

**STATE OF INDIANA
OFFICE OF THE SECRETARY OF STATE
SECURITIES DIVISION**

FILED
SECURITIES DIVISION
JAN 17 2024
INDIANA
SECRETARY OF STATE

IN THE MATTER OF:)
)
)
ALEXANDER JOYCE, REJOYCE)
FINANCIAL LLC, REJOYCE)
WEALTH MANAGEMENT LLC,)
JOEL PARADY)
)
RESPONDENTS.)

Cause No. 24-0002 - CD

PETITION FOR CEASE AND DESIST ORDER

I. STATEMENT

Petitioner, the Office of the Indiana Secretary of State, Securities Division (“Division”), files this Petition for Cease and Desist Order (“Petition”) against Alexander Joyce (“Joyce”), Rejoyce Financial LLC (“RFL”), Rejoyce Wealth Management (“RWM”), and Joel Parady (“Parady”) together “respondents,” for violations of the Indiana Uniform Securities Act, Ind. Code 23-19 *et seq.* (“IUSA”) and Indiana Uniform Securities Rules, 710 Ind. Admin. Code Article 4 *et seq.* (“Rules”).

This is an enforcement action arising from violations of state securities laws by respondents. On 1/10/2024, a complaint was made with the Indiana Secretary of State’s Office Securities Division by the Charles Schwab Corporation on behalf of Indiana residents KH and GH concerning a recent transaction conducted by respondents. After an initial investigation it was learned that KH and GH (“Clients”) recently became clients of Joyce through his company RFL back in July of 2023. RFL is a purported retirement, estate, and tax planning advisor. According to their website they offer investment advisory services through Foundations Investment Advisors (“Foundations”). It was later learned that Foundations only provided Advisory Services at the RFL business location through their own Investment Advisor Representative (“IAR”) and that Joyce was only engaged to refer investment advisory business

to Foundations under what is commonly known as a solicitation agreement. The Clients attended several meetings with Joyce and he represented that he would be handling their account personally. At the meetings Joyce represented that he would open a JPMorgan Chase asset management account and that their funds totaling \$2,599,372.22 would be transferred to the new accounts. After meeting with respondents and filling out paperwork for the transfer, the Clients had some questions regarding the transfer and requested documentation verifying the transfer. Respondents provided little to no documentation regarding the account and what was provided could not be verified. It was later learned that no account was opened on behalf of the clients. After speaking with a Schwab representative, it was learned that the money was placed into a business checking with "Rejoyce Wealth Management" listed as the account holder and "Alexander Joyce" listed as a signer. RWM was not a registered Investment Advisor at the time of the transfer and Joyce was not a registered IAR at this time. Further, client funds should not have been placed in the business checking account that Joyce controls. The Schwab representative further advised that she was told by Chase bank that after the money was transferred to the Chase account, it was wired to a title company and used to a purchase a home in the name of the respondents.

II. JURISDICTION AND AUTHORITY

1. The Division is part of the Office of the Indiana Secretary of State with jurisdiction over matters relating to securities, as provided by the IUSA.
2. The Division brings this action pursuant to the authority conferred upon it by I.C. § 23-19-6-4 wherein the Securities Commissioner ("Commissioner") has the authority to conduct a hearing to enforce the provisions of the IUSA and all Rules promulgated thereunder.
3. The acts and practices constituting violations of the IUSA as alleged herein occurred in Indiana.
4. The Division reserves all rights to amend this Petition for Cease and Desist Order and/or file an Administrative Complaint to reflect information developed in an ongoing investigation.

