

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 967/October 17, 2013

ADMINISTRATIVE PROCEEDING

File No. 3-15447

In the Matter of

GEI FINANCIAL SERVICES, INC., :
NORMAN GOLDSTEIN, and : ORDER
LAURIE GATHERUM :

The Securities and Exchange Commission (Commission) instituted this proceeding with an Order Instituting Proceedings (OIP) on August 30, 2013, pursuant to Section 15(b) of the Securities Exchange Act of 1934 and Sections 203(e) and 203(f) of the Investment Advisers Act of 1940 (Advisers Act). The proceeding is a follow-on proceeding based on SEC v. GEI Fin. Servs., Inc., No. 12-cv-7927 (N.D. Ill. July 30, 2013), in which Respondents were enjoined against violations of the antifraud and recordkeeping provisions of the Advisers Act.

Each Respondent's Answer is due within twenty days of service of the OIP on that Respondent.¹ See OIP at 3; 17 C.F.R. § 201.220(b). If GEI Financial Services, Inc., fails to file an Answer within the time provided, it will be deemed to be in default, and the undersigned will enter an order revoking its registration as an investment adviser; if either individual Respondent fails to answer, he or she will be deemed to be in default, and the undersigned will enter an order barring him or her from the securities industry. See OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

IT IS SO ORDERED.

/S/ Carol Fox Foelak
Carol Fox Foelak
Administrative Law Judge

¹ Respondents were served with the OIP on October 1, 2013, by USPS Express Mail, tracking number EM399987214US. The mailing was addressed to the "usual place of abode" of the individual Respondents, who are officers of GEI Financial Services, Inc. See 17 C.F.R. § 201.141(a)(2)(i), (ii).