STATE OF MICHIGAN
DEPARTMENT OF ENERGY, LABOR AND ECONOMIC GROWTH
OFFICE OF FINANCIAL AND INSURANCE REGULATION

Before the Commissioner of the Office of Financial and Insurance Regulation

In the matter of:

Enforcement Case No. 09-7459

LOYALTY LENDING GROUP, INC.

License/Registration No.: SR-0015167

Respondent.

Issued and entered
This 28th day of December 2009
By Stephen R. Hilker
Chief Deputy Commissioner
Office of Financial and Insurance Regulation

CONSENT ORDER

I
BACKGROUND

On or about September 18, 2009, a Notice of Opportunity to Show Compliance (NOSC) was issued by the Michigan Office of Financial and Insurance Regulation (OFIR) to Respondent in the above entitled matter pursuant to the provisions of The Secondary Mortgage Loan Act ("SMLA"), 1981 PA 125, as amended, MCL 493.51 *et seq*.

The NOSC contained alleged violations of the SMLA, and set forth the applicable laws and penalties which could be taken against Respondent.

OFIR and Respondent have conferred for purposes of resolving this matter and have submitted a Stipulation to Consent Order and Consent Order for review and consideration by the Chief Deputy Commissioner of OFIR.

II
FINDINGS OF FACT

On the basis of the Stipulation to Consent Order and the files and records of OFIR in this matter, the Chief Deputy Commissioner FINDS and CONCLUDES that:

1. The Chief Deputy Commissioner of OFIR has jurisdiction and authority to adopt and issue this Consent Order in the proceeding, pursuant to the Michigan Administrative Procedures Act of 1969 (MAPA), as amended, MCL 24.201 *et seq.*, and the Secondary Mortgage Loan Act.

2. All required notices have been issued in this case, and the notices and service thereof were appropriate and lawful in all respects.

3. Acceptance of the parties' Stipulation to Consent Order is reasonable and in the public interest.

4. Respondent has submitted a payment of $250.00 toward the late penalties totaling $850.00 in anticipation of the Chief Deputy Commissioner executing this Consent Order, thereby ordering payment of late penalties totaling $850.00.

5. All applicable provisions of the MAPA have been met.

III
CONCLUSIONS OF LAW

Based upon a review of applicable laws, it is concluded that Respondent has violated Section 24(2)(f) of the SMLA, MCL 493.74(2)(f), by failing to pay its invoice(s) within the time required by the SMLA.

IV
ORDER

THEREFORE, based on the parties' Stipulation to Consent Order and the facts surrounding this case, **IT IS HEREBY ORDERED THAT:**

1. The Stipulation to Consent Order submitted by the parties to the Chief Deputy Commissioner is hereby **ACCEPTED**.

2. Respondent shall immediately cease and desist from operating in violation of Section 24(2)(f) of the SMLA, MCL 493.74(2)(f).

3. Respondent shall make all filings with OFIR that are required to be filed on or before a certain date, including, but not limited to, annual reports, financial statements, and applications for renewal of license or registration, in a manner, such as via overnight mail or certified mail, which affords Respondent with proof of a specific delivery date, no later than the date the report, statement, or other document is due.

4. Respondent shall pay, within a reasonable time, those expenses assessed by the Office of Financial and Insurance Regulation pursuant to the SMLA.

5. Respondent shall pay late penalties totaling $850.00. The late penalty payments totaling $850.00 remitted by Respondent with the Stipulation to Consent Order shall be applied to the late penalties.

6. The Chief Deputy Commissioner of OFIR specifically retains jurisdiction over the matters contained herein and has the authority to issue such further order(s) as he shall deem just, necessary and appropriate in accordance with the provisions of The Secondary Mortgage Loan

Act ("SMLA"), 1981 PA 125, as amended, MCL 493.51 *et seq*. Failure to abide by the terms and provisions of the Stipulation and this Order, may result in the commencement of additional proceedings.

Stephen R. Hilker
Chief Deputy Commissioner