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COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF BANKING AND SECURITIES

PA DEPARTMENT OF
BANKING AND SECURITIES

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF BANKING AND
SECURITIES, BUREAU OF SECURITIES
COMPLIANCE AND EXAMINATIONS

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Docket No. : 210061 (SEC-OSC)

v.

LIMERICK FINANCIAL GROUP, LLC

CONSENT AGREEMENT AND ORDER

The Commonwealth of Pennsylvania, acting through the Department of Banking and Securities (“Department”), Bureau of Securities Compliance and Examinations (“Bureau”), has conducted an investigation of the business practices of Limerick Financial Group, LLC (“Limerick”) and its officers and employees. Based on the results of its investigation, the Bureau has concluded that Limerick has operated in violation of the Pennsylvania Securities Act of 1972, 70 P.S. § 1-101 *et seq.* (“1972 Act”). Limerick, 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. Limerick, CRD # 141128, was, at all material times herein, a Pennsylvania limited liability company with an address at 675 North Lewis Road, Limerick, Pennsylvania 19468.

4. From in or about August 2006 through the present, Limerick has been registered in Pennsylvania as an investment advisor pursuant to Section 301(c) of the 1972 Act, 70 P.S. §1-301(c).

5. From in or about January 2015 until October 2020, Limerick did not maintain a reasonable system for applying and enforcing written procedures pertaining to their recommendation for its clients to purchase inverse and leveraged exchange-traded funds (“ETFs”) by one agent in Pennsylvania to certain of his clients who were residents of Pennsylvania.

VIOLATION

6. By engaging in the acts and conduct set forth in paragraphs 3 through 5 above, Limerick failed to supervise one agent in connection with his sales of inverse and leveraged ETFs to certain of his clients in Pennsylvania, which acts and conduct form a basis to deny, suspend, revoke, or condition the registration of Limerick or to censure Limerick pursuant to Section 305(a)(vii) of the 1972 Act, 70 P.S. 1-305(a)(vii).

RELIEF

7. Limerick shall pay the Department an administrative assessment in the amount of \$100,000. Payment shall be made by certified check or money order made payable to the “Department of Banking and Securities” and shall be mailed or delivered in person to the Bureau of Securities Compliance and Examinations located at 17 N. Second Street, Suite 1300, Harrisburg, Pennsylvania 17101. The assessment shall be paid as follows:

- a. \$12,500 on or before April 15, 2022;
- b. \$12,500 on or before July 15, 2022;
- c. \$12,500 on or before October 15, 2022;

- d. \$12,500 on or before January 15, 2023;
- e. \$12,500 on or before April 15, 2023;
- f. \$12,500 on or before July 15, 2023;
- g. \$12,500 on or before October 15, 2023; and
- h. \$12,500 on or before January 15, 2024.

8. Limerick is ORDERED to comply with the 1972 Act, and Regulations adopted by the Department, and in particular Section 305(a)(vii) of the 1972 Act, 70 P.S. § 1-305(a)(vii).

9. Should Limerick fail to pay the assessment as set forth in paragraph 7 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 Limerick the option of either paying the assessment or being indefinitely subject to the sanctions.

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

FURTHER PROVISIONS

11. Consent. Limerick 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. Limerick, 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.

12. Entire Agreement. This Order contains the entire agreement between the Department and Limerick. 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 Limerick.

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

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

15. Effectiveness. Limerick hereby stipulates and agrees that the Order shall become effective on the date the Bureau executes the Order ("Effective Date").

16. 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 Limerick in the future regarding all matters not resolved by this Order.

(b) Limerick 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.

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

18. Counterparts. This Order may be executed in separate counterparts, by facsimile and/or by PDF.

19. 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.

20. 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 Compliance and Examinations and Limerick Financial Group, 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 COMPLIANCE AND EXAMINATIONS**

Redacted

Eric Pistilli, Deputy Secretary for Securities

Date: 03/09/2022



FOR LIMERICK FINANCIAL GROUP, LLC

Redacted

(Signature)

Charles E. Pike Jr

(Print Officer Name)

Date: 03/09/2022