

1 CARMEN L. CHRISTOPHER, CA Bar #231508

2 Email: carmen.christopher@cfpb.gov

3 Telephone: (312) 610-8961

4 ANTHONY ALEXIS, DC Bar #384545

5 Email: anthony.alexis@cfpb.gov

6 Telephone: (202) 435-7999

7 JEFFREY PAUL EHRLICH, FL Bar #51561

8 Email: jeff.ehrlich@cfpb.gov

9 Telephone: (202) 435-7598

10 JOHN C. WELLS, DC Bar #491292

11 Email: john.wells@cfpb.gov

12 Telephone: (202) 435-9319

13 THOMAS G. WARD, IL Bar #6291011

14 Email: thomas.ward@cfpb.gov

15 Telephone: (312) 610-8966

16 MAXWELL S. PELTZ, CA Bar #183662

17 Email: maxwell.peltz@cfpb.gov

18 Telephone: (415) 633-1328

19 Local Counsel for Thomas G. Ward

20 Consumer Financial Protection Bureau

21 1700 G Street, NW

22 Washington, DC 20552

23 Facsimile: (312) 610-8971

24 Attorneys for Plaintiff

25 Consumer Financial Protection Bureau

26 AMY MCFARLANE, CA Bar #229214

27 Email: Amy.McFarlane@ag.ny.gov

28 Telephone: (212) 416-6195

Office of the New York State Attorney General

120 Broadway

New York, NY 10271-0332

Facsimile: (212) 416- 6015

Attorney for Plaintiff

Acting Superintendent of Financial Services

of the State of New York

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**UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA  
SOUTHERN DIVISION**

Consumer Financial Protection Bureau  
and Anthony J. Albanese, Acting  
Superintendent of Financial Services of  
the State of New York,

Plaintiffs,  
v.

Pension Funding, LLC; Pension Income,  
LLC; Steven Covey; Edwin Lichtig; and  
Rex Hofelter,

Defendants.

**Case No. 8:15-cv-1329**

**COMPLAINT FOR VIOLATIONS OF  
THE CONSUMER FINANCIAL  
PROTECTION ACT AND NEW YORK  
BANKING AND FINANCIAL SERVICES  
LAWS**

The Consumer Financial Protection Bureau (Bureau) and Anthony J. Albanese, Acting Superintendent of Financial Services of the State of New York (Superintendent), bring this action against Pension Funding, LLC (Pension Funding), Pension Income, LLC (Pension Income), Steven Covey, Edwin Lichtig, and Rex Hofelter under the Consumer Financial Protection Act of 2010 (CFPA), 12 U.S.C. §§ 5552(a)(1), 5531, 5536(a), 5564, and 5565, and the laws of New York State, and allege as follows.

**Introduction**

1. Defendants Steven Covey, Edwin Lichtig, and Rex Hofelter, through their companies, Pension Funding and Pension Income, offered consumers “pension advances”—lump-sum payments that consumers could receive in return for agreeing to redirect all or part of their pension payments, over eight years, to repay the funds.

1 2. Defendants represented to consumers, among other things, that these  
2 advances were not “loans,” that there was no applicable interest rate or that any  
3 effective interest rate was substantially below the cost of other sources of cash,  
4 such as credit cards or home equity lines of credit, and that there were no  
5 applicable fees.

6 3. In fact, Defendants’ product was a loan, and the effective interest rate  
7 was greater than those typically available for other products to which Defendants  
8 drew comparisons. Defendants thus misrepresented aspects of the product they  
9 offered and took advantage of consumers’ lack of understanding of Defendants’  
10 product and potential alternatives.

11 4. Plaintiffs bring this suit to secure injunctive relief, other monetary and  
12 equitable relief, and civil money penalties.

13 **Jurisdiction and Venue**

14 5. This Court has subject-matter jurisdiction over this action because it is  
15 brought under “Federal consumer financial law,” 12 U.S.C. § 5565(a)(1), presents  
16 a federal question, 28 U.S.C. § 1331, and is brought by an agency of the United  
17 States, 28 U.S.C. § 1345, and by a state regulator, 28 U.S.C. § 5552(a)(1).

