



FINDINGS OF FACT

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2 1. PEDRO PEREZ, doing business as Serfin MV (“PEREZ”), is not licensed by  
3 the Department of Real Estate of the State of California (“Department”) as a real estate broker.

4 2. At all times relevant herein, PEREZ engaged in the business of, acted in the  
5 capacity of, advertised or assumed to act as a real estate broker in the State of California within  
6 the meaning of Code Sections 10131(d) and 10131.2. PEREZ’ activities included soliciting  
7 borrowers or lenders for and/or negotiating loans, collecting payments and/or performing  
8 services for borrowers or lenders in connection with loans secured by liens on real property. His  
9 activities also included claiming, demanding, charging, receiving, collecting or contracting for  
10 the collection of an advance fee within the meaning of Code Sections 10026 and 10085.  
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12 3. Beginning at a time no later than April 24, 2008, and continuing through on or  
13 after January 31, 2009, PEREZ solicited borrowers for loan modification and related financial  
14 services through telemarketing and one or more websites in various print and electronic media,  
15 including websites located at: [www.gccadvisors.com](http://www.gccadvisors.com). Those advertisements solicited, and  
16 continue to solicit, borrowers, offering loan modification services in exchange for payment of  
17 advance fees.  
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19 4. PEREZ, doing business as Serfin MV, was not licensed by the Department in  
20 any capacity at any time between April 24, 2008 and January 31, 2009.

21 5. Specifically, beginning at a time no later than April 24, 2008, PEREZ solicited  
22 and entered into a loan modification agreement with borrower Jorge N. (“borrower”). PEREZ  
23 collected an advance fee of \$1,800.00 from the borrower, and agreed to negotiate with lenders on  
24 the borrower’s behalf to reduce or renegotiate the terms of borrower’s home loan. PEREZ did  
25 not obtain a loan modification for the borrower, and did not refund or provide an accounting for  
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1 the advance fee collected. PEREZ was not licensed by the Department, and therefore was  
2 unlawfully engaging in activities requiring a real estate license.

3 CONCLUSIONS OF LAW

4 The conduct, acts and/or omissions of PEREZ, in advertising, soliciting, and  
5 negotiating on behalf of borrowers when he was not licensed by the Department is in violation of  
6 Code Section 10130.

7 DESIST AND REFRAIN ORDER

8 Based on the Findings of Fact and Conclusions of Law stated herein, you,  
9 PEDRO PEREZ, whether doing business under your own name, or any other names, or any  
10 fictitious names, ARE HEREBY ORDERED to immediately desist and refrain from performing  
11 any acts within the State of California for which a real estate broker license is required. In  
12 particular, you are ORDERED TO DESIST AND REFRAIN from:  
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14 (i) charging, demanding, claiming, collecting and/or receiving advance fees,  
15 as that term is defined in Section 10026 of the Code, in any form, and under any conditions,  
16 with respect to the performance of loan modifications or any other form of mortgage loan  
17 forbearance service in connection with loans on residential property containing four or fewer  
18 dwelling units; and  
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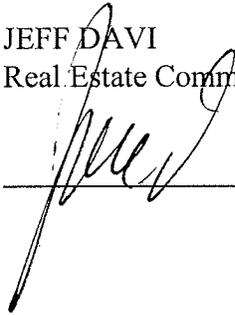
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1 (ii) charging, demanding, claiming, collecting and/or receiving advance fees,  
2 as that term is defined in Section 10026 of the Code, for any other real estate related services  
3 offered by him to others.

4 DATED: 3/29, 2011.

5  
6 JEFF DAVI  
Real Estate Commissioner

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11 **Notice:** Business and Professions Code Section 10139 provides that "Any person acting as a  
12 real estate broker or real estate salesperson without a license or who advertises using words  
13 indicating that he or she is a real estate broker without being so licensed shall be guilty of a  
14 public offense punishable by a fine not exceeding twenty thousand dollars (\$20,000), or by  
imprisonment in the county jail for a term not to exceed six months, or by both fine and  
imprisonment; or if a corporation, be punished by a fine not exceeding sixty thousand dollars  
(\$60,000)."

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