

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
OFFICE OF HEARING OFFICERS**

Department of Enforcement,

Complainant,

v.

Jaime Xavier Coronado (CRD No. 4001702),

Respondent.

Disciplinary Proceeding
No. 2010023618301

Hearing Officer - SNB

**ORDER ACCEPTING OFFER OF
SETTLEMENT**

Date: September 28, 2011

INTRODUCTION

Disciplinary Proceeding No. 2010023618301 was filed on August 15, 2011, by the Department of Enforcement of the Financial Industry Regulatory Authority (FINRA) (Complainant). Respondent Jaime Xavier Coronado submitted an Offer of Settlement (Offer) to Complainant dated September 7, 2011. Pursuant to FINRA 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 FINRA 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

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proceeding brought by or on behalf of FINRA, or to which FINRA is a party, to the entry of 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 was associated with FINRA member Nelsonreid, Inc. (the Firm) as a General Securities Representative from August 4, 2008 to April 2, 2009. Respondent entered the securities industry in 1997, and was previously associated with two other member firms.

FINDINGS AND CONCLUSIONS

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

CAUSE OF ACTION

FINRA staff issued two letters to Respondent pursuant to FINRA Rule 8210 as part of an investigation concerning possible sales practice violations by Respondent while he was associated with the Firm and with a prior firm.

On or about August 26, 2010, FINRA's Member Regulation staff issued the first Rule 8210 request for information and documents to Respondent. The letter was sent by first class and certified mail to Respondent's CRD residential address: [REDACTED]

[REDACTED] The letter contained a response due date of September 9, 2010. The first class letter was not returned. The certified mail letter was returned marked "Return to Sender, Unclaimed." Respondent did not respond to the August 26, 2010 letter by the due date of September 9, 2010.

On or about October 1, 2010, FINRA's Member Regulation staff issued the second Rule 8210 request for information and documents to Respondent. The letter was sent by first class and

certified mail to Respondent's counsel, Patrick Huzinec, at counsel's request. A copy of the letter was sent by first class mail to Respondent at his CRD residential address. The letter contained a response due date of October 15, 2010. The first class letters sent to Respondent and to his counsel were not returned. The Domestic Return Receipt for the letter sent to Respondent's counsel was signed by "H. Price" on October 4, 2010. Respondent did not respond to the October 1, 2010 letter by the due date of October 15, 2010.

By failing to respond to the Rule 8210 requests, Respondent violated FINRA Rules 8210 and 2010.

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

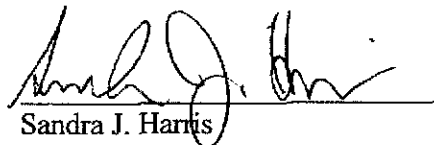
It is ordered that Respondent be barred from association with any FINRA member in any capacity.

The sanctions imposed herein shall be effective on a date set by FINRA staff. Pursuant to FINRA Rule 8313(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

A handwritten signature in black ink, appearing to read 'Sandra J. Harris', is written over a horizontal line.

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