18 6. Under 28 U.S.C. § 1367, this Court has supplemental jurisdiction over  
19 the Superintendent’s claims because they are so related to the Bureau’s claims that  
20 they form part of the same case or controversy and because those claims arise out  
21 of the same transactions or occurrences as the Bureau’s action under the CFPA, 12  
22 U.S.C. § 5301 *et seq.*

23 7. Venue is proper because Defendants transact business in this district  
24 and three of the Defendants reside in this district. 28 U.S.C. § 1391(b), (c); 12  
25 U.S.C. § 5564(f).

**Parties**

1  
2 8. The Bureau is an independent agency of the United States charged  
3 with regulating the offering and providing of consumer financial products and  
4 services under “Federal consumer financial laws.” 12 U.S.C. § 5491(a). The  
5 Bureau is authorized to initiate civil actions in federal district court, by its own  
6 attorneys, to address violations of “Federal consumer financial law.” 12 U.S.C. §  
7 5564(a)-(b).

8 9. The Superintendent is the chief executive of the New York State  
9 Department of Financial Services, an agency of the State of New York charged  
10 with the enforcement of banking, insurance, and financial services laws, and the  
11 protection of consumers and markets from fraud. N.Y. Fin. Servs. Law §§ 102,  
12 202, 301(c)(1). The Superintendent, as a state regulator, is authorized to initiate  
13 civil actions in federal district court against any entity that is under his supervision  
14 and subject to licensing and regulation requirements pursuant to the banking and  
15 financial services laws or that is authorized to do business under state law to  
16 address violations of the CFPA. N.Y. Fin. Servs. Law § 104(2), 104(4), 309; 12  
17 U.S.C. § 5552(a)(1).

18 10. Pension Funding is a California limited liability company with its  
19 principal place of business at 7777 Center Ave., Huntington Beach, CA 92647. At  
20 all material times, Pension Funding transacted business in this district and  
21 nationwide, including in the State of New York, extending consumer credit,  
22 servicing consumer loans, and transmitting money in connection with its loan  
23 business or in connection with those loans. Pension Funding is therefore a  
24 “covered person” under the CFPA. 12 U.S.C. § 5481(6), (15)(A)(i). Pension  
25 Funding is also a “regulated person”—a person or entity that should be licensed—  
26 under the New York Financial Services Law. N.Y. Fin. Servs. Law § 104(4).

1           11. Pension Income is a California limited liability company. Its principal  
2 place of business was at 7777 Center Ave., Huntington Beach, CA 92647, until it  
3 recently relocated to 3527 Mt Diablo Boulevard, Lafayette, CA 94549. At all  
4 material times, Pension Income transacted business in this district and nationwide,  
5 including the State of New York, extending consumer credit, servicing consumer  
6 loans, and transmitting money in connection with its loan business or in connection  
7 with those loans. Pension Income is therefore a “covered person” under the CFPA.  
8 12 U.S.C. § 5481(6), (15)(A)(i). Pension Income is also a “regulated person”—a  
9 person or entity that should be regulated—under the New York Financial Services  
10 Law. N.Y. Fin. Servs. Law § 104(4).

11           12. Steven Covey is or was a manager of Pension Funding and Pension  
12 Income. Covey participated in designing, marketing, selling, and servicing the  
13 extensions of credit and loans at issue, as well as authorizing, facilitating, and  
14 conducting the transmittal of money. At all material times, Covey managed,  
15 directed, controlled, or had the authority to control and materially participated in  
16 the conduct of the affairs of Pension Funding and Pension Income. Covey is  
17 therefore a “related person” to both Pension Funding and Pension Income under  
18 the CFPA. 12 U.S.C. § 5481(25)(C)(i)-(ii). Because Covey is a “related person,”  
19 he is deemed a “covered person” for purposes of the CFPA. 12 U.S.C. §  
20 5481(25)(B). Covey is also a “regulated person” under the New York Financial  
21 Services Law. N.Y. Fin. Servs. Law § 104(4). Covey resides in this district and, in  
22 connection with the matters alleged, transacted business here.

23           13. Edwin Lichtig is the managing member of Pension Income and is or  
24 was a manager of Pension Funding. Lichtig participated in designing, marketing,  
25 selling, and servicing the extensions of credit and loans at issue, as well as  
26 authorizing, facilitating, and conducting the transmittal of money. At all material  
27 times, Lichtig managed, directed, controlled, or had the authority to control and  
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1 materially participated in the conduct of the affairs of Pension Funding and  
2 Pension Income. Lichtig is therefore a “related person” to Pension Funding and  
3 Pension Income under the CFPA. 12 U.S.C. § 5481(25)(C)(i)-(ii). Because Lichtig  
4 is a “related person,” he is deemed a “covered person” for purposes of the CFPA.  
5 12 U.S.C. § 5481(25)(B). Lichtig is also a “regulated person” under the New York  
6 Financial Services Law. N.Y. Fin. Servs. Law § 104(4). In connection with the  
7 matters alleged, Lichtig transacted business in this district.

