

**FINANCIAL INDUSTRY REGULATORY AUTHORITY (FINRA)¹
OFFICE OF HEARING OFFICERS**

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REGISTRATION & DISCLOSURE

Department of Enforcement,

Complainant,

v.

Richard L. Serrano,
CRD No. 2617246,

Respondent.

Disciplinary Proceeding
No. 2006006216501

Hearing Officer - DRP

**ORDER ACCEPTING OFFER OF
SETTLEMENT**

Date: August 31, 2007

INTRODUCTION

Disciplinary Proceeding No. 2006006216501 was filed on July 23, 2007, by the Department of Enforcement of the Financial Industry Regulatory Authority ("FINRA"). Respondent Richard L. Serrano submitted an Offer of Settlement ("Offer") to Complainant on August 20, 2007.

Pursuant to NASD Rule 9270(e), the Complainant and the National Adjudicatory Council ("NAC"), a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA") have accepted the uncontested Offer. Accordingly, this Order now is issued pursuant to NASD Rule 9270(e)(3). The findings, conclusions and sanctions set forth in this Order are those stated in the Offer as accepted by the Complainant and approved by the NAC.

Under the terms of the Offer, Respondent has consented, without admitting or denying the allegations of the Complaint, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, to the entry of

¹ Effective July 30, 2007, the corporate successor to NASD is the Financial Industry Regulatory Authority (FINRA).

findings and violations consistent with the allegations of the Complaint, and to the imposition of the sanctions set forth below, and fully understands that this Order will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by FINRA.

BACKGROUND

Respondent Richard L. Serrano obtained his Investment Company/Variable Products Representative license in 2001. From May 30, 2000 through August 17, 2006, Serrano was associated with FINRA member PFS Investments, Inc. as an Investment Company/Variable Products Representative. Serrano is not presently associated with a FINRA member firm. Serrano has no prior disciplinary history.

FINDINGS AND CONCLUSIONS

It has been determined that the Offer be accepted and that findings be made as follows:

First Cause of Action

While associated with PFS Investments, Inc., Serrano failed to amend his Uniform Application for Securities Registration or Transfer ("Form U4") to disclose that he was the subject of two federal tax liens that were recorded on March 23, 2001, a federal tax lien that was recorded on June 23, 2006, and a lien recorded by the State of California on October 7, 2004.

Based on the foregoing, Serrano violated NASD Rule 2110 and IM-1000-1

Second Cause of Action

In the course of its investigation of Serrano's failure to amend his Form U4, FINRA Staff sent him requests for information, pursuant to Rule 8210, on October 16, November 1, and December 4, 2006. Each of those requests was properly served by certified mail and regular mail to

Serrano's CRD address, and, when an additional possible more recent address came to the Staff's attention, at that address as well. Serrano never responded to those requests for information.

Based on the foregoing, Serrano violated NASD Rules 8210 and 2110.

Based on these considerations, the sanctions hereby imposed by the acceptance of the Offer are in the public interest, are sufficiently remedial to deter Respondent from any future misconduct, and represent a proper discharge by FINRA, of its regulatory responsibility under the Securities Exchange Act of 1934.

SANCTIONS

It is ordered that Respondent be barred from association with any FINRA member in any capacity.

The sanctions imposed herein shall be effective on a date set by FINRA staff. Pursuant to IM-8310-3(e), a bar or expulsion shall become effective upon approval or acceptance of this Order.

SO ORDERED.

FINRA

Signed on behalf of the
Director of ODA, by delegated authority



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