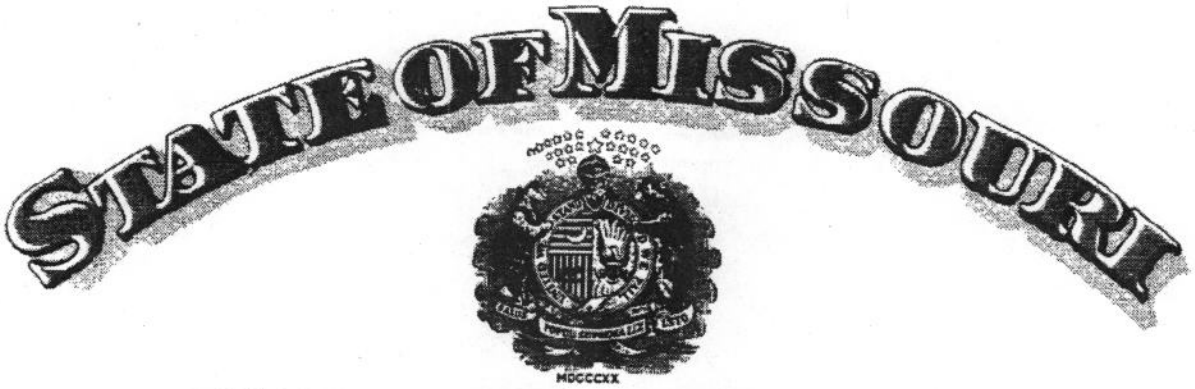

DEPARTMENT OF INSURANCE, FINANCIAL INSTITUTIONS AND PROFESSIONAL REGISTRATION

P.O. Box 690, Jefferson City, Mo. 65102-0690

Our File Number 129303

IN RE: RONALD SERA
FINANCIAL WEST INVESTMENT GROUP
P O BOX 5123
THOUSAND OAKS, CA 91359

VOLUNTARY FORFEITURE

It is hereby agreed by FINANCIAL WEST INVESTMENT GROUP and the Consumer Affairs Division of the Department of Insurance, Financial Institutions and Professional Registration, as follows:

WHEREAS, John M. Huff is the duly appointed Director of the Department of Insurance, Financial Institutions and Professional Registration, State of Missouri (hereinafter, Director) whose duties, pursuant to Chapters 374 and 375, RSMo, include the supervision and regulation of the business of insurance;

WHEREAS, the Consumer Affairs Division of the Department of Insurance, Financial Institutions and Professional Registration is charged with investigating producers and companies engaged in the business of insurance pursuant to Section 374.085, RSMo and is authorized by the Director to recommend enforcement action

under the laws relating to insurance;

WHEREAS, FINANCIAL WEST INVESTMENT GROUP is licensed as a business entity producer, by the Department of Insurance, Financial Institutions and Professional Registration, pursuant to Chapter 375, RSMo;

WHEREAS, the investigation by the Consumer Affairs Division revealed FINANCIAL WEST INVESTMENT GROUP violated our insurance laws by failing to report eleven administrative actions, by providing untrue information on a license application and is subject to enforcement action by the Director for the following:

1. Violation of Section 375.141.6 RSMo (Supp. 2010), An insurance producer shall report to the director any administrative action taken against the producer in another jurisdiction or by another governmental agency in this state within thirty days of the final disposition of the matter, which is grounds for discipline under Section 375.141.1(2) RSMo (Supp. 2010); and
2. Grounds exist under Section 375.141.1 RSMo (Supp. 2010), the director may suspend, revoke, refuse to issue or refuse to renew an insurance producer license for any one or more of the following causes:

    (1) Intentionally providing materially incorrect, misleading, incomplete or untrue information in the license application.

WHEREAS, FINANCIAL WEST INVESTMENT GROUP has been informed of the nature of its violations, of its right to counsel and of its right to contest any attempt by the Department of Insurance, Financial Institutions and Professional Registration, to discipline its business entity producer license, or to recover whatever penalties or other monetary relief as may be provided for by statute, and state that it understands its rights

to contest any such actions;

NOW, THEREFORE, in lieu of the institution by the Department of Insurance, Financial Institutions and Professional Registration of any action to revoke or suspend the business entity producer license of FINANCIAL WEST INVESTMENT GROUP or to impose any other penalties provided for by statute for the above-described violations, after being afforded the opportunity to consult legal counsel, FINANCIAL WEST INVESTMENT GROUP, does hereby voluntarily and knowingly surrender and forfeit the sum of $1,500.00, such sum to be paid into the Missouri State School Fund pursuant to Sections 374.046 and 374.280, RSMo.

FINANCIAL WEST INVESTMENT GROUP shall submit this sum to the Department of Insurance, Financial Institutions and Professional Registration, by cashier's check or money order made payable to the Missouri State School Fund no later than June 27, 2011.

DATED: 6/22/11

~~GENE VALENTINE~~ Todd Melillo
~~Owner/Officer~~ of FINANCIAL President
WEST INVESTMENT GROUP
BE License No. 8012646

DATED: 7/1/2011

ANGELA L. NELSON
Director, Division of Consumer Affairs

DATED: 7-7-11

JOHN M. HUFF
Director, Department of Insurance, Financial Institutions & Professional Registration

Return to:
Department of Insurance, Financial Institutions & Professional Registration
Attn: Dennis Fitzpatrick
P. O. Box 4001
Jefferson City, MO 65102