

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 78211 / June 30, 2016

ADMINISTRATIVE PROCEEDING
File No. 3-17323

In the Matter of

NFS GROUP, LLC d/b/a
NOVERS FINANCIAL a/k/a
SAFE RETIREMENT
EXPERTS,

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 NFS Group, LLC d/b/a Novers Financial a/k/a Safe Retirement Experts (“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. Respondent, a Texas limited liability company formed in November 2012 by Christopher A. Novinger ("Novinger") and Brady J. Speers ("Speers"), maintains its principal place of business in Mansfield, Texas. Prior to the filing of a certificate of formation for Respondent with the Texas Secretary of State in November 2012, Novinger and Speers jointly conducted business under the name Novers Financial, which was not a registered legal entity. After forming Respondent, Novinger and Speers continued to conduct business as Novers Financial, a "d/b/a" for Respondent. In April 2014, Novinger and Speers began operating Respondent under the assumed name of Safe Retirement Experts. Neither Respondent nor its securities is registered with the Commission, and Respondent has not registered any offering of securities with the Commission. Novinger and Speers are Respondent's principals and managing members.

2. On June 6, 2016, a final judgment was entered by consent against Respondent, permanently enjoining it 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. Christopher A. Novinger, Brady J. Speers, NFS Group, LLC d/b/a Novers Financial a/k/a Safe Retirement Experts, ICAN Investment Group, LLC, and Speers Financial Group, LLC*, Civil Action Number 4:15-CV-358-O, in the United States District Court for the Northern District of Texas, Fort Worth Division.

3. The Commission's complaint alleged, among other things, that Respondent fraudulently offered and sold life settlement interests by knowingly (or with severe recklessness): (1) misrepresenting the purported safety and security of the investment; (2) making false and misleading representations to prospective investors about the purported business experience and financial expertise of Speers and Novinger; (3) touting the purported business and financial expertise of Speers and Novinger, but failing to disclose to investors the sanctions imposed, and adverse actions taken, against them by multiple regulatory agencies; (4) creating and using phony, meaningless titles for Speers and Novinger that were not actual, recognized designations in the financial industry – such as "licensed financial consultant," "licensed financial strategist," and "licensed consultant" – to create a false air of legitimacy; and (5) providing investors with a net worth calculator that improperly inflated investors' assets by including anticipated social security, pension, and other similar payments for 240 months (20 years) into the future and which gave the false and misleading appearance that the investor had a large enough net worth to be considered accredited. Based on these and other misrepresentations, Respondent, Novinger, and Speers sold more than \$4.3 million of life settlement interests to 26 investors, receiving commissions totaling \$515,000 from their sales efforts. The complaint also alleged that Respondent acted as an unregistered broker-dealer in offering and selling life settlement interests, which were unregistered securities, to investors and prospective investors.

IV.

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

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

Brent J. Fields
Secretary