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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
LICENSING

Docket No. : 22 0034 (SEC-CAO)

v.

ALPHA FINANCIAL PLANNING, INC.

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 Alpha Financial Planning, Inc. ("Alpha"). Based on the results of its investigation, the Bureau has concluded that Alpha has operated in violation of the Pennsylvania Securities Act of 1972, 70 P.S. § 1-101 et. seq. ("1972 Act"). Alpha, 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. Alpha, CRD# 269831, was, at all times material herein, an Ohio company with a principal place of business at 6241 Riverside Drive, Dublin, Ohio 43017.

4. From in or about July 2015 through the present, Alpha was registered with the State of Ohio.

5. On January 12, 2022, Alpha applied for registration in Pennsylvania as an investment advisor.

6. From in or about October 30, 2021 to May 2022, Alpha 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, Alpha transacted business in Pennsylvania as an investment advisor from October 30, 2021 through May 2022 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, Alpha shall pay the Department an administrative assessment in the amount of \$ 5,000 . 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 Licensing located at 17 N. Second Street, Suite 1300, Harrisburg, PA 17101.

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

10. Should Alpha 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 Alpha the option of either paying the assessment or being indefinitely subjected to sanctions.

11. Should Alpha 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 Alpha's right to a hearing pursuant to the 1972 Act.

FURTHER PROVISIONS

12. Consent. Alpha 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. Alpha, 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 Alpha. 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 Alpha.

14. Binding Nature. The Department, Alpha, and all officers, owners, directors, employees, heirs and assigns of Alpha 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. Alpha 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 Alpha in the future regarding all matters not resolved by this Order.

(b) Alpha 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 Alpha Financial Planning, Inc. 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
Deputy Secretary for Securities

Date: 08/04/2022



ALPHA FINANCIAL PLANNING, INC.

Redacted

~~(Officer Signature)~~ 

Mary Kay Seymour
(Print Officer Name)

Chief Compliance Officer
(Title)

Date: 7/15/2022