III. RESPONDENTS

5. **Alexander Joyce** is a resident of Indiana who provides financial planning and retirement services via his company, Rejoyce Financial LLC. Joyce has a former Central Registration Depository (“CRD”) #5367039 that is inactive and was previously registered with FINRA from 7/16/2007 through 10/19/2012 when he was 2-year termed. Joyce also has a new CRD #6933396 that is connected to his recently registered Investment Advisor.Firm, Rejoyce Wealth Management LLC. Joyce is listed as the compliance officer of RWM. Joyce is not an IAR nor has he ever been registered to do business as an IAR or provide investment advisory services. Joyce’s last known address is: 881 3rd Ave SW, Suite 100, Carmel, IN 46032. **Ex. 1.**
6. **Rejoyce Financial LLC** is a purported retirement, estate, and tax planning advisor owned and managed by Alexander Joyce. According to their website they offer investment advisory services through Foundations Investment Advisors (“Foundations”), CRD#175083, a Securities and Exchange Commission (“SEC”) registered firm. Foundations later confirmed that their relationship with RFL and Joyce is that he is a solicitor and that they have their own IAR on site to offer advisory services through Foundations. RFL’s principal place of business is: 881 3rd Ave SW, Suite 100, Carmel, IN 46032. **Ex. 2, Ex. 3.**
7. **Rejoyce Wealth Management** is a registered Investment Advisory firm in Indiana which maintains CRD #328333. RWM was previously registered in Indiana with CRD#296380 as “Rejoyce Wealth Management LLC” from 05/2018 through 12/2020 when they failed to renew. RWM then re-registered with Indiana as “Rejoyce Wealth Management” on 10/17/2023 and was assigned CRD#328333. RWM’s current principal place of business is: 881 3rd Ave SW, Suite 100, Carmel, IN 46032. RWM’s most recent filing shows that it only has 1 person providing advisory services and according to CRD, that person is Joel Parady CRD# 6938873. **Ex. 4, Ex. 5, Ex. 6, Ex. 7.**
8. **Joel Parady** is a registered Investment Advisor Representative in Indiana who maintains CRD # 6938873. Parady is registered Investment Advisor representative with RWM from 10/10/2023 through the present date. Parady was a registered representative with Foundations Investment Advisors LLC, CRD#175083 from 11/11/2022 through 10/13/2023. **Ex. 8.**

IV. FACTS

Respondents' Unregistered Investment Advisory Services in Indiana

9. On 1/10/2024, a complaint was made with the Indiana Secretary of State Securities Division by a registered Charles Schwab on behalf of Indiana residents KH and GH.
10. A Division investigator spoke with the Schwab representative and learned that respondents had recently moved almost \$2.6 million dollars in funds from the Client's Schwab account and into a chase bank account owned by the Respondent's.
11. The Schwab representative later stated that they learned afterwards that the money was then transferred to a title company and that the funds were used to pay for a home titled in the name of respondent's businesses.
12. Division investigators reached out the Clients in this matter and learned that they had become clients of the respondents in July of 2023.
13. The Clients stated they had seen TV commercials for Rejoyce Financial and thought based on the types of services offered it would be a good fit for their financial and investment needs.
14. The Clients met with Joyce in person and at the meeting Joyce stated he would be handle their account personally as their investment advisor.
15. Joyce is not registered as an investment advisor with the Division or as a federal covered advisor with the Securities and Exchange Commission. **See Ex. 1.**

Respondents' Fraudulent Misrepresentations and Omissions

16. Joyce did not disclose to either of the Client's that he was not a registered Investment Advisor.
17. Joyce additionally stated that the money would be wired to JP Morgan and provided them with an application to complete the transfer and to enter into an Investment Advisor arrangement with Joyce.
18. Joyce had stated their money would be personally managed by him and that the money would be placed into a structured fund.
19. The agreement was provided to investigators and upon further review it was revealed that the application was one part of a document package for persons interested in

buying fund units of Perpetual Trust Services Limited which is an Australian based Investment Company that provides mutual funds managed by JPMorgan Asset Management Australia. **Ex. 9.**