8       14. Rex Hofelter is the managing member of Pension Funding and is or  
9 was a manager of Pension Income. Hofelter participated in designing, marketing,  
10 selling, and servicing the extensions of credit and loans at issue, as well as  
11 authorizing, facilitating, and conducting the transmittal of money. At all material  
12 times, Hofelter managed, directed, controlled, or had the authority to control and  
13 materially participated in the conduct of the affairs of Pension Funding and  
14 Pension Income. Hofelter is therefore a “related person” to Pension Funding and  
15 Pension Income under the CFPA. 12 U.S.C. § 5481(25)(C)(i)-(ii). Because  
16 Hofelter is a “related person,” he is deemed a “covered person” for purposes of the  
17 CFPA. 12 U.S.C. § 5481(25)(B). Hofelter is also a “regulated person” under the  
18 New York Financial Services Law. N.Y. Fin. Servs. Law § 104(4). Hofelter resides  
19 in this district and, in connection with the matters alleged, transacted business in  
20 this district.

21       15. Defendants Pension Funding and Pension Income (collectively, PF-  
22 PI) operate or operated as a common enterprise while engaging in the unlawful acts  
23 and practices alleged in the Complaint. PF-PI conducted the business practices  
24 described below as interrelated companies that have or had common ownership,  
25 officers, managers, employees, office locations, and mailing addresses. Because  
26 these Defendants have operated as a common enterprise, each of them is jointly  
27 and severally liable for the acts and practices alleged below. Individual Defendants  
28

1 Covey, Lichtig, and Hofelter directed, controlled, had the authority to control, or  
2 materially participated in the acts and practices of the corporate Defendants that  
3 comprise the common enterprise.

4 **Factual Background**

5 16. Describing its products as “tailored financing programs,” PF-PI  
6 purported to purchase, through lump-sum payments, eight years of “future cash  
7 flow” from consumers’ pension payments.

8 17. From 2011 until about December 2014, PF-PI marketed and offered  
9 its product to consumers with pensions from sources such as military and civil  
10 service. PF-PI continues to service the transactions.

11 **A. PF-PI marketed its product to military veterans and other pensioners.**

12 18. PF-PI paid to steer internet-search traffic to its website using Google  
13 AdWords. It targeted consumers who conducted Google searches for phrases such  
14 as “pension loan,” “retirement loans,” “military pension loans,” and “sell my  
15 pension.” Such consumers would often see online advertisements for “pension  
16 loans.”

17 19. These ads directed consumers to PF-PI’s website,  
18 [uspensionfunding.com](http://uspensionfunding.com), which represented that “[t]hrough a type of money  
19 purchase pension plan, Pension Funding LLC transacts a pension buyout and  
20 advances you the cash when needed. This pension buyout is not a pension loan; it  
21 is a pension lump sum.”

22 20. PF-PI stated that a “pension buyout is a more convenient and less  
23 expensive option for financing unexpected purchases than a credit card or regular  
24 loan.”

25 21. PF-PI further stated that “[n]owhere else can you leverage your  
26 military, civil service or corporate pension to secure near-immediate cash. Not at a  
27 bank. Banks don’t recognize pensions as collateral. Not on a credit card. High  
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1 interest rates make cash advances too expensive. You can sell 8 years of your  
2 future pension stream. At the end of the term, your full pension payments resume  
3 back to you. And we don't require any life insurance or report this as a debt to the  
4 credit reporting agency. That is our very big advantage.”

5 22. On its website, PF-PI denied that its product was a loan and did not  
6 disclose any associated fees or interest rates.

7 23. PF-PI claimed on its website that the cost to consumers “can be as  
8 little as 13 percent” and contrasted its product with “credit card[s]” that charge “18  
9 to 24 percent or more per year in compound interest.”

10 24. Consumers contacted PF-PI either by inputting contact information on  
11 the website to receive a call from a PF-PI representative or calling a toll-free  
12 number.

13 25. Consumers spoke to a representative of PF-PI to obtain quotes and  
14 begin the application process.

