

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 87466 / November 5, 2019

Admin. Proc. File No. 3-19576

In the Matter of

PORTFOLIO ADVISORS ALLIANCE, INC.,

Respondent.

ORDER GRANTING EXTENSION OF TIME

On October 7, 2019, the Securities and Exchange Commission issued an order instituting administrative proceedings (“OIP”) against Portfolio Advisors Alliance, Inc. (“PAA”), pursuant to Section 15(b) of the Securities Exchange Act of 1934.¹ The OIP directed PAA to file an answer to the allegations contained therein within 20 days of service of the OIP.² The OIP also directed the Division of Enforcement and PAA to conduct a prehearing conference within 14 days of service of PAA’s answer.³ On October 25, 2019, PAA served its answer on the Division.

PAA has filed an unopposed request for a one-week extension of time to conduct a prehearing conference with the Division, from November 8, 2019 to November 15, 2019, in light of its attorney’s “unavailability during the [original] fourteen-day window.”

Pursuant to Commission Rule of Practice 161 and for good cause shown,⁴ IT IS ORDERED that the time for PAA and the Division to conduct the prehearing conference is extended to November 15, 2019.

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

Vanessa A. Countryman
Secretary

¹ *Portfolio Advisors Alliance, Inc.*, Exchange Act Release No. 87238, 2019 WL 4954618 (Oct. 7, 2019).

² *See id.* at *2

³ *See id.*

⁴ 17 C.F.R. § 201.161.