

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

Department of Enforcement,

Complainant,

v.

Alpine Securities Corporation
(CRD No. 14952),

Respondent.

Temporary Cease and Desist Proceeding
No. TCDO190001

Hearing Officer–LOM

TEMPORARY CEASE AND DESIST CONSENT ORDER

Based upon the parties' consent, the Hearing Panel issues this Temporary Cease and Desist Consent Order ("Order") pursuant to FINRA Rule 9840. It is understood and agreed by all the undersigned that the parties' agreement to this Order shall not be construed or interpreted in any manner, as to any of the parties hereto, as an admission of liability, violative conduct, or impropriety. It is further understood and agreed that this agreement by the parties shall not be construed or interpreted as an indication that any given party is likely to prevail on the merits.

Accordingly, on this 5th day of August 2019, at 3:15 p.m., it is hereby

ORDERED that Respondent Alpine Securities Corporation ("Alpine") shall:

1. **CEASE AND DESIST** from engaging in any conduct in violation of FINRA Rule 2010.

Specifically, Alpine is ordered to:

- a. cease and desist from any conduct constituting a conversion of customer funds and securities;
- b. cease and desist from any conduct constituting a misuse of customer assets; and
- c. cease and desist from effecting any unauthorized transactions in customer accounts.

- d. cease and desist: (i) from placing debits in customer accounts resulting from Alpine's \$5,000 monthly account fee; (ii) from transferring cash from customer accounts to cover debits resulting from Alpine's \$5,000 monthly account fee; and (iii) from selling, journaling, or otherwise transferring securities from customer accounts to Alpine-owned accounts in order to satisfy debits resulting from Alpine's \$5,000 monthly account fee;
- e. reverse the \$5,000 monthly account fee assessed in all currently open customer accounts, specifically, reverse any debits, repay any cash to cover any such debits, and restore any securities sold, journaled, or otherwise transferred from customer accounts to satisfy any such debits;
- f. cease and desist from selling, journaling, or otherwise transferring securities from customer accounts on the ground that Alpine has deemed such securities to be "worthless";
- g. cease and desist from selling, journaling, or otherwise transferring securities from customer accounts on the ground that Alpine has deemed such securities or accounts to be "abandoned";
- h. restore any securities sold, journaled or otherwise transferred from customer accounts on the ground that Alpine deemed such securities to be "worthless";
- i. cease and desist from charging the \$1,500 re-certification fee; except that Alpine shall be allowed to charge a fee for re-certification (i) that is reasonable, and (ii) does not exceed \$1,000 per re-certification;

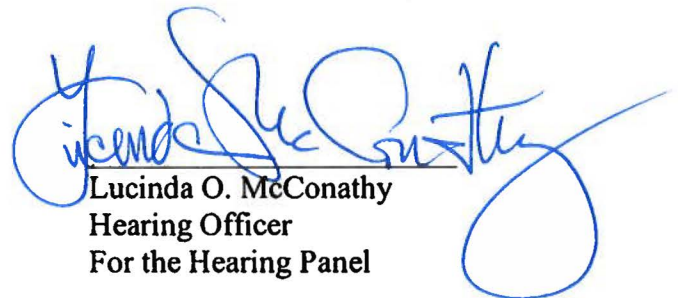
- j. cease and desist from charging the illiquidity and volatility fee; except that Alpine shall be allowed to charge an illiquidity and volatility fee (i) that is reasonable, and (ii) does not exceed \$250 per transaction; and
- k. provide a full accounting to the Department of Enforcement, within ten business days of the issuance of this Order, of:
 - i. debits in customer accounts since October 2018 resulting from:
 - 1. Alpine's \$5,000 monthly account fee;
 - 2. Alpine's \$1,500 re-certification fee; or
 - 3. Alpine's illiquidity and volatility fee
 - ii. cash transferred from customer accounts since October 2018 to cover debit resulting from:
 - 1. Alpine's \$5,000 monthly account fee;
 - 2. Alpine's \$1,500 re-certification fee; or
 - 3. Alpine's illiquidity and volatility fee
 - iii. securities sold, journaled, or otherwise transferred from customer accounts to Alpine-owned accounts in order to satisfy debits resulting from:
 - 1. Alpine's \$5,000 monthly account fee;
 - 2. Alpine's \$1,500 re-certification fee; or
 - 3. Alpine's illiquidity and volatility fee
 - iv. all securities sold, journaled, or otherwise transferred from customer accounts to Alpine-owned accounts on the ground that Alpine has deemed such securities to be "worthless";

- v. all securities sold, journaled, or otherwise transferred from customer accounts to Alpine-owned accounts on the ground that Alpine has deemed such securities or accounts to be “abandoned.”

It is further **ORDERED** that Alpine shall be subject to the provisions of FINRA Rule 9860 in the event that it violates any term of this Order.

It is further **ORDERED**, pursuant to FINRA Rule 9840(c), that this Order shall remain effective and enforceable until the issuance of a decision under Rule 9268 or Rule 9269, or until a settlement offer is accepted pursuant to Rule 9270.

This Order shall have the same force and effect as any order issued pursuant to FINRA Rule 9840, and Respondent hereby waives the right to challenge or contest the validity of this Order, or to appeal from this Order, in any forum.



Lucinda O. McConathy
Hearing Officer
For the Hearing Panel

AGREED TO AND APPROVED:



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FINRA Department of Enforcement
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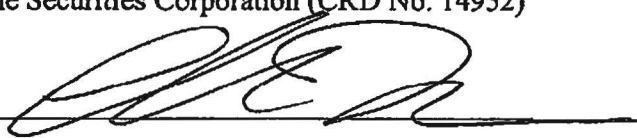
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Alpine Securities Corporation (CRD No. 14952)

By: 

Its: CEO