15 26. In calls with consumers, PF-PI represented that the product was not a  
16 loan and that there was no interest rate. PF-PI also represented that it did not  
17 require consumers to purchase life insurance and that “we actually purchase the  
18 life insurance on your behalf at no cost to you.”

19 27. PF-PI's representatives encouraged consumers to discuss their  
20 financial conditions and needs and promised to work with them to customize a  
21 pension advance tailored to their financial circumstances. In some instances, the  
22 representatives advised consumers that they would benefit from using PF-PI's  
23 product because it would not appear on their credit reports, was not taxable, and  
24 was better than a home-equity loan.

25 28. Consumers next received a form letter explaining the transaction and  
26 underwriting process.



1           29. In the letter, PF-PI again repeated its claims that its product was “a  
2 Purchase and Not a Loan.” It also asserted that “[o]urs is NOT INTEREST, SINCE  
3 OUR PROGRAM IS NOT A LOAN. Our Range is a Cost of Money Rate or a  
4 Discount Rate.”

5           30. In the letter, PF-PI compared the “discount rate” to a “typical  
6 mortgage” and claimed that “our participants pay approximately the same or less  
7 than your credit card rates (and not the highest rates).”

8           31. With the letter, PF-PI sent three quotes for potential lump-sum  
9 payments based on different monthly payment amounts. None of the quotes  
10 referenced any fees or interest rates. The quotes stated the “Life Insurance  
11 Premium Deduction” as \$0.

12           32. Attached to the letter was a “Financial Information Form” that  
13 required consumers to provide employer information, asset and debt information,  
14 and credit references. As part of the application process, PF-PI also obtained credit  
15 reports.

16           33. PF-PI’s underwriting department reviewed applications and, if  
17 approved, PF-PI sent consumers a second set of forms to be completed, including a  
18 “Monthly Home Budget,” “Personal Banking Information Form,” and a  
19 Preliminary Underwriting Questionnaire” requiring life-insurance information,  
20 physician-contact information, and a HIPAA authorization to obtain medical  
21 records.

22           34. PF-PI justified its extensive underwriting efforts by explaining that it  
23 “must rely on your promise to continually forward the payments for the next eight  
24 years” and that the sale “does not prevent you from redirecting those payments  
25 away once we have concluded the arranged transaction with you and you received  
26 the lump sum amount.”

1 35. PF-PI further stated that “pensions are not assignable; we cannot  
2 perfect a lien against yours, or any person’s pension. Our program is only for those  
3 people with a proven record and a continuing willingness to honor their  
4 obligations. We believe that, with our underwriting policies, we can both provide a  
5 service at a fair price and make a profit, which enables us to continue in business. .  
6 . . The fact that we are not arranging a loan to you, only arranging for the purchase  
7 of a cash stream of payments from you, does not remove the necessity of our  
8 underwriting the transaction.”

9 36. Only after reviewing the underwriting materials did PF-PI make a  
10 bona fide offer to consumers.

11 37. For consumers who qualified, PF-PI made a lump-sum offer based on  
12 a minimum monthly payment amount of \$500 for a standard term of 96 months.

13 38. PF-PI told consumers that the offer represented the present value of  
14 the payments based on a “discount rate.”

15 39. PF-PI calculated the offer with a computer “estimator” program that  
16 multiplied the total amount pledged by the consumer over the 96-month repayment  
17 period by 41% and 49% to arrive at upper and lower bounds of a “discounted”  
18 range.

19 40. The lump sums that consumers received were less than the full  
20 amounts promised because the first month’s repayment was automatically  
21 deducted.

22 **B. PF-PI structured transactions that imposed high fees on consumers.**

23 41. While soliciting consumers to “sell” their pension income, PF-PI  
24 simultaneously solicited investors, often retirees, recruited through a network of  
25 financial advisors to invest in the transactions.

1 42. For the promise of a 6% annual return, investors paid PF-PI an  
2 amount sufficient to fund the lump sum paid to a consumer, as well as additional  
3 fees and PF-PI's expenses and profits.

4 43. Each transaction consisted of seven documents. Only three of the  
5 documents were shown to consumers: (1) a purchase-agreement contract between  
6 the consumer and the investor; (2) a power of attorney provided by the consumer  
7 to PF-PI; and (3) a contract between the consumer and PI. Investors signed several  
8 separate contracts and received an offer sheet and a risk document.

