

BEFORE THE ARKANSAS SECURITIES COMMISSIONER

CASE NO. S-17-0049

ORDER NO. S-17-0049-17-OR01

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ARKANSAS SECURITIES DEPT.

IN THE MATTER OF:

**ACADIAN WEALTH MANAGEMENT, LLC
AND GERALD JOSEPH CROCHET**

RESPONDENTS

CONSENT ORDER

This Consent Order (“Order”) is entered pursuant to the Arkansas Securities Act (“Act”), codified at Ark. Code Ann. §§ 23-42-101 through 23-42-509, the Rules of the Arkansas Securities Commissioner promulgated pursuant to the Act (“Rules”), and the Arkansas Administrative Procedures Act, codified at Ark. Code Ann. §§ 25-15-201 through 25-15-219, in accordance with an agreement between the Staff of the Arkansas Securities Department (“Staff”) and the Respondents, Acadian Wealth Management, LLC (“Acadian”) and Gerald Joseph Crochet (“Crochet”).

The Respondents admit the jurisdiction of the Act and the Arkansas Securities Commissioner (“Commissioner”), waive their right to a formal hearing and appeal, consent to the entry of this Order, and agree to abide by its terms in full and final settlement of all claims that could be brought against them on the basis of the facts set forth herein.

FINDINGS OF FACT

1. Acadian, CRD No. 137571, is an entity formerly registered as an investment adviser with the Arkansas Securities Department (“Department”). Acadian’s principal place of business is located at 10201 W. Markham, Suite 213, Little Rock, Arkansas 72205. Acadian was registered with the Department as an investment adviser from October 11, 2005 until December

31, 2016. 2. Crochet, CRD No. 2334597, is an Arkansas resident who was registered as an investment adviser representative with Acadian from October 12, 2005 until December 31, 2016. Crochet is the sole representative, owner, and officer of Acadian.

3. Acadian unintentionally failed to pay the annual fee required to complete the annual renewal of its registration with the Department as an investment adviser at the end of 2016. As a result, the registrations of Acadian and Crochet as an investment adviser and investment adviser representative, respectively, were terminated as of December 31, 2016.

4. Although they failed to complete the process for renewing their registrations, Acadian and Crochet continued to perform investment advisory services for clients and collect fees from January 1, 2017 to April 27, 2017.

5. Acadian filed a new application for registration with the Department on April 27, 2017.

6. Acadian and Crochet cooperated fully with the Staff's investigation and review of this matter and have assured the Staff that they have implemented the proper internal controls and supervisory procedures necessary to ensure future compliance with the annual renewal requirements set forth by the Act.

LEGAL AUTHORITY AND CONCLUSIONS OF LAW

7. Ark. Code Ann. § 23-42-301(c) prohibits any person from transacting business in Arkansas as an investment adviser or investment adviser representative without being registered to do so. Acadian and Crochet violated Ark. Code Ann. § 23-42-301(c) when they conducted investment advisory business and collected fees from clients during a time they were not registered, as set forth above.

8. Ark. Code Ann. § 23-42-308(h) provides that matters may be resolved by consent order in lieu of a formal proceeding.

UNDERTAKINGS

In settlement of this matter, Acadian and Crochet agree to pay a civil penalty to the Department in the total amount of \$3,000.00 upon the entry of this Order.

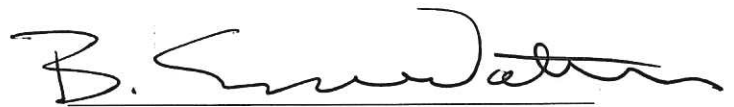
OPINION

This Order is in the public interest. The facts as set forth in paragraphs one through six support the violations of the Act as set forth in paragraphs seven through eight.

ORDER

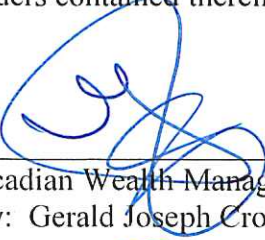
IT IS THEREFORE ORDERED that in accordance with their undertaking Acadian and Crochet shall pay a civil penalty to the Department in the amount of \$3,000.00 upon the entry of this Order and that the registrations of Acadian and Crochet be approved upon the execution of this Order.

WITNESS MY HAND AND SEAL this the 15th day of May, 2017.



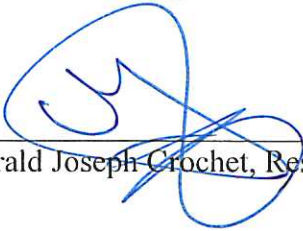
B. Edmond Waters
Arkansas Securities Commissioner

I hereby agree to the entry of this Consent Order; consent to all terms, conditions, and orders contained therein; and waive any right to appeal from this Order.



Acadian Wealth Management, LLC, Respondent
By: Gerald Joseph Crochet, CCO

5/1/17
Date



Gerald Joseph Crochet, Respondent

5/1/17
Date

Approved as to Content and Form:



J. Campbell McLaurin III, Staff Attorney
Arkansas Securities Department

5/1/17
Date