

ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA

IN THE MATTER OF:)	CONSENT ORDER
)	
Jay Peroni and Faith Based)	
Investor, LLC,)	
_____ <u>Respondents.</u>)	File Number 11025

WHEREAS, the Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division"), after receiving information and pursuant to authority granted in the South Carolina Uniform Securities Act, S.C. Code Ann. § 35-1-10 *et. seq.* (Supp. 2009) (the "Act"), initiated investigations into the activities of Jay Peroni and Faith Based Investor, LLC, (collectively, "Respondents") involving investment adviser activities conducted in and from South Carolina; and

WHEREAS, in connection with its investigations, the Division determined certain acts of the Respondents constituted violations of the Act, and the Division instituted a proceeding [(Notice of Intent to Seek the Revocation of Investment Adviser and Investment Adviser Representative Registrations (hereinafter "Notice"))] for these alleged violations; and

WHEREAS, the Respondents wish to resolve the above matters by Consent Order rather than by a formal hearing before the Securities Commissioner (the "Commissioner"); and

WHEREAS, without admitting or denying the allegations of the Notice filed by the Division in this matter, the Respondents agree to the investor protections and remedies set forth below;

NOW, THEREFORE, IT IS HEREBY ORDERED, and the Respondents expressly consent and agree that:

- A. Effective immediately, the Respondents and all persons under the Respondents' direction or control shall permanently cease and desist from violating the Act; and
- B. Upon the Commissioner's execution of this Order, the Respondents shall pay five thousand dollars (\$5,000.00) to the Division as reimbursement of a portion of the Division's investigative costs incurred in connection with the matters above; and
- C. Upon the Commissioner's execution of this Order, the Respondents shall pay one thousand dollars (\$1,000.00) as a penalty to the Division.
- D. Said reimbursement of costs and penalties shall be paid in three equal payments of two thousand dollars (\$2,000.00) each to be paid within thirty, sixty, and ninety days of execution of this Order, respectively. Failure to make any agreed upon payment will constitute a violation of this Order.

Upon execution by the Commissioner, this Order resolves Administrative Proceeding 11025 as it relates to the Respondents. This Order should not be interpreted to waive any (i) criminal cause of action, (ii) private cause of action that may have accrued to investors as a result of the Respondents' participation in the activities described herein, or (iii) other causes of action which may result from activities of the Respondents not described above or which may hereafter arise.

IT IS SO ORDERED this 27TH day of September, 2011.

By: Alan Wilson
Alan Wilson
Securities Commissioner
State of South Carolina

WE CONSENT:

Securities Division of the Office of the Attorney General

By: Michael S. Traynham
Michael S. Traynham
Assistant Attorney General
Securities Division

Date: 9/15/11

Jay Peroni, Respondent

By: Jay Peroni

Date: 9/15/11

Faith Based Investor, LLC, Respondent

By: Jay Peroni, CIO
(Name)
(Title)

Date: 9/15/11