9 44. The contracts obligated consumers to "remit a specified number of  
10 periodic payments" from their future pension payments.

11 45. PF-PI did not disclose any fees to consumers in these contracts or  
12 elsewhere.

13 46. Over the life of the transaction, consumers were obligated to pay back  
14 enough money to cover the lump sum, fees, and interest promised to investors,  
15 including the following fees:

- 16 a. 9% commission for the agent who recruited the investor;
- 17 b. 3% commission for the broker who recruited the consumer;
- 18 c. 5-9% fee to Pension Funding;
- 19 d. 8% fee for a "re-direct" reserve fund to protect against  
20 consumers who failed to make payments by directing their  
21 pension payment away from PF-PI; and
- 22 e. 2.84% fee for a "death reserve fund," also called the "life  
23 insurance impound," for PF-PI to self-insure the life of the  
24 consumer and from which payments could be made to investors  
25 should a consumer die and no other recourse be available.

26 47. On average, the transactions had an effective annual interest rate of  
27 28.56%. Moreover, the transactions entered with New York consumers

1 consistently had nominal annual interest rates in excess of both the New York civil  
2 usury cap of 16% and the New York criminal usury cap of 25%.

3 48. PF-PI did not disclose an annual interest rate to consumers.

4 49. PF-PI kept as profit any additional funds that remained after deducting  
5 fees and paying the lump sums to consumers, as well as any funds in the reserve  
6 funds that were not needed to pay investors.

7 50. PF-PI made its entire profit and deducted all fees at the inception of  
8 each deal. PF-PI provided ongoing servicing during the life of the transaction.

9 51. PF-PI required consumers to grant PF-PI a power of attorney as their  
10 agent to open bank accounts in the consumers' names and perform day-to-day  
11 transactions in the account.

12 52. PF-PI opened or assisted consumers in opening checking accounts in  
13 consumers' names into which the consumers would cause their monthly pension  
14 payments to be deposited by the pension source. PF-PI then paid investors their  
15 promised monthly payments by either (1) moving pension payments from those  
16 accounts to investors' accounts or (2) moving pension payments from those  
17 accounts into accounts held by Pension Income and then to investors' accounts.  
18 PF-PI sent consumers any funds in excess of the monthly payments that remained  
19 in the accounts.

20 53. PF-PI never applied for or was granted a money transmitter license or  
21 exemption from the licensing requirement from the New York State Department of  
22 Financial Services or its predecessor agency, the New York State Banking  
23 Department, as required by New York Banking Law. There was no agency  
24 agreement between PF-PI and investors authorizing PF-PI to receive and transfer  
25 monthly pension payments from consumers to investors. On the contrary, in the  
26 buyer master agreement with investors PF-PI disclaimed any involvement in the  
27 transaction post-closing. PF-PI provided no receipt to consumers confirming that  
28

1 the monthly pension payment was transmitted to investors or any other indication  
2 that it was unconditionally obliged to transmit consumers' payments to investors.

3 **C. PF-PI aggressively pursued consumers who defaulted.**

4 54. The contracts between investors and consumers provided that if a  
5 consumer were to re-direct pension payments to a different account or otherwise  
6 cause any interruption in the monthly payments, all remaining payments under the  
7 contract would immediately become due.

8 55. If a consumer disrupted the payments, the investor would have the  
9 right to take legal action, including, according to the contracts, "the right to secure  
10 payment via punitive or accommodating relief" and "criminal" action.

11 56. The contracts contain a "liquidated damages" clause providing that  
12 the investor "may bring an action for liquidated damages in an amount equal to the  
13 aggregate amount of the unpaid purchased payments."

14 57. PF-PI's contracts with investors authorized it to pursue those claims  
15 against consumers. The investors relied on PF-PI to collect funds from consumers  
16 and handle any breaches.

17 58. Immediately after a payment is missed, PF-PI contacts the consumer  
18 by phone and email, often threatening litigation within a week of a missed  
19 payment.

20 59. Shortly thereafter, consumers receive a letter from PF-PI's counsel  
21 stating that "all appropriate legal action is taken when delinquent accounts refuse  
22 to pay" and warning that PF-PI will sue "to collect this debt."

23 60. If consumers still do not make payments, PF-PI either (1) files a state-  
24 court complaint for breach of contract and seeks a default judgment, often in a  
25 forum far from the consumer's residence, or (2) in the event the consumer is in  
26 bankruptcy, files a proof of claim or adversary pleading as a "creditor" in the  
27 bankruptcy case.

