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COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF BANKING AND SECURITIES

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PA DEPARTMENT OF
BANKING AND SECURITIES

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF BANKING AND
SECURITIES, BUREAU OF SECURITIES
LICENSING

Docket No. : 21 0045 (SEC-CAO)

v.

WRENNE FINANCIAL PLANNING, LLC

CONSENT AGREEMENT AND ORDER

The Commonwealth of Pennsylvania, acting through the Department of Banking and Securities (“Department”), Bureau of Securities Licensing (“Bureau”), has conducted an investigation of the business practices of Wrenne Financial Planning, LLC (“Wrenne”). Based on the results of its investigation, the Bureau has concluded that Wrenne has operated in violation of the Pennsylvania Securities Act of 1972, 70 P.S. § 1-101 et. seq. (“1972 Act”). Wrenne, in lieu of litigation, and without admitting or denying the allegations herein, and intending to be legally bound, hereby agrees to the terms of this Consent Agreement and Order (“Order”).

BACKGROUND

1. The Department is the Commonwealth of Pennsylvania’s administrative agency authorized and empowered to administer and enforce the 1972 Act.

2. The Bureau is primarily responsible for administering and enforcing the 1972 Act for the Department.

3. Wrenne, CRD# 173029, was, at all times material herein, a Kentucky limited liability company with a principal place of business at 3399 Tates Creek Road, Suite 115, Lexington, Kentucky 40502.

4. From in or about November 2014 through the present, Wrenne was registered with the State of Kentucky.

5. On March 26, 2021, Wrenne applied for registration in Pennsylvania as an investment advisor.

6. From in or about March 2021 to May 2021, Wrenne transacted business in Pennsylvania as an investment adviser while neither registered nor exempt from registration.

VIOLATIONS

7. By engaging in the acts and conduct set forth in paragraphs 3 through 6 above, Wrenne transacted business in Pennsylvania as an investment advisor from March 2021 through May 2021 in violation of Section 301(c) of the 1972 Act, 70 P.S. §1-301(c).

RELIEF

8. Within 30 days of the Effective Date of this Order, as defined in Paragraph 16, below, Wrenne shall pay the Department an administrative assessment in the amount of \$4,000. Payment shall be made by certified check or money order payable to the "Department of Banking and Securities" and shall be mailed or delivered, in person, to the Bureau of Securities Licensing located at 17 N. Second Street, Suite 1300, Harrisburg, PA 17101.

9. Wrenne is ORDERED to comply with the 1972 Act, and Regulations adopted by the Department, and in particular Section 301(a), 70 P.S. §1-301(a).

10. Should Wrenne fail to pay the assessment as set forth in Paragraph 8, above, the sanctions set forth elsewhere in the Order shall continue in full force and effect until full payment is made. However, this provision shall not be construed as affording Wrenne the option of either paying the assessment or being indefinitely subjected to sanctions.

11. Should Wrenne fail to comply with any and all provisions of this Order, the Department may impose additional sanctions and costs and seek other appropriate relief subject to Wrenne's right to a hearing pursuant to the 1972 Act.

FURTHER PROVISIONS

12. Consent. Wrenne hereby knowingly, willingly, voluntarily and irrevocably consents to the entry of this Order pursuant to the Bureau's authority under the 1972 Act and agrees that it understands all of the terms and conditions contained herein. Wrenne, by voluntarily entering into this Order, waives any right to a hearing or appeal concerning the terms, conditions and/or penalties set forth in this Order.

13. Entire Agreement. This Order contains the entire agreement between the Department and Wrenne. There are no other terms, obligations covenants, representations, statements, conditions, or otherwise, of any kind whatsoever concerning this Order. This Order may be amended in writing by mutual agreement by the Department and Wrenne.

14. Binding Nature. The Department, Wrenne, and all officers, owners, directors, employees, heirs and assigns of Wrenne intend to be and are legally bound by the terms of this Order.

15. Counsel. This Order is entered into by the parties upon full opportunity for legal advice from legal counsel.

16. Effectiveness. Wrenne hereby stipulates and agrees that the Order shall become effective on the date the Bureau executes the Order (“Effective Date”).

17. Other Enforcement Action.

(a) The Department reserves all of its rights, duties, and authority to enforce all statutes, rules and regulations under its jurisdiction against Wrenne in the future regarding all matters not resolved by this Order.

(b) Wrenne acknowledges and agrees that this Order is only binding upon the Department and not any other local, state or federal agency, department or office regarding matters within this Order.

18. Authorization. The parties below are authorized to execute this Order and legally bind their respective parties.

19. Counterparts. This Order may be executed in separate counterparts, by facsimile and by PDF.

20. Titles. The titles used to identify the paragraphs of this document are for the convenience of reference only and do not control the interpretation of this document.

21. Finding. The Department finds that it is necessary and appropriate in the public interest and for the protection of investors, and consistent with the purposes fairly intended by the policy and provisions of the 1972 Act to issue this Order.

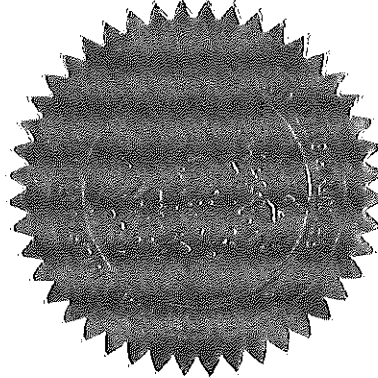
WHEREFORE, in consideration of the foregoing, including the recital paragraphs, the Commonwealth of Pennsylvania, Department of Banking and Securities, Bureau of Securities Licensing and Wrenne Financial Planning, LLC intending to be legally bound, do hereby execute this Consent Agreement and Order.

**FOR THE COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF BANKING AND SECURITIES
BUREAU OF SECURITIES LICENSING**

Redacted

Eric Pistilli
Acting Deputy Secretary for Securities

Date: 07/09/2021



WRENNE FINANCIAL PLANNING, LLC

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DANIEL B WRENNE

(Print Officer Name)

CCO

(Title)

Date: 07-09-2021