

FILED

DEC 10 2010

1 Department of Real Estate
2 320 West Fourth St. #350
3 Los Angeles, CA 90013

DEPARTMENT OF REAL ESTATE
BY: Jana B. Dion

4 (213) 576-6982

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8 BEFORE THE DEPARTMENT OF REAL ESTATE

9 STATE OF CALIFORNIA

10 * * * *

11 To:) No. H-36968 LA
12 BRAD ALEXANDER, aka Bradley Alexander,)
13 Doing business as Gold Coast Capital Advisors.) ORDER TO DESIST
14) AND REFRAIN
15) (B&P Code Section 10086)

16 The Real Estate Commissioner of the State of California ("Commissioner") has
17 caused an investigation to be made of the activities of BRAD ALEXANDER, aka Bradley
18 Alexander, doing business as Gold Coast Capital Advisors. Based on that investigation, the
19 Commissioner has determined that BRAD ALEXANDER has engaged in, is engaging in, and/or
20 is attempting to engage in, acts or practices constituting violations of the California Business and
21 Professions Code ("Code"). Based on that investigation, the Commissioner hereby issues the
22 following Findings of Fact, Conclusions of Law, and Desist and Refrain Order under the
23 authority of Section 10086 of the Code.

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1 Whenever acts referred to below are attributed to BRAD ALEXANDER, those
2 acts are alleged to have been done by said party, and/or by his employees, agents, and affiliates
3 employed by or associated with that party who at all times mentioned were engaged in the
4 furtherance of his business or operations and were acting within the course and scope of their
5 authority and employment.

6 FINDINGS OF FACT

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8 1. BRAD ALEXANDER, aka Bradley Alexander, at times doing business as
9 Gold Coast Capital Advisors ("ALEXANDER"), is not licensed by the Department of Real
10 Estate of the State of California ("Department") as a real estate broker.

11 2. At all times relevant herein, ALEXANDER engaged in the business of, acted
12 in the capacity of, advertised or assumed to act as a real estate broker in the State of California
13 within the meaning of Code Sections 10131(d) and 10131.2. ALEXANDER's activities
14 included soliciting borrowers or lenders for and/or negotiating loans, collecting payments and/or
15 performing services for borrowers or lenders in connection with loans secured by liens on real
16 property. His activities also included claiming, demanding, charging, receiving, collecting or
17 contracting for the collection of an advance fee within the meaning of Code Sections 10026 and
18 10085.
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20 3. Beginning at a time no later than November 23, 2008, and continuing through
21 on or after December 16, 2009, ALEXANDER solicited borrowers for loan modification and
22 related financial services through telemarketing and one or more websites in various print and
23 electronic media, including websites located at: www.gccadvisors.com. Those advertisements
24 solicited, and continue to solicit, borrowers, offering loan modification services in exchange for
25 payment of advance fees.
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Unlicensed Activities

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2 4. ALEXANDER, doing business as "Gold Coast Capital Advisors," was not
3 licensed by the Department in any capacity at any time between November 23, 2008 and
4 December 16, 2009.

5 5. Beginning on or before November 23, 2008, ALEXANDER solicited and
6 entered into a loan modification agreement with borrowers Jesus M. and Maria M. In addition,
7 ALEXANDER collected advance fees of collected advance fees in excess of \$3,000.00 from the
8 borrowers, and agreed to negotiate with lenders on their behalf to reduce or renegotiate the terms
9 of home loans. ALEXANDER did not in fact perform the promised activities and did not refund
10 or provide an accounting for the advance fees collected. ALEXANDER not licensed by the
11 Department, and therefore was unlawfully engaging in activities requiring a real estate license.
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13 CONCLUSIONS OF LAW

14 The conduct, acts and/or omissions of ALEXANDER, in advertising, soliciting,
15 and negotiating on behalf of borrowers when he was not licensed by the Department is in
16 violation of Code Section 10130.
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DESIST AND REFRAIN ORDER

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2 Based on the Findings of Fact and Conclusions of Law stated herein, BRAD
3 ALEXANDER, whether doing business under your own name, or any other names, or any
4 fictitious names, IS HEREBY ORDERED to immediately desist and refrain from performing
5 any acts within the State of California for which a real estate broker license is required. In
6 particular, he is ORDERED TO DESIST AND REFRAIN from:

7 (i) charging, demanding, claiming, collecting and/or receiving advance fees,
8 as that term is defined in Section 10026 of the Code, in any form, and under any conditions,
9 with respect to the performance of loan modifications or any other form of mortgage loan
10 forbearance service in connection with loans on residential property containing four or fewer
11 dwelling units; and

12 (ii) charging, demanding, claiming, collecting and/or receiving advance fees,
13 as that term is defined in Section 10026 of the Code, for any other real estate related services
14 offered by him to others.
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17 DATED: _____ 12/1/2020 _____

18 JEFF DAVIS
19 Real Estate Commissioner

20 By _____
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24 **Notice:** Business and Professions Code Section 10139 provides that "Any person acting as a
25 real estate broker or real estate salesperson without a license or who advertises using words
26 indicating that he or she is a real estate broker without being so licensed shall be guilty of a
27 public offense punishable by a fine not exceeding twenty thousand dollars (\$20,000), or by
imprisonment in the county jail for a term not to exceed six months, or by both fine and
imprisonment; or if a corporation, be punished by a fine not exceeding sixty thousand dollars
(\$60,000)."

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cc: Brad Alexander
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