1           61. In these legal actions, PF-PI contends that consumers owe a debt and  
2 seeks to enforce liquidated-damages clauses. Specifically, in state court actions PF-  
3 PI typically claims that consumers are “indebted” on an “account for money due”  
4 and that PF-PI seeks “the amount of all remaining and outstanding periodic  
5 payments” for the “default.” Likewise, in the bankruptcy context, PF-PI claims that  
6 consumers owe a “debt” in the amount of all outstanding payments.

7           62. When PF-PI obtains a judgment, often a default judgment, it may seek  
8 garnishments from non-pension sources and place liens on assets and property for  
9 the full amount of outstanding payments and additional costs and interest  
10 associated with the court actions.

11 **D. The Individual Defendants operated and controlled PF-PI**

12           63. Defendant Covey devised the structure of PF-PI’s transaction while he  
13 was operating Structured Investments Co., LLC (“SICO”), PF-PI’s *de facto*  
14 predecessor. Along with Defendant Lichtig, Covey created PF-PI. Through Covey,  
15 SICO transferred its website, “estimator” program, and telephone number to PF-PI.  
16 PF-PI opened its office at SICO’s former address and hired several of SICO’s key  
17 employees. Covey served as the “Site Manager” of Pension Funding, helped  
18 structure the transactions by supplying template contracts from SICO to PF-PI,  
19 performed transactions in the consumer bank accounts established by PF-PI,  
20 communicated with consumers about originating deals, conducted underwriting,  
21 made transaction-approval decisions, and participated in collecting on defaulted  
22 transactions, including deciding how and when to take legal action against  
23 consumers.

24           64. Defendant Lichtig along with Defendant Covey created PF-PI. Lichtig  
25 is the managing member of Pension Income. He was involved in the key decisions  
26 and day-to-day operations of PF-PI, including advertising, contract drafting, and  
27 devising strategies to avoid regulatory oversight. Lichtig also brought in “capital”  
28

1 for PF-PI by soliciting and securing investors, in part through a network of  
2 financial advisors, and purchasing contact lists to generate leads.

3 65. Defendant Hofelter is the organizer and managing member of Pension  
4 Funding as well as the Contracts Manager and custodian of books and records for  
5 Pension Income. He opened and performed transactions in the consumer bank  
6 accounts established by PF-PI, made monthly payments to investors, and typically  
7 served as the point-of-contact for consumers. For every deal, Hofelter handled the  
8 transactional documents and signed on behalf of PF-PI. Hofelter also participated  
9 in lawsuits brought against consumers in default, including by filing affidavits  
10 attesting to the existence of the alleged debt.

11  
12 **Count I**  
13 **Unfair Acts or Practices in Violation of the CFPB**  
14 **(Asserted by the Bureau and the Superintendent)**

15 66. Plaintiffs reallege and incorporate by reference paragraphs 1-65 of  
16 this Complaint.

17 67. An act or practice is unfair if it causes or is likely to cause substantial  
18 injury to consumers that is not reasonably avoidable by consumers and is not  
19 outweighed by countervailing benefits to consumers or to competition. 12 U.S.C. §  
20 5531(c)(1).

21 68. In numerous instances, in connection with marketing the loans in  
22 question, Defendants failed to disclose or misrepresented the interest rate  
23 associated with the loans and failed to disclose or denied the existence of fees.

24 69. These acts and practices were likely to cause substantial injury to  
25 consumers because they prevented consumers from understanding the costs of the  
26 loans in question and from comparing them to potential alternatives. Accordingly,  
27 many consumers likely paid more as a result of using Defendants' product than  
28 they would have by using alternative sources of credit. Moreover, many consumers

1 lost the opportunity to receive pension payments in their retirement years although  
2 their pensions were designed to provide an important source of income when the  
3 consumers either no longer worked or worked limited hours.

4 70. This injury was not outweighed by countervailing benefits to  
5 consumers or competition. Rather, consumers and competition are harmed when  
6 consumers are denied information necessary to evaluate the cost of a credit product  
7 and potential alternatives.

8 71. The injury was not reasonably avoidable by consumers.

9 72. Therefore, Defendants engaged in unfair acts or practices in violation  
10 of the CFPA, 12 U.S.C. § 5536(a)(1)(B).

