

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 98324 / September 8, 2023

ADMINISTRATIVE PROCEEDING
File No. 3-21631

In the Matter of

LUKE HO,

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 Luke Ho (“Ho” 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 paragraph B.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 Ho, age 49, resides in Orange County, California. Between 2017 and April 2019 (the “relevant period”), Ho acted as an unregistered salesperson for The Church for the Healthy Self a/k/a CHS Trust (“CHS”), a Texas corporation that operated as a fake church out of a strip mall in Westminster, California, and which was not registered with the Commission in any capacity. Ho does not hold any securities licenses and is not registered with the Commission in any capacity.

2. On July 14, 2023, a final judgment was entered by consent against Ho, permanently enjoining him from future violations of Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 thereunder, and Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933 (“Securities Act”) in the civil action entitled *Securities and Exchange Commission v. Kent R.E. Whitney, et al.*, Civil Action Number 8:19-CV-0499-KES, in the United States District Court for the Central District of California, Southern Division.

3. The Commission’s amended complaint (“complaint”) alleged that during the relevant period, on behalf of CHS and in connection with the offer and sale of investments in a purported charitable trust, Ho falsely promised investors that their funds were invested, falsely promised exorbitant annual returns that were tax deductible, guaranteed, and insured with no risk of loss, and otherwise engaged in a variety of conduct which operated as a fraud and deceit on investors. The complaint further alleged that Ho received transaction-based compensation in the form of commissions, and that he was not registered as a broker or associated with a registered broker-dealer during the relevant period.

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 Ho 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

Pursuant to Section 15(b)(6) of the Exchange Act Respondent Ho be, and hereby is 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, compliance with the Commission’s order and payment of any or all of the following: (a) any disgorgement or civil penalties ordered by a Court against the Respondent in any action brought by the Commission; (b) any disgorgement amounts ordered against the Respondent for which the Commission waived payment; (c) any arbitration award

related to the conduct that served as the basis for the Commission order; (d) 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 (e) 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.

Vanessa A. Countryman
Secretary