

**STATE OF WASHINGTON
DEPARTMENT OF FINANCIAL INSTITUTIONS
SECURITIES DIVISION**

IN THE MATTER OF DETERMINING) Order No.: S-11-0577-11-SC01
Whether there has been a violation of the)
Business Opportunity Fraud Act of) STATEMENT OF CHARGES AND
Washington by:) NOTICE OF INTENT TO ENTER ORDER
) TO CEASE AND DESIST
Visions Investment Group, LLC;)
)
Respondent.

THE STATE OF WASHINGTON TO: Visions Investment Group, LLC

STATEMENT OF CHARGES

Please take notice that the Securities Administrator of the state of Washington has reason to believe that Respondent, Visions Investment Group, LLC, has violated the Business Opportunity Fraud Act of Washington and that its violation justifies the entry of an order of the Securities Administrator under RCW 19.110.150 against the Respondent to cease and desist from such violations. The Securities Administrator finds as follows:

TENTATIVE FINDINGS OF FACT

Respondent

1. Visions Investment Group, LLC (“VIG”) is a Utah limited liability company. During the period relevant to this Statement of Charges, VIG maintained a principal place of business at 814 East Bamberger Drive, Suite C, American Fork, Utah 84003.

Nature of the Offering

2. VIG offered and sold training entitled the Visions Institute to enable purchasers to “set up and run a profitable real estate investment company from [the purchaser’s] home.” The training’s goal was to “enable the novice or expert real estate investor to understand the paradigm and principles necessary for success.”

3. The training consisted of classes, interaction with both a liaison to VIG, referred to as a “Personal Student Advisor,” (“PSA”), and with a mentor assigned to each purchaser, referred to as the “Personal Real Estate Investor,” (“PREI”) and access to password-protected sections of a website maintained by VIG, www.visionsinvestmentgroup.com (the “website”).

1 4. The PSAs advised purchasers as to which classes to take and how to access the website.

2 5. After an initial consultation with a purchaser, the PREI prescribed a course of instruction and
3 gave purchasers assignments to complete. The PREIs made themselves available to assist with these
4 assignments and other aspects of VIG's training process.

5 6. The website was a "major feature" of the Visions Institute, and was promoted as "the only
6 resource needed to become truly successful as a real estate investor." Purchasers could access the following
7 on the website: full audio recording of the Institute's classes; written training outlines; "custom" real estate
8 evaluation software; access to "over 3 million homes for sale nationwide;" real estate contracts; articles
9 concerning real estate investment; and a real estate glossary.

10 7. Purchasers were able to buy training on any of four aspects of real estate investing: "Real
11 Estate Acquisition Training;" "Private Lending Training;" "Qualified Investor Training;" and "Property
12 Liquidation Training." Each of these trainings was offered for \$2,485. Alternatively, VIG offered training in
13 all of these aspects of real estate investment for \$7,385. VIG called this package the "Real Estate Investor's
14 Summit."

15 8. Purchasers of the individual courses were guaranteed to earn their purchase price back in
16 ninety days. Purchasers of the Summit combination were guaranteed to be able to "[r]eplace current income
17 with residual income in 12 months...."

18 Offer and sale to Washington residents

19 9. In or around the summer of 2007, representatives of VIG held a seminar to promote VIG and
20 the Visions Institute in the Vancouver, Washington area. Among roughly twenty attendees was a
21 Washington couple who attended this seminar after receiving a flyer in the mail.

22 10. At the seminar, the Washington couple received a two page flyer promoting VIG's training.
23 The flyer featured testimonials from purported purchasers of VIG's training. These testimonials included a
24 purchaser claiming to have "pocketed over \$100,000" in "just a few short months," a couple claiming to live
25 "in [their] 1.4 million dollar dream home for free...[after using VIG's training for] less than one year," and
another purchaser claiming to have earned \$7,000 after four hours of work.