11 **Count II**

12 **Deceptive Acts or Practices in Violation of the CFPA**  
13 **(Asserted by the Bureau and the Superintendent)**

14 73. Plaintiffs reallege and incorporate by reference paragraphs 1-65 of  
15 this Complaint.

16 74. In numerous instances, in marketing the loans in question, Defendants  
17 represented, directly or indirectly, expressly or by implication, that the product:

- 18 a. did not have an interest rate associated with it;
- 19 b. had costs associated with it that were comparable to interest  
20 rates as low as 13%, or less than 18-24%; and
- 21 c. did not require life insurance or have other fees associated with  
22 it.

23 75. These material representations were false and misleading. For  
24 example, an effective interest rate of more than 28% was typically associated with  
25 the product.





1 82. In numerous instances, Defendants implicitly threatened criminal  
2 prosecution should consumers cease to make payments.

3 83. Because Defendants obscured the true nature of the transactions,  
4 failed to disclose and misrepresented the costs of the loans, and gave consumers  
5 misleading advice, consumers could not clearly understand the risks or costs of the  
6 loans or effectively compare the loans to potential less costly alternatives.

7 84. By failing to disclose and misrepresenting these aspects of the loans,  
8 Defendants materially interfered with the ability of consumers to understand the  
9 risks or costs of the loans.

10 85. By failing to disclose and misrepresenting these aspects of the loans,  
11 Defendants took unreasonable advantage of a lack of understanding on the part of  
12 consumers of material risks, costs, or conditions of the loans.

13 86. By failing to disclose and misrepresenting these aspects of the loans,  
14 Defendants took unreasonable advantage of consumers' inability to protect their  
15 interests in selecting or using the loans.

16 87. Therefore, Defendants engaged in abusive acts or practices in  
17 violation of the CFPA, 12 U.S.C. § 5536(a)(1)(B).

18 **Count IV**  
19 **Usury**  
20 **(Asserted by the Superintendent)**

21 88. Plaintiff Superintendent realleges and incorporates by reference  
22 paragraphs 1-65 of this Complaint.

23 89. Pursuant to New York General Obligations Law ("GOL") § 5-501, it  
24 is unlawful to charge interest upon the loan or forbearance of any money, goods, or  
25 things in action, except as otherwise provided by law, at a rate exceeding that  
26 prescribed in Section 14-a of the New York Banking Law.

1 90. New York Banking Law § 14-a(1), states that the maximum rate of  
2 interest to be charged, taken, or received upon a loan or forbearance of any money,  
3 goods, or things in action is sixteen per centum (16%) per annum.

4 91. In the course of making loans to consumers in New York, Defendants  
5 repeatedly charged and received interest in excess of 16%, in violation of GOL §  
6 5-501 and New York Banking Law § 14-a(1).

7  
8 **Count V**  
9 **False and Misleading Advertising of Loans**  
10 **(Asserted by the Superintendent)**

11 92. Plaintiff Superintendent realleges and incorporates by reference  
12 paragraphs 1-65 of this Complaint.

13 93. Pursuant to New York Banking Law § 350, no entity shall advertise,  
14 print, display, publish, distribute, or broadcast or cause or permit to be advertised,  
15 printed, displayed, published, distributed, or broadcasted, in any manner  
16 whatsoever any statement or representation with regard to the rates, terms, or  
17 conditions for the loaning of money, credit, goods, or things in action which is  
18 false, misleading, or deceptive.

19 94. Through their websites, and in their direct-to-consumer marketing  
20 calls with consumers, Defendants represented, directly or indirectly, that their  
21 financial products constituted sales, not loans; that there were no fees; that there  
22 was no interest rate associated with their products; and that their products did not  
23 require life insurance.

24 95. In their contracts with consumers, Defendants persisted in the false,  
25 misleading, and deceptive representations of their online and direct-to-consumer  
26 marketing by characterizing the transactions as “a valid sale of a stream of income  
27 received in the pensioner’s checking account in the form of payments sold as they  
28 are received by Pensioner in the future.” Defendants thereby falsely presented

1 these transactions as legal sales, rather than loans charging illegal rates of interest  
2 under New York's usury laws.

3 96. By representing to consumers that they were selling their pensions,  
4 rather than obtaining a loan, and by omitting in their advertisements to consumers  
5 the applicable interest rates, fees, and life insurance requirement, Defendants  
6 advertised and distributed statements that were false, misleading, and deceptive  
7 regarding the rates, terms, and conditions for the loaning of money or credit,  
8 including the legality of Defendants' loans, in violation of New York Banking Law  
9 § 350.

