency trading. Finance managing. Investing in his stock market account
20 as well as his personal Coinbase account.” Further, Velasquez agreed to build a portfolio in stocks
21 and cryptocurrency and to take control of the Investor’s 401(k) account. Velasquez charged the
22 Investor \$4,000 in fees for the investment advisor services.

23 5. On July 5, 2022, Velasquez received a \$2,000 payment from the Investor via Zelle for
24 his investment advisory services. On the same day, Velasquez received another \$2,000 payment from
25 the Investor via Zelle.

26 6. At all relevant times, neither the Commissioner nor the United States Securities and
27 Exchange Commission has issued an investment adviser certificate to Respondent.

28 7. The Commissioner is authorized to administer and enforce the provisions of the

1 Corporate Securities Law of 1968 (Cal. Corp. Code §§ 25000-25707) (CSL) and the regulations
2 promulgated thereunder at title 10 of the California Code of Regulations, which include rules related
3 to the licensure, examination, and regulation of investment advisers.

4 Based on the foregoing findings, the Commissioner is of the opinion that Velasquez has
5 conducted business as an investment adviser in this state without first securing from the
6 Commissioner a certificate, authorizing him to do so, in violation of Corporations Code section
7 25230. Pursuant to California Corporations Code section 25532, Adam Velasquez is hereby ordered
8 to desist and refrain from acting as an investment adviser in the State of California unless and until he
9 has first applied for and secured from the Commissioner a certificate, authorizing them to act as an
10 investment adviser, or unless exempt.

11 This Order is necessary, in the public interest, for the protection of investors, and consistent
12 with the purposes, policies, and provisions of the CSL.

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DATED: April 29, 2024
Sacramento, California

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



By: _____
MARY ANN SMITH
Deputy Commissioner
Enforcement Division