

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

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

IN THE MATTER OF DETERMINING) Order No.: S-18-2367-18-CO01
Whether there has been a violation of the)
Franchise Investment Protection Act of) CONSENT ORDER
Washington by:)
)
Infinium Realty Group, Inc.,)
d/b/a Help-U-Sell;)
Ronald F. Westman; and)
Robert R. Stevens,)
)
Respondents)

**THE STATE OF WASHINGTON TO: Infinium Realty Group, Inc.
 Ronald F. Westman
 Robert R. Stevens**

Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100, the Securities Division and Respondents Infinium Realty Group, Inc.; Ronald F Westman; and Robert R. Stevens do hereby enter into this Consent Order in settlement of the matters alleged herein. Respondents Infinium Realty Group, Inc.; Ronald F. Westman; and Robert R. Stevens neither admit nor deny the Findings of Fact and Conclusions of Law as stated below.

FINDINGS OF FACT

Respondents

1. Infinium Realty Group, Inc. ("Infinium") is a Delaware corporation that was incorporated on December 29, 2008 and has its principal place of business in Sarasota, Florida. Infinium is in the business of offering and selling "Help-U-Sell" real estate office franchises.

2. Ronald F. Westman ("Westman") resides in Sarasota, Florida. Westman is the President and Chief Executive Officer of Infinium.

1 3. Robert R. Stevens ("Stevens") resides in Sarasota, Florida. Stevens is the Chief Operating
2 Officer of Infinium.

3 **Nature of the Offering**

4 4. The Help-U-Sell real estate office concept was first developed in the 1970s. Over time, the
5 rights to that concept were transferred to different companies. On December 30, 2008, Infinium purchased
6 the assets of the "Help-U-Sell" franchise system through a Nevada bankruptcy court. As of December 31,
7 2016, Infinium had a total of 90 franchise offices operating in twenty-four states, including Washington.

8 5. Infinium gives its franchisees the right to use the "Help-U-Sell" marks and system for the
9 purchase, sale, exchange, and lease of real estate. Help-U-Sell offices offer a range of real estate services,
10 and charge established prices for each service, rather than a sales commission. Each office must be owned
11 and operated by a licensed real estate agent, or have at least one licensed real estate agent on staff.

12 6. On February 26, 2016, Infinium offered and sold a franchise for the operation of a "Help-U-
13 Sell" real estate office in Moses Lake, Washington. However, Infinium was not registered at that time to
14 offer or sell franchises in Washington. According to the franchise agreement, the franchisee paid an initial
15 franchise fee of \$17,750. In addition to the use of the Help-U-Sell marks and system, Infinium was required
16 to provide the franchisee with initial franchise training. Infinium was also required to provide an operations
17 manual and marketing advice.
18

19 **Registration Status**

20 7. Infinium Realty Group, Inc. is not currently registered to offer or sell franchises in the state
21 of Washington and has not previously been so registered. On June 1, 2017, Infinium filed a franchise
22 registration application with the Washington Securities Division. To date, the application has not been
23 approved.
24
25

1 8. Ronald F. Westman is not currently registered to offer or sell franchises in the state of
2 Washington and has not previously been so registered.

3 9. Robert R. Stevens is not currently registered to offer or sell franchises in the state of
4 Washington and has not previously been so registered.

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

6 **CONCLUSIONS OF LAW**

7 1. The offer and/or sale of the opportunity described above constitutes the offer and/or sale of a
8 franchise as defined in RCW 19.100.010(6), RCW 19.100.010(12), and RCW 19.100.010(17).

9 2. The Respondents Infinium Realty Group, Inc.; Ronald F. Westman; and Robert R. Stevens
10 have each violated RCW 19.100.020 because no registration for the offer and/or sale of the franchise was on
11 file with the Securities Administrator.

12 Based upon the foregoing and finding it in the public interest:

13 **CONSENT ORDER**

14 IT IS AGREED AND ORDERED that the Respondents Infinium Realty Group, Inc.; Ronald F.
15 Westman; and Robert R. Stevens, and their agents and employees shall each cease and desist from any
16 violation of RCW 19.100.020, the registration section of the Franchise Investment Protection Act of
17 Washington.

18 IT IS FURTHER AGREED AND ORDERED that Respondent Infinium Realty Group, Inc. shall be
19 liable for and shall pay investigative costs of \$1,000 prior to the entry of this Consent Order.

20 IT IS FURTHER AGREED that the Respondents Infinium Realty Group, Inc.; Ronald F. Westman;
21 and Robert R. Stevens each enter into this Consent Order freely and voluntarily and with a full understanding
22 of its terms and significance.

23 IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter this Consent Order.
24
25

1 IT IS FURTHER AGREED that in consideration of the foregoing, the Respondents, Infinium Realty
2 Group, Inc.; Ronald F. Westman; and Robert R. Stevens each waive their right to a hearing and to judicial
3 review of this matter pursuant to RCW 19.100.260 and Chapter 34.05 RCW

4 Signed this 27th day of _____ January _____, 2018

5
6 Signed by:

7 Infinium Realty Group, Inc.

8 /s/ _____
9 Ronald F. Westman
10 President

11 Signed by:

12 /s/ _____
13 Ronald F. Westman, Individually

14 Signed by:

15 /s/ _____
16 Robert R. Stevens

17
18 SIGNED and ENTERED this 31st day of January _____, 2018

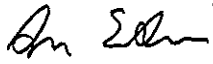
19
20 



21
22
23
24
25
William M. Beatty
Securities Administrator

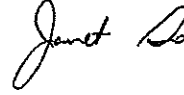
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

Approved by:



Suzanne Sarason
Chief of Enforcement

Presented by:



Janet So
Financial Legal Examiner

Reviewed by:



Robert Kondrat
Financial Legal Examiner Supervisor

