

ADMINISTRATIVE PROCEEDING

BEFORE THE

SECURITIES COMMISSIONER OF SOUTH CAROLINA

IN THE MATTER OF:)	
)	
Investment Advisory Center, Inc.)	ORDER STAYING EFFECTIVENESS OF SUMMARY SUSPENSION
IARD # 153495)	
)	
Jesse Clifton Dove,)	
CRD #1661883,)	File Number 13045
)	
<u>Respondents.</u>)	

WHEREAS, on December 10, 2014, the Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division") issued a Summary Suspension Order summarily suspending the investment adviser registration of the Investment Advisory Center, Inc. ("IAC") and the investment adviser representative registration of Jesse Clifton Dove ("Dove") (collectively, IAC and Dove may be referred to as the "Respondents"); and

WHEREAS, on December 10, 2014, the Division issued a Rule to Show Cause, which ordered the Respondents to show cause, if any there be, why the Securities Commissioner should not enter an Order revoking their investment adviser representative and investment adviser registrations, imposing a two year suspension on each Respondent, and imposing a civil penalty in an amount not to exceed \$10,000 for each violation of the Act or rule adopted or order issued under the Act; and

WHEREAS, the Division finds that the investor protections and remedies in this Order are both appropriate and in the public interest for the protection of the investors, the capital markets of the State of South Carolina, and the clients of IAC and Dove; and

WHEREAS, the Respondents have agreed to the following terms in exchange for a temporary stay on the summary suspension;

NOW, THEREFORE IT IS HEREBY ORDERED, and the Respondents and the Division expressly consent and agree that:

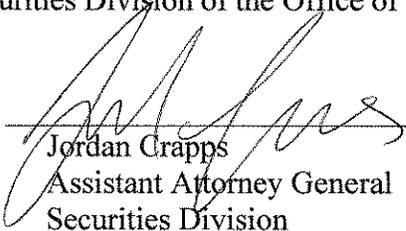
- A. The Summary Suspension is stayed through January 31, 2015, at which time the Summary Suspension is immediately reinstated unless the underlying matter has been resolved or there is an intervening order modifying or superseding the terms stated herein; and
- B. The period to file an answer and request a hearing on the Summary Suspension and the Rule to Show Cause in this matter is extended until February 13, 2015; and
- C. The Respondents are to execute no discretionary authority over any account during the stay; and
- D. The Respondents may not accept any new advisory clients during the stay; and
- E. The Respondents may not charge any advisory fee unless such fee is reasonable and clearly stated in a written and signed advisory agreement which clearly indicates the annual rate of the fee to be charged, the periods at which time the rate will be assessed, and the periodic rate at which it will be charged.

If at any time during the stay, the Respondents violate the terms stated herein, the Division retains the right to immediately reinstate the summary suspension with no prior notice to the Respondents. Should the Respondents violate the terms of this Order, the Division retains the right to impose additional penalties to include suspensions, bars, and monetary penalties. The Division retains its statutory and regulatory ability to request documents, books, and records at any time during the stay.

The parties to this Order agree the Order does not and should not be read or interpreted as an admission of any type. The parties further agree that this Order does not prohibit the Division or the Securities Commissioner from imposing further sanctions or penalties as a result of any hearing or further agreement as may be appropriate and lawful. The parties to this Order agree that this Order does not and should not be interpreted to waive any (i) criminal cause of action, (ii) private cause of action that may have accrued to any investor(s), (iii) action of any kind in any type of bankruptcy proceeding(s), (iv) other causes of action which may result from any activity of the Respondents not detailed above or which may hereafter arise; (v) and/or restrict or limit any defenses that may be available to the Respondents at law or in equity.

WE CONSENT:

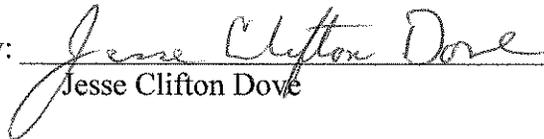
Securities Division of the Office of the Attorney General:

By:  12/23/14
Jordan Crapps
Assistant Attorney General
Securities Division

Respondent Investment Advisory Center, Inc.:

By: 
Jesse Clifton Dove, Agent

Respondent Jesse Clifton Dove:

By: 
Jesse Clifton Dove