20. The form was filled out and named Joyce as the investment adviser and was signed by Joyce.
21. Based on information available on CRD, neither Joyce nor any of his business entities have any relationship with Perpetual Trust Services and none of this information was disclosed to the clients.
22. Foundations later confirmed that they have no connection to Perpetual Trust Limited or JPMorgan Asset Management, Australia
23. The Division was also provided with another form Joyce filled out when meeting with the clients labeled “Investor Due Diligence”. **Ex. 10.**
24. The form indicated that it was a Foundations form and part of the packet to establish an investment advisor – client relationship with Foundations.
25. Although Foundations is connected to RFL through their solicitation agreement, Foundations confirmed that during July of 2023, the only person at that location that should have been providing investment advisory services was Joel Parady.
26. The form was signed by Joel Parady as Investment Advisor and lists Alexander Joyce as a “Servicing Advisor” and also as a “Solicitor”.
27. The Clients stated that they were pretty sure Joel Parady attended at least one of the meetings.
28. Joyce’s statement that he would “handle their account personally” and his further interactions go beyond the scope of an investment advisory solicitor.
29. Paraday as the investment adviser representative for Foundations owed the Clients a duty of care as a fiduciary.
30. Paraday never disclosed to the Clients that Joyce was not registered as a investment advisor representative, that the funds were not transferred to JPMorgan Chase, or that Joyce had no authority to transact business on behalf of Foundations.
31. In addition to that form, Joyce had the client’s fill out an ACH form, when the Clients asked Joyce about where the money would go, he stated “JPMorgan Chase” and that the Clients “would get quarterly reports”.

32. When the Clients later requested proof from Joyce about where the money was, Joyce repeated that they would get documentation. When questioned further Joyce stated that the ACH consent form was documentation.
33. Joyce later provided a “CircleBlack Wealth Management” software printout that appeared to show the Clients accounts. However, the management software also included accounts that Joyce did not have access to. **Ex. 11.**
34. CircleBlack appears to be a wealth management software that creates account information based on what the Investment Advisor inputs but is not otherwise confirmed as accurate.
35. Foundations later confirmed that they do not use the software “CircleBlack” in connection with their advisory services.
36. When the Clients questioned Joyce further about documentation, Joyce told the Clients not to worry and that the investment was “doing great” and that the account had made \$100,000 already.
37. Chase Bank later confirmed that no accounts had been created for the Clients by Joyce.
38. After learning this, the Clients contacted Joyce and demanded the money be transferred back into their Chase account immediately. Joyce responded that it would take 10-14 days as the money was tied up in “structured accounts”.
39. Later information gathered by the Division showed that the money that Joyce stated would be wired into a JPMorgan Chase account on behalf of the clients was wired into a business bank account belonging to RWM, with Joyce as the signer on the account. **Ex. 12, Ex. 13**
40. The account was opened on 5/5/2018 and at the time of the transfer on 7/31/2023 had a balance of around \$42,697.21.
41. RWM was not registered as an Investment Adviser at this time and the account that was opened was not a client account but the general business checking account of RWM.
42. Further review of documentation surrounding the transfer shows approximately \$2,599,372.22 transferred into the account on July 31, 2023 and then approximately \$2,002,092.68 transferred to a title company for the purchase of a home. **See Ex. 13.**

43. Division investigators learned that the home that was purchased was titled to the Respondents, specifically the house was put in the name of Joyce's business "Rejoyce Wealth Management". **Ex. 14**
44. Paraday never disclosed to the Clients that the funds were used to purchase a home and titled to Joyce's businesses.
45. Two months after the transaction took place, Joyce re-registered his Investment Advisory RWM as an Investment Advisor in Indiana. **See Ex. 6.**
46. Parady registered as a representative with RWM at that same time and ceased registration with Foundations Wealth Management. **See. Ex. 8.**
47. Further, Joyces business entities still hold themselves out as providing Investment Advisory Services through Foundations, even though Foundations severed ties with RFL and Joyce in early January of 2023. **See Ex. 2 and 4.**

V. VIOLATION OF THE INDIANA UNIFORM SECURITIES ACT

Counts 1-2: I.C. § 23-19-4-3:

Unlawful Transaction of Business as an Investment Adviser

48. This section incorporates by reference all preceding sections and paragraphs.
49. Pursuant to I.C. § 23-19-4-3(a), "It is unlawful for a person to transact business in this state as an investment adviser unless the person is registered under this article as an investment adviser or is exempt from registration as an investment adviser under subsection (b)."
50. Joyce personally and through his business entities RFL and RWM, offered and provided investment advisory services in Indiana without being properly registered, and by doing so, respondents have violated I.C. § 23-19-4-3. This violation applies to each of the respondent's clients that the respondent has provided unregistered investment advisory services for.

