

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 70786 / October 31, 2013**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-15598**

**In the Matter of**

**JEREMY S. FISHER,**

**Respondent.**

**ORDER INSTITUTING**  
**ADMINISTRATIVE PROCEEDINGS**  
**PURSUANT TO SECTION 15(b) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934,**  
**MAKING FINDINGS, AND IMPOSING**  
**REMEDIAL SANCTIONS**

**I.**

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Jeremy S. Fisher (“Fisher” or “Respondent”).

**II.**

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings and the findings contained in Section III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

### III.

On the basis of this Order and Respondent's Offer, the Commission finds that:

1. Jeremy Fisher, age 43, is currently a resident of La Crescent, Minnesota. At the time of the misconduct, he resided in LaCrosse, Wisconsin. He is the sole owner and president of The Good Life Financial Group, Inc. and The Good Life Global Enterprise, LLC. From August 2009 through December 2012, Fisher solicited investors to purchase securities offered by his two companies which would use the funds to invest in purported trading platforms. At the time of these securities sales, Fisher was not registered as a broker or dealer with the Commission and was not associated with a registered broker or dealer.

2. On October 16, 2013, a final judgment was entered by consent against Fisher, permanently enjoining him from future violations of Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933 ("Securities Act") and Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 thereunder, in the civil action entitled Securities and Exchange Commission v. Jeremy S. Fisher, et al., Civil Action Number 3:13-cv-00683, in the United States District Court for the Western District of Wisconsin.

3. The Commission's complaint alleged that, from August 2009 through December 2012, Fisher and his companies raised approximately \$1.04 million from approximately 18 investors who invested in unregistered securities offerings conducted by Fisher through his companies. Fisher offered investors the opportunity to invest their money on a "special trading platform" that supposedly generated significant returns. He told investors that their money would be pooled with other investors' money and deposited in an overseas bank account where the funds would remain. The overseas bank would then use the monies in the account as collateral to trade in certain securities. Fisher also told investors that they would receive a guaranteed return of 1% of the amount invested per month or 50% of the trading profits, whichever was greater. Fisher, however, never invested the funds from investors as promised and spent most of the money on himself and his family. Fisher also sent out false account statements indicating that investor funds were fully invested and earning returns. The complaint also alleged that Fisher acted as an unregistered broker.

### IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Fisher's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act that Respondent Fisher be, and hereby is:

barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and

barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Elizabeth M. Murphy  
Secretary