

FINRA

FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20100251489-01

2013 MAR -5 PM 1:26

TO: Department of Market Regulation
Financial Industry Regulatory Authority ("FINRA")

RE: Goldman, Sachs & Co., Respondent
Broker-Dealer
CRD No. 361

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Goldman, Sachs & Co. (the "firm") submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against the firm alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. The firm hereby accepts and consents, without admitting or denying the findings, 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, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

The firm became a member of FINRA in 1936, and its registration remains in effect.

RELEVANT DISCIPLINARY HISTORY

The firm has the following relevant disciplinary history:

In May 2010, FINRA accepted the firm's AWC (20070078333) in which it agreed to a censure and a total fine of \$120,000, which included a censure and a fine of \$15,000 for violations of NASD Rule 6130(b) from January 1 to April 30, 2008.

In March 2010, FINRA accepted the firm's AWC (20080139143) in which it agreed to a censure and a total fine of \$40,000, which included a censure and a fine of \$17,500 for violations of NASD Rules 6130(d) and 6130(g) from January 1 to April 30, 2008.

SUMMARY

This matter is the result of three reviews conducted by the Department of Market Regulation. In matter 20100251489, the Trade Reporting Section conducted a Late .R Sweep for transactions reported from May 1, 2010 to August 31, 2010. In matter 20110264198, the Trade Reporting Section conducted a Late Trade Reporting Review for transactions reported from September 1, 2010 to December 31, 2010. In matter 20110283999, the Trade Reporting Team conducted an Order Entry 20 Minute Rule Review for transactions reported from January 1, 2011 to April 30, 2011.

FACTS AND VIOLATIVE CONDUCT

20100251489

1. From May 1 to August 31, 2010, the firm failed to report to the FINRA/Nasdaq Trade Reporting Facility by 8:00 p.m. Eastern Time 224 transactions that required a .RO, .RA or .RX modifier. These late transactions constituted approximately 7.31 percent of transactions that required a .RO, .RA or .RX modifier that the firm reported. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 7230A(g).

20110264198

2. From September 1 to December 31, 2010, the firm failed, within 30 seconds after execution, to transmit to the OTC Reporting Facility 147 last sale reports of transactions in OTC Equity securities. These transactions constituted 3.72 percent of the transactions reviewed that the firm reported to the OTC Reporting Facility during the review period. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6622(a) and a pattern or practice of late reporting without exceptional circumstances in violation of FINRA Rule 2010.
3. From September 1 to December 31, 2010, the firm failed to report to the OTC Reporting Facility the correct time of execution for 73 transactions in reportable securities. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 7330(d)(4).

20110283999

4. From January 1 to April 30, 2011, the firm failed to accept or decline in the FINRA/Nasdaq Trade Reporting Facility 142 transactions in Reportable Securities within 20 minutes after execution, approximately 29.10 percent of all transactions that the firm had an obligation to accept or decline as the OEID during the review period. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 7230A(b) and a violation of FINRA Rule 2010.

- B. The firm also consents to the imposition of the following sanctions:

A censure and fine of \$47,500 (\$15,000 for matter 20100251489, \$15,000 for matter 20110264198, and \$17,500 for matter 20110283999).

The firm agrees to pay the monetary sanctions upon notice that this AWC has been accepted and that such payments are due and payable. The firm has submitted an Election of Payment form showing the method by which it proposes to pay the fine imposed.

The firm specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, the monetary sanctions imposed in this matter.

The sanctions imposed herein shall be effective on a date set by FINRA staff.

II.

WAIVER OF PROCEDURAL RIGHTS

The firm specifically and voluntarily waives the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against the firm;
- B. To be notified of the Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, the firm specifically and voluntarily waives any right to claim bias or prejudgment of the General Counsel, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

The firm further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.

OTHER MATTERS

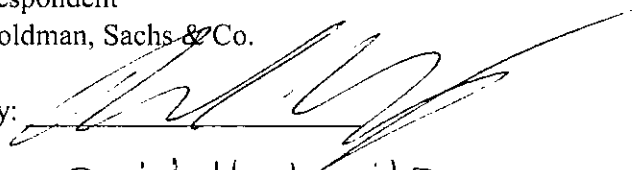
The firm understands that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs (“ODA”), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against the firm;
- C. If accepted:
 - 1. this AWC will become part of the firm’s permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against the firm;
 - 2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about the firm’s disciplinary record;
 - 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
 - 4. The firm may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. The firm may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects the firm’s right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.
- D. The firm may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. The firm understands that it may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

The undersigned, on behalf of the firm, certifies that a person duly authorized to act on its behalf has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that it has agreed to the AWC's provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce the firm to submit it.

3/1/13
Date

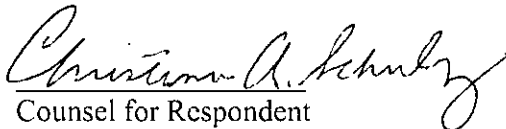
Respondent
Goldman, Sachs & Co.

By: 

Name: David Markowitz

Title: Managing Director

Reviewed by:


Counsel for Respondent

Accepted by FINRA:

4/2/13
Date

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


Thomas R. Gira
Executive Vice President
Department of Market Regulation