Counts 3-4: I.C. § 23-19-4-4:

Unlawful Transaction of Business as an Investment Adviser Representative

51. This section incorporates by reference all preceding sections and paragraphs.
52. Pursuant to I.C. § 23-19-4-3(a), "It is unlawful for an individual to transact business in this state as an investment adviser representative unless the individual is registered

- under this article as an investment adviser representative or is exempt from registration as an investment adviser representative under subsection (b).”
53. Joyce personally offered and provided investment advisory services in Indiana without being properly registered, and by doing so, respondents have violated I.C. § 23-19-4-3. This violation applies to each of the respondent’s clients that the respondent has provided unregistered investment advisory services for.

Count 5-12: I.C. § 23-19-5-1

Securities Fraud

54. This section incorporates by reference all preceding sections and paragraphs.
55. Pursuant to IC 23-19-5-1, “It is unlawful for It is unlawful for a person, in connection with the offer, sale, or purchase of a security, directly or indirectly: (1) to employ a device, scheme, or artifice to defraud;(2) to make an untrue statement of a material fact or to omit to state a material fact necessary in order to make the statement made, in the light of the circumstances under which they were made, not misleading; or (3) to engage in an act, practice, or course of business that operates or would operate as a fraud or deceit upon another person.”
56. Respondents made an untrue statement of material fact when Joyce stated that he would be their personal investment adviser knowing he was not registered to provide those services.
57. Respondent’s made untrue statements of material fact by providing documents to establish an investment advisor-client relationship that were incomplete, inaccurate, and belonged to a business he was not a registered representative for.
58. Respondents failed to disclose that: (1) Joyce was not registered advisor, (2) that Joyce was allegedly acting as a solicitor, (3) the full relationship between FIA, Joyce, and RFL, (4) how the Clients funds would be invested, and (5) that the funds were used to personally enrich Joyce by buying a house for a business he owned.
59. Respondents engaged in a device, scheme, artifice to defraud by providing documentation and making misrepresentations regarding establishing of an investment advisor-client relationship and using that relationship to deprive Clients of almost \$2.6 million dollars.

60. Respondents engaged in an act, practice, or course of business to defraud by using their alleged status as a registered Investment Advisor to deprive Clients of their funds and use those funds for personal gain.
61. Respondent's conduct violates the IC 23-19-5-1. This violation applies to each of the respondent's clients that the respondent has provided unregistered investment advisory services for.

Count 13-16: I.C. § 23-19-5-2

Investment Advisor Fraud

62. This section incorporates by reference all preceding sections and paragraphs.
63. Pursuant to IC 23-19-5-2, "It is unlawful for a person that advises others for compensation, either directly or indirectly or through publications or writings, as to the value of securities or the advisability of investing in, purchasing, or selling securities or that, for compensation and as part of a regular business, issues or promulgates analyses or reports relating to securities, or that receives compensation to solicit, offer, or negotiate for the sale of or for selling investment advice: (1) to employ a device, scheme, or artifice to defraud another person; or (2) to engage in an act, practice, or course of business that operates or would operate as a fraud or deceit upon another person."
64. Respondents engaged in a device, scheme, artifice to defraud by providing documentation and making misrepresentations regarding establishing of an investment advisor-client relationship and using that relationship to deprive Clients of almost \$2.6 million dollars.
65. Respondents engaged in an act, practice, or course of business to defraud by engaging in and assisting in the false creation of an Investment Advisor-Client relationship between Joyce and the clients with the intent to gain control of the Client's funds and use those funds for personal gain.
66. Respondent's conduct violates the IC 23-19-5-2. This violation applies to each of the respondent's clients that the respondent has provided unregistered investment advisory services for.

