

**STATE OF ARKANSAS
SECURITIES DEPARTMENT**

IN THE MATTER OF

ORDER NO. C-04-054-04-RVO1

**COACHELLA VALLEY
MORTGAGE CENTER, d/b/a
FINANCIAL HERITAGE; and
DIANA GUCCIARDO, d/b/a
FINANCIAL HERITAGE and
d/b/a SAFE MONEY
MANAGEMENT**

**ORDER TO VACATE PORTION OF ORDER NO. C-04-054-04-CD01
PERTAINING TO DIANA GUCCIARDO**

An order was entered on March 16, 2004 ordering the above-styled entity and Diana Gucciardo d/b/a Financial Heritage to cease and desist from all mortgage loan brokering activities in this state due to their failure to meet the registration requirements in Arkansas. The findings of Securities Department staff, the legal issues, and an opinion follow below.

FINDINGS OF FACT

1. Securities Department Order Number C-04-054-04-CD01 was entered on March 16, 2004 ordering the above styled entity and Diana Gucciardo, d/b/a Financial Heritage, to cease and desist from all mortgage loan brokering activities in Arkansas due to their failure to meet the Arkansas registration requirement.
2. Pacific Reverse Mortgage d/b/a Financial Heritage was issued a license on August 5, 2004.

3. Diana Gucciardo has since submitted an application for a loan officer license as an employee of Pacific Reverse Mortgage. The staff represents that Ms. Gucciardo appears to have met all requirements for approval of her license application.

CONCLUSIONS OF LAW

4. The Commissioner is charged with the administration and enforcement of the FMLA pursuant to Ark. Code Ann. § 23-39-514.
5. The Commissioner may modify or vacate an order previously entered.
Ark. Code Ann. § 23-39-514.

OPINION

6. This matter has been properly brought before the commissioner in accordance with Ark. Code Ann. § 23-39-514.
7. This order is in the public interest.

ORDER

IT IS THEREFORE ORDERED that the portion of the March 16, 2004 Cease and Desist Order as it pertains to Diana Gucciardo d/b/a Financial Heritage Is hereby vacated.

IT IS SO ORDERED THIS 31st DAY of August, 2004.

A handwritten signature in black ink, appearing to read "M. Johnson". The signature is written in a cursive, flowing style with a large initial "M" and a long, sweeping tail.

MICHAEL B. JOHNSON

ARKANSAS SECURITIES COMMISSIONER