

**ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

IN THE MATTER OF:)	
)	
WILLIAM BENTON GUIDO)	ORDER REVOKING REGISTRATION
CRD# 4504723,)	BY DEFAULT
)	
RESPONDENT)	File Number 14116
_____)	

The Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division"), under the authority of the South Carolina Uniform Securities Act of 2005 (the "Act"), S.C. Code Ann. §§ 35-1-101 to 35-1-703 (Supp. 2014), instituted this proceeding by filing a Rule to Show Cause ("Rule to Show Cause") against William Benton Guido ("Respondent" or "Guido") ordering Respondent to show cause why an order should not be issued against him revoking Respondent's broker-dealer agent and investment adviser representative registrations and barring Respondent from the securities business in the State of South Carolina.

The Rule to Show Cause was served on Respondent at his last known address. Specifically, on or around January 16, 2015, the Division sent via certified mail, return receipt requested, a copy of the Rule to Show Cause addressed to Mr. William Benton Guido at 310 Seaport Lane, Apartment 2224, Mount Pleasant, South Carolina 29464. Thereafter, on or around February 23, 2015, the United States Postal Service returned the Rule to Show Cause as unclaimed by the Respondent.

As a state registered broker-dealer agent and investment adviser representative, Respondent provided the Division with his mailing address and is under a continuing obligation to update his registration information, including the mailing address, as changes occur.

By failing to respond to the Rule to Show Cause, or alternatively failing to update his address of record causing his failure to receive the Rule to Show Cause, Respondent has caused the Rule to Show Cause to go into default. By allowing the Rule to Show Cause to go into default, Respondent has opened himself up to the remedy sought in the Rule to Show Cause. The remedy sought in the Rule to Show Cause was entry of an Order revoking Respondent's broker-dealer agent and investment adviser representative registrations and barring Respondent from the securities business in the State of South Carolina.

The Securities Commissioner finds that this order is in the public interest. **IT IS THEREFORE ORDERED**, pursuant to S.C. Code Ann. § 35-1-412(d), that Respondent's registrations as a broker-dealer agent and as an investment adviser representative are hereby **REVOKED**. It is **FURTHER ORDERED**, pursuant to S.C. Code Ann. § 35-1-412(d), that Respondent is **PERMANENTLY BARRED** from engaging in the securities business in the State of South Carolina.

Executed and entered, this the 11th day of March, 2015.

By: Alan Wilson
ALAN WILSON
Securities Commissioner
State of South Carolina
Post Office Box 11549
Columbia, SC 29211
(803) 734-4731