VII. RELIEF REQUESTED

Wherefore, the Division respectfully requests that the Commissioner take the following actions:

- a. Find that respondents violated the IUSA and Rules promulgated thereunder;
- b. Order respondents to immediately cease and desist from the above-described activity and any and all activity in violation of the IUSA and the Rules promulgated thereunder;
- c. Additionally, the Division is further requesting that Commissioner order that respondents Joyce, Parady, RFL, and RWM, and any other advisors employed by Joyce or his business entities be ordered to cease and desist from any Investment advisory services, Investment solicitation services, engage in the business of selling or offering to sell securities, and/or any other business activities regulated by the Indiana Securities Division and governed by IUSA and the regulations promulgated thereunder.
- d. Find that all the sanctions and remedies detailed herein are in the public interest and necessary for the protection of Indiana investors; and
- e. Grant such other and further relief, as the Commissioner deems appropriate.

Respectfully submitted,

OFFICE OF THE INDIANA SECRETARY OF STATE
SECURITIES DIVISION

By: 

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Cause No. 24-0002 - CD

CEASE AND DESIST ORDER

Petitioner, the Office of the Indiana Secretary of State, Securities Division (“Division”), has filed a Petition for Cease and Desist Order (“Petition”) against Alexander Joyce (“Joyce”), Rejoyce Financial LLC (“RFL”), Rejoyce Wealth Management (“RWM”), and Joel Parady (“Parady”) together “respondents,” for violations of the Indiana Uniform Securities Act, Ind. Code 23-19 *et seq.* (“IUSA”) and Indiana Uniform Securities Rules, 710 Ind. Admin. Code Article 4 *et seq.* (“Rules”).

Pursuant to I.C. § 23-19-6-4 the Securities Commissioner (“Commissioner”) may issue a cease-and-desist order without a hearing whenever it appears to the Commissioner upon investigation, that a person has engaged or is about to engage in an act or a practice constituting a violation of the IUSA and Rules.

Based on the information presented by the Petition, it appears to the Commissioner that, respondents have committed the violations of unlawful transaction of business as an investment Adviser, unlawful transaction of business as an investment adviser representative, Securities fraud, and Investment Adviser Fraud in violation of I.C. § 23-19-4-3, I.C. § 23-19-4-4, I.C. § 23-19-5-1, and I.C. § 23-19-5-2.

THE COMMISSIONER THEREFORE ORDERS that respondents immediately Cease and Desist from engaging in **any** act that violates the IUSA, Indiana Uniform Securities Rules (710 IAC 4, *et seq.*), the Commissioner's Administrative Orders, and **to further cease and desist from offering or engaging in the business of investment advisory services, soliciting or acting as a solicitor on behalf of investment advisory companies, offering or selling securities, or any other business activities regulated by the Indiana Securities Division and governed by the IUSA.** The Commissioner hereby determines that this Cease and Desist Order is in the public interest and is necessary for the protection of Indiana investors.

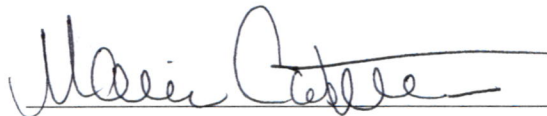
This is an agency action. Pursuant to I.C. § 23-19-6-4(b), upon request by a party, this order will be scheduled for a hearing by the Commissioner. Review of this agency action may be initiated by completing and signing the attached "Petition for Hearing" form and either: 1) mailing your form; or 2) hand delivering a completed form to the Indiana Secretary of State, Securities Division located at 302 W. Washington St., Rm E-111 Indianapolis, IN 46204.

This Order is effective upon date of issuance. Pursuant to I.C. § 23-19-6-4(b), if a person subject to this Order requests a hearing in the manner set forth above, the matter will be scheduled for a hearing within fifteen (15) days after receipt of such a request.

If a person subject to this order does not request a hearing within forty-five (45) days after the date of service of the order, and no hearing is otherwise ordered by the Commissioner, the order becomes final by operation of law under I.C. 23-19-6-4(d).

ORDERED at Indianapolis, Indiana, this 18th day of January, 2023.

DIEGO MORALES
SECRETARY OF STATE



MARIE CASTETTER
SECURITIES COMMISSIONER

