

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 74228 / February 6, 2015**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-16380**

**In the Matter of**

**JORDON MCCARTY,**

**Respondent.**

**ORDER INSTITUTING ADMINISTRATIVE  
PROCEEDINGS PURSUANT TO SECTION  
15(b) OF THE SECURITIES EXCHANGE  
ACT OF 1934 AND NOTICE OF HEARING**

**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 Jordon McCarty (“Respondent”).

**II.**

After an investigation, the Division of Enforcement alleges that:

**A.     RESPONDENT**

1.       From 2009 to 2012, Respondent worked for Paradise is Mine, LLC (“Paradise is Mine”), a Florida-based company that offered investors the ability to invest in purported land developments in the Bahamas. Neither Respondent nor Paradise is Mine has ever been registered with the Commission in any capacity. Respondent, 36 years old, a former resident of Miami-Dade County, Florida, is currently incarcerated in a federal detention facility in Pensacola, Florida.

B. ENTRY OF THE RESPONDENT'S CRIMINAL CONVICTION

2. On September 13, 2013, Respondent pled guilty to one count of conspiracy to commit wire fraud in violation of Title 18 of the United States Code, Section 1349 before the United States District Court for the Southern District of Florida, in United States v. Lawrence Foster, et al., Case No. 1:13-cr-20063-DLG. On November 26, 2013, a judgment in the criminal case was entered against Respondent. He was sentenced to a prison term of 78 months followed by three years of supervised release.

3. The count of the indictment to which Respondent pled guilty alleged, inter alia, that Respondent willfully and knowingly conspired with others with the intent to devise a scheme to obtain money and property by means of materially false and fraudulent representations and promises, knowing that they were false and fraudulent when made, and for the purpose of executing such scheme using means of interstate and foreign commerce.

4. Respondent acted as an unregistered broker. According to the count of the indictment to which Respondent pled guilty and the facts in the plea agreement to which Respondent agreed, Respondent solicited individuals to invest in Paradise is Mine, representing that the company would purchase and develop land in the Bahamas. Respondent offered potential investors the ability to fund their investments using personal assets such as stocks and promised investors a fixed rate of return of 10-20% on their investments. To further induce investors, Respondent fabricated news stories about Paradise is Mine and represented to potential investors that Paradise is Mine had been featured in publications like the Wall Street Journal, and that professional athletes and celebrities had invested in Paradise is Mine. Furthermore, Respondent received compensation in the form of misappropriated funds.

**III.**

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate in the public interest that public administrative proceedings be instituted to determine:

A. Whether the allegations set forth in Section II hereof are true and, in connection therewith, to afford Respondent an opportunity to establish any defenses to such allegations; and

B. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 15(b) of the Exchange Act.

**IV.**

IT IS ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice, 17 C.F.R. § 201.110.

IT IS FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within twenty (20) days after service of this Order, as provided by Rule 220 of the Commission's Rules of Practice, 17 C.F.R. § 201.220.

If Respondent fails to file the directed answer, or fails to appear at a hearing after being duly notified, the Respondent may be deemed in default and the proceedings may be determined against him upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f) and 310 of the Commission's Rules of Practice, 17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f) and 201.310.

This Order shall be served forthwith upon Respondent as provided for in the Commission's Rules of Practice.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 210 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice.

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Brent J. Fields  
Secretary