10 **Count VI**  
11 **Intentional Misrepresentation of a Material Fact**  
12 **Regarding a Financial Product**  
13 **(Asserted by the Superintendent)**

14 97. Plaintiff Superintendent realleges and incorporates by reference  
15 paragraphs 1-65 of this Complaint.

16 98. Pursuant to Section 309 of the New York Financial Services Law, this  
17 Court has the power to grant an injunction to restrain a threatened or likely  
18 violation of the Financial Services Law or the Banking Law.

19 99. Section 408 of the Financial Services Law makes it unlawful for any  
20 person to commit an intentional fraud or make an intentional misrepresentation of  
21 material fact with respect to a financial product or service.

22 100. Defendants intentionally misrepresented that they purchased pension  
23 income when, in fact, they were engaged in illegal lending activity and lending  
24 money at usurious rates.

25 101. Defendants also intentionally misrepresented or failed to disclose the  
26 interest rate and fees associated with the loans.



1 110. By receiving or transmitting money without first obtaining a license  
2 from the Superintendent or entering into an agency agreement with investors  
3 authorizing such receipt or transmission on behalf of investors, Defendants  
4 engaged in the business of transmitting money without a license.

5 111. Therefore, Defendants engaged in unlicensed money transmitting in  
6 violation of Section 641 of the New York Banking Law.

7  
8 **PRAYER FOR RELIEF**

9 Wherefore, the Plaintiffs request that the Court:

- 10 1. award injunctive relief as may be necessary to prevent consumer  
11 injury during the pendency of this action and to preserve the  
12 possibility of effective final relief;
- 13 2. permanently enjoin Defendants from committing future violations of  
14 the CFPA or any provision of “Federal consumer financial law,” as  
15 defined by 12 U.S.C. § 5481(14);
- 16 3. permanently enjoin Defendants from violating the New York State  
17 Banking and Financial Services laws;
- 18 4. grant additional injunctive relief as may be just and proper;
- 19 5. award damages or other monetary relief against Defendants;
- 20 6. order Defendants to pay redress to harmed consumers;
- 21 7. order disgorgement of ill-gotten revenues from Defendants;
- 22 8. impose civil money penalties against Defendants;
- 23 9. order Defendants to pay Plaintiffs’ costs and fees incurred in  
24 connection with prosecuting this action; and
- 25 10. award additional relief as the Court may determine to be just and  
26 proper.

1 Dated: August 20, 2015

Respectfully submitted,

2 Anthony Alexis (DC Bar #384545)  
3 *Enforcement Director*

4 Jeffrey Paul Ehrlich (FL Bar #51561)  
5 *Deputy Enforcement Director*

6 John C. Wells (DC Bar # 491292)  
7 *Assistant Litigation Deputy*

8  
9 /s/ Carmen L. Christopher

10 Carmen L. Christopher (CA Bar #231508)  
11 Email: carmen.christopher@cfpb.gov  
12 Telephone: (312) 610-8961

13 Thomas G. Ward (IL Bar #6291011)  
14 Email: thomas.ward@cfpb.gov  
15 Telephone: (312) 610-8966

16 Maxwell S. Peltz (CA Bar #183662)  
17 Email: maxwell.peltz@cfpb.gov  
18 Telephone: (415) 633-1328

19 Local Counsel for Thomas G. Ward

20 *Enforcement Attorneys*

21 Consumer Financial Protection Bureau  
22 1700 G Street, NW  
23 Washington, DC 20552  
24 Facsimile: (312) 610-8971

25 *Attorneys for the Consumer Financial Protection*  
26 *Bureau*

1 Eric T. Schneiderman  
2 Attorney General of the State of New York

3 /s/ Amy McFarlane\*

4 Amy McFarlane (CA Bar #229214)

5 Email: Amy.McFarlane@ag.ny.gov

6 Telephone: (212) 416- 6195

7 *Assistant Attorney General*

8 Office of the New York State Attorney General

9 120 Broadway

10 New York, NY 10271-0332

11 Facsimile: (212) 416- 6015

12 *Attorney for the Acting Superintendent of*

13 *Financial Services of the State of New York*

14 \*Ms. McFarlane concurs in this filing's content  
15 and authorized the filing  
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