

UNITED STATES OF AMERICA  
before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934  
Release No. 71314 / January 15, 2014

INVESTMENT ADVISERS ACT OF 1940  
Release No. 3756 / January 15, 2014

Admin. Proc. File No. 3-15447

In the Matter of

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

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by GEI Financial Services, Inc., Norman Goldstein, and Laurie Gatherum and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,<sup>1</sup> that the initial decision of the administrative law judge<sup>2</sup> has become the final decision of the Commission with respect to GEI Financial Services, Inc., Norman Goldstein, and Laurie Gatherum. The orders contained in that decision are hereby declared effective. The initial decision ordered that, pursuant to Section 203(e) of the Investment Advisers Act of 1940, the registration of GEI Financial Services, Inc., is revoked; and (2) pursuant to Section 203(f) of the Investment Advisers Act of 1940, Norman Goldstein and Laurie Gatherum are barred from associating with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization.

<sup>1</sup> 17 C.F.R. § 201.360(d).

<sup>2</sup> *GEI Fin. Servs, Inc., Norman Goldstein, and Laurie Gatherum*, Initial Decision Rel. No. 524 (Nov. 15, 2013), 107 SEC Docket 12.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Elizabeth M. Murphy  
Secretary