



STATE OF MISSOURI
OFFICE OF SECRETARY OF STATE

IN THE MATTER OF:)
)
KEVIN LOYD, CRD # 4447419,) Case No.: AP-23-11
)
Respondent.)

CONSENT ORDER

SUMMARY OF ENFORCEMENT SECTION’S ALLEGATIONS

1. The Enforcement Section of the Missouri Securities Division of the Office of Secretary of State (“**Enforcement Section**”), through Senior Enforcement Counsel Melissa D. Buchanan, alleges that between March 5, 2014 and June 19, 2023 (“**Relevant Period**”), Kevin Loyd, (“**Respondent**”), failed to file a correcting amendment pertaining to his registration with the Securities Division, within thirty (30) days of the specified event or occurrence, in violation of 15 CSR 30-51.160(3)(A). The Enforcement Section alleges that this violation constitutes grounds to issue an order in accordance with Section 409.6-604.
2. Respondent and the Enforcement Section desire to settle the allegations raised by the Enforcement Section relating to Respondent’s alleged violation of 15 CSR 30-51.160(3)(A).

CONSENT TO JURISDICTION

3. Respondent and the Enforcement Section stipulate and agree that the Missouri Commissioner of Securities (the “**Commissioner**”) has jurisdiction over Respondent and these matters pursuant to the Missouri Securities Act of 2003, Chapter 409, *et seq.* (“**the Act**”).¹
4. Respondent and the Enforcement Section stipulate and agree that the Commissioner has authority to enter this Order pursuant to Section 409.6-604(h), which provides:

¹ Unless otherwise specified, all statutory references are to the 2016 Revised Statutes of Missouri, as updated by the 2022 Cumulative Supplement.

“The commissioner is authorized to issue administrative consent orders in the settlement of any proceeding in the public interest under this act.”

WAIVER AND EXCEPTION

5. Respondent waives any right to a hearing with respect to this matter.
6. Respondent waives any right that he may have to seek judicial review or otherwise challenge or contest the terms and conditions of this Order. Respondent specifically forever releases and holds harmless the Missouri Office of the Secretary of State, Secretary of State, Commissioner, and their respective representatives and agents from any and all liability and claims arising out of, pertaining to, or relating to this matter.
7. Respondent stipulates and agrees with the Enforcement Section that, should the facts contained herein prove to be false or incomplete, the Enforcement Section reserves the right to pursue any and all legal or administrative remedies at its disposal.

CONSENT TO COMMISSIONER’S ORDER

8. Respondent and the Enforcement Section stipulate and agree to the issuance of this Consent Order without further proceedings in this matter, agreeing to be fully bound by the terms and conditions specified herein.
9. Respondent agrees not to take any action or to make or permit to be made any public statement creating the impression that this Order is without factual basis. Nothing in this paragraph affects Respondent’s (a) testimonial obligations; (b) right to take legal or factual positions in defense of litigation or in defense of other legal proceedings in which the Commissioner is not a party; or (c) right to make public statements that are factual.
10. Respondent agrees that he is not the prevailing party in this action since the parties have reached a good faith settlement.
11. Respondent neither admits nor denies the allegations made by the Enforcement Section or the Findings of the Commissioner, but consents to the Commissioner’s Findings of Fact, Conclusions of Law, and Order as set forth below solely for the purpose of resolving this proceeding and any proceeding that may be brought to enforce the terms of this Consent Order.

THE COMMISSIONER’S FINDINGS OF FACT, CONCLUSIONS OF LAW, AND ORDER

I. FINDINGS OF FACT

12. During the Relevant Period, Respondent was a Missouri resident and served as a Missouri registered broker-dealer agent (“**BDA**”) and Missouri registered investment adviser

representative (“**IAR**”) with multiple firms. Respondent is registered in the Central Registration Depository System (“**CRD**”) with CRD number 4447419.

13. On June 19, 2023, Respondent disclosed an outstanding judgment or lien (“**Judgment A**”) on his Uniform Applications for Securities Industry Registration of Transfer (“**Form U4**”) in CRD.
14. On June 20, 2023, Respondent filed an initial application for registration as a BDA and IAR with Missouri.
15. On June 22, 2023, following Respondent’s registration application in Missouri, the Securities Division, by and through the Commissioner, issued a Summary Suspension Order to Respondent.
16. As of July 10, 2023, Respondent’s registration application is awaiting approval pending resolution of an alleged reporting violation.
17. According to electronic docket entries, the Enforcement Section discovered:
 - a. on May 9, 2012, Respondent received personal service of a summons pertaining to a foreclosure action pending against him in Franklin County, Missouri Circuit Court. Respondent failed to timely respond to the action pending against him;
 - b. on July 31, 2012, Franklin County, Missouri Circuit Court Judge I.I. Lamke entered Judgment A against Respondent in the principal amount of \$588,612.77, prejudgment interest amount of \$35,880.17, and unliquidated damages amounts to be determined; and
 - c. on March 5, 2014, Respondent’s counsel filed a Motion to Set Aside Entry of Default, which indicates that on or before that date, Respondent was aware of Judgment A against him. Despite this knowledge, Respondent never filed a correcting amendment in CRD during the Relevant Period.

II. CONCLUSIONS OF LAW

18. **THE COMMISSIONER CONCLUDES** that Respondent failed to file a correcting amendment concerning his registration within thirty (30) days of the specified event or occurrence in violation of 15 CSR 30-51.160(3)(A).
19. **THE COMMISSIONER CONCLUDES** that the violation above is sufficient to issue an order in accordance with Section 409.6-604.
20. The Commissioner, after consideration of the stipulations set forth above and on consent of the Respondent and the Enforcement Section, finds and concludes that the Commissioner has jurisdiction over Respondent in this matter and that the following order is in the public

interest, necessary for the protection of public investors, and consistent with the purposes intended by Chapter 409.

III. ORDER

NOW, THEREFORE, it is hereby Ordered that:

21. Respondent, his agents, employees and servants, and all other persons participating in the above-described violations with knowledge of this order are permanently enjoined and restrained from violating 15 CSR 30-51.160(3)(A);
22. Respondent shall pay \$4,500 to the Missouri Secretary of State Investor Education and Protection Fund, for violating 15 CSR 30-51.160(3)(A). **This amount is due upon execution of this Order and shall be made payable to the Missouri Secretary of State's Investor Education and Protection Fund** and sent to the Missouri Securities Division at 600 W. Main Street, Jefferson City, Missouri 65101;
23. Respondent, his agents, employees and servants, and all others subject to this order shall report any material change in writing to the Commissioner that differs from any disclosures made in the last prior application as required pursuant to 15 CSR 30-51.160(3)(A); and
24. Respondent shall pay his own costs and attorneys' fees with respect to this matter.

SO ORDERED:

WITNESS MY HAND AND OFFICIAL SEAL OF MY OFFICE AT JEFFERSON CITY,
MISSOURI THIS 18 DAY OF JULY, 2023.



JOHN R. ASHCROFT
SECRETARY OF STATE

A handwritten signature in black ink, appearing to be "J. Ashcroft", written over a horizontal line.

DOUGLAS M. JACOBY
COMMISSIONER OF SECURITIES

Consented to by:

THE MISSOURI SECURITIES DIVISION

A handwritten signature in black ink, appearing to be "Melissa D. Buchanan", written over a horizontal line.

Melissa D. Buchanan
Senior Enforcement Counsel

RESPONDENT

A handwritten signature in blue ink, appearing to be "Kevin Loyd", written over a horizontal line.

Kevin Loyd, CRD No. 4447419