ADMINISTRATIVE PROCEEDING

BEFORE THE

SECURITIES COMMISSIONER OF SOUTH CAROLINA

| IN THE MATTER OF: | |) | |
|------------------------|-------------|-----|---------------------------|
| | |) (| ORDER TO CEASE AND DESIST |
| Jeffrey Garland Kelly, | |) | |
| | |) | |
| | |) | File No. 12034 |
| | Respondent. |) | |

WHEREAS, the Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division"), pursuant to authority granted in the South Carolina Uniform Securities Act of 2005 (the "Act"), S.C. Code Ann. § 35-1-101, et seq. (Supp. 2011), received information regarding alleged activities of Jeffrey Garland Kelly ("Respondent") which, if true, could constitute violations of the Act; and

WHEREAS, the information led the Division to open and conduct an investigation of the Respondent pursuant to S.C. Code Ann. § 35-1-602; and

WHEREAS, in connection with the investigation, the Division has determined that evidence exists to support the following findings and conclusions:

- Respondent is a Florida resident with a last known address of 660 Celebration Avenue, Suite 170, Kissimmee, Florida, 34747.
- Respondent has operated or is operating under various business names including, but not necessarily limited to, Superior Financial Resources, J.G. Kelly Equities Group, and J.G. Kelly Financial Group.

- 3. During the period July 1, 2010 to August 16, 2010, Respondent offered and sold investments to one or more persons in South Carolina.
- 4. At the time Respondent offered and sold the investments above in South Carolina, Respondent was not registered with the Division as an agent and no exemption from registration had been claimed by or on behalf of the Respondent.
- 5. Respondent subsequently registered with the Division as an agent of a broker-dealer firm on August 17, 2010.
- Respondent's broker-dealer agent registration with the Division was terminated on November 18, 2010.
- 7. From November 19, 2010 to the present date, Respondent has not been registered with the Division as an agent, and no exemption from registration has been claimed by or on behalf of the Respondent.
- 8. During the period April 17, 2011 to June 15, 2011, Respondent again offered and sold investments to one or more persons in South Carolina.
- The investments Respondent offered and sold to investors include, but may not be limited to, investments in a pooled income fund known as Superior Financial Resources Pooled Income Fund ("Superior").
- 10. The Superior investments constitute securities within the meaning of the Act.
- 11. The Superior securities have never been registered with the Division, are not federally covered, and no exemption from registration has ever been claimed on behalf of the securities.

- 12. In one or more instances, Respondent told an investor that the principal amount of his Superior investment was "guaranteed" to be returned at the end of the stated term of his investment.
- 13. The representation made by Respondent to an investor regarding the return of the investor's principal investment at the end of the stated term was false.
- 14. In one or more instances, Respondent told an investor that he could reclaim the principal amount of his investment in Superior at any time upon demand.
- 15. In one or more instances, an investor to whom the statement above was made, sought to reclaim the principal amount of his investment in Superior and, contrary to Respondent's representation, has not been repaid as Respondent indicated he would be.

WHEREAS, the investments Respondent is offering are "securities" within the meaning of S.C. Code Ann. § 35-1-102(29); and

WHEREAS, Respondent, as described above, acted as an agent and/or issuer by effecting and/or attempting to effect sales of securities in or from this State; and

WHEREAS, Respondent, during the relevant time periods was not registered in South Carolina or exempt from registration as an agent within the meaning of the Act; and

WHEREAS, the securities Respondent offered and sold in and from South Carolina were not (i) registered, (ii) federally covered, or (iii) exempt within the meaning of the Act; and

WHEREAS, Respondent, in connection with the solicitation of investors described above, made untrue statements of material facts and/or omitted to state material facts necessary in order to make the statements made, in light of the circumstances under which they were made, not misleading; and

WHEREAS, based on the foregoing, the Division has determined that the Respondent has engaged, is engaging, and/or is about to engage in acts and practices which violate S.C. Code Ann. §§ 35-1-301, and 35-1-402(a) and (d), and 35-1-501; and

WHEREAS, after due deliberation, the Division finds that it is necessary and appropriate, in the public interest, for the protection of investors, and consistent with the purposes fairly intended by the policy and provisions of the Act to issue the following Order:

CEASE AND DESIST ORDER

NOW THEREFORE, pursuant to S.C. Code Ann. § 35-1-604(a)(1), IT IS HEREBY ORDERED that Respondent and every successor, affiliate, control person, agent, servant, and employee of Respondent, and every entity owned, operated, or indirectly or directly controlled by or on behalf of the Respondent:

- a. Immediately cease and desist from transacting business in this State in violation of the Act and, in particular, S.C. Code Ann. §§ 35-1-301, 35-1-402(a) and (d), and 35-1-501 thereof; and
- b. Pay a civil penalty in the amount of five thousand dollars (\$5,000.00) and reimburse the Division one thousand dollars (\$1,000) for the cost of the investigation if this Order becomes effective by operation of law, or, if Respondent seeks a hearing and any legal authority resolves this matter, pay a civil penalty in an amount not to exceed ten thousand dollars (\$10,000.00) for each violation of the Act by the Respondent, and the actual cost of the investigation or proceeding.

REQUIREMENT OF ANSWER AND NOTICE OF OPPORTUNITY FOR HEARING

The Respondent is hereby notified that he has the right to a hearing on the matters contained herein. To schedule such a hearing, Respondent must file with the Securities Division,

Post Office Box 11549, Rembert C. Dennis Building, Columbia, South Carolina 29211-1549, attention: Thresechia Navarro, within thirty (30) days after the date of service of this Order a written Answer specifically requesting that a hearing be held to consider rescinding the Order.

In the written Answer, the Respondent, in addition to requesting a hearing, shall admit or deny each factual allegation of the Order, shall set forth specific facts on which the Respondent relies, and shall set forth concisely the matters of law and affirmative defenses upon which the Respondent relies. If the Respondent is without knowledge or information sufficient to form a belief as to the truth of an allegation, he shall so state.

Failure by the Respondent to file a written request for a hearing in this matter within the thirty (30) day period stated above shall be deemed a waiver by the Respondent of his right to such a hearing. Failure of the Respondent to file an Answer, including a request for a hearing, shall result in this Order, including the stated civil penalty, becoming final as to the Respondent by operation of law.

CONTINUING TO ENGAGE IN ACTS DETAILED BY THIS ORDER AND/OR SIMILAR ACTS MAY RESULT IN THE DIVISION'S FILING ADDITIONAL ADMINISTRATIVE ACTIONS AND/OR SEEKING FURTHER ADMINISTRATIVE FINES.

WILLFUL VIOLATION OF THIS ORDER COULD RESULT IN CRIMINAL PROSECUTION. REGARDING MATTERS DESCRIBED HEREIN, THIS ORDER DOES NOT PRECLUDE THE FILING OF PRIVATE CAUSES OF ACTION OR THE FILING OF CRIMINAL CHARGES UNDER S.C. CODE ANN. § 35-1-508 OR ANY OTHER APPLICABLE CODE SECTION.

SO ORDERED, this 10 day of August, 2012.

L Louis Coté III

Assistant Attorney General

Tracy A. Meyers

Assistant Deputy Attorney General

Securities Division

Office of the Attorney General

Rembert C. Dennis Building

1000 Assembly Street

Columbia, S. C. 29201