11. The flyer also informed attendees that they could earn \$25,000 in ninety days, "invest with
complete certainty every time," "profit from any real estate transaction, under any circumstance," and "create
\$12,000 a month in passive income...." Furthermore, the flyer presented the options for purchasers
(individual aspects or the Summit combination) and the guarantees of income for each option discussed
above.

1 12. Based on this presentation, the Washington couple purchased VIG's Summit package. The
2 Washington couple and VIG entered into a "New Client Welcome and Support Agreement" (the "contract").
3 The contract obliged VIG to "[p]rovide top-quality, personal real estate investment training services," and to
4 "guide [the Washington couple] to true economic independence within 12 months with the Summit
5 training!" The Washington couple agreed to spend at least eight to twelve hours per week in building its
6 business while using VIG's "system."

7 13. The contract and the flyer distributed at the seminar were the only documents provided to the
8 Washington couple by VIG prior to their purchase.

9 14. The Washington couple did not experience the success guaranteed them by VIG.

10 Misrepresentations and Omissions

11 15. VIG failed to provide material information concerning its business opportunity including, but
12 not limited to, a written disclosure document including financial statements of the company.

13 16. VIG failed to provide information to substantiate its claims that purchasers of its business
14 opportunities would earn the incomes described in paragraph eight of the Tentative Findings of Fact.

15 17. VIG did not explain that there was no assurance that purchasers would experience the level of
16 success presented in the testimonials discussed in paragraph ten of the Tentative Findings of Fact.

17 18. VIG failed to provide information to substantiate its claims described in paragraph eleven of
18 the Tentative Findings of Fact.

19 19. VIG did not provide information concerning the risks inherent in purchasing a business
20 opportunity from VIG.

21 Registration Status

22 20. Respondent, Visions Investment Group, LLC is not currently registered to sell business
23 opportunities in the state of Washington and has not previously been so registered.
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25

CONCLUSIONS OF LAW

Based upon the above Findings of Fact, the following Conclusions of Law are made:

1. The offer and/or sale of business opportunities as described above constitutes the offer and/or sale of a business opportunity as defined in RCW 19.110.020.
2. The offer and/or sale of said business opportunities is in violation of RCW 19.110.050 because no registration for such offer or sale is on file with the Securities Administrator.
3. The offer and/or sale of said business opportunities were in violation of RCW 19.110.070 because Respondent failed to provide prospective purchasers with the required disclosure document.
4. The offer and/or sale of said business opportunities were made in violation of RCW 19.110.120 because, as set forth in the Tentative Findings of Fact, Respondent made misstatements of material facts or omitted to state material facts necessary to make the statements made, in light of the circumstances under which they were made, not misleading.

NOTICE OF INTENT TO ORDER THE RESPONDENT TO CEASE AND DESIST

Based upon the above Tentative Findings of Fact and Conclusions of Law, the Securities Administrator intends to order that Respondent, Visions Investment Group, LLC, its agents and employees each shall cease and desist from violations of RCW 19.110.050, RCW 19.110.070, and RCW 19.110.120.

AUTHORITY AND PROCEDURE

This Order is entered pursuant to the provisions of RCW 19.110.150 and is subject to the provisions of Chapter 34.05 RCW. Respondent, Visions Investment Group, LLC, may make a written request for a hearing as set forth in the NOTICE OF OPPORTUNITY TO DEFEND AND OPPORTUNITY FOR HEARING accompanying this order. If a respondent does not request a hearing within the allowed time, the Securities Administrator intends to adopt the above Tentative Findings of Fact and Conclusions of Law as final and enter an order to cease and desist permanent as to that respondent.

Signed and Entered this 27th day of May 2011.

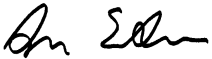
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William M. Beatty
Securities Administrator

Approved by:

Presented by:



Suzanne Sarason
Chief of Enforcement

Edward R. Thunen
Enforcement Attorney