

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940
Release No. 6785 / December 12, 2024

Admin. Proc. File No. 3-22250

In the Matter of CHOICE ADVISORS, LLC, and MATTHIAS O'MEARA

ORDER REGARDING PREHEARING CONFERENCE

On October 15, 2024, the Securities and Exchange Commission issued an order instituting proceedings (“OIP”) against Choice Advisors, LLC, and Matthias O’Meara (collectively, “Respondents”) under Sections 15(b)(6), 15B, and 15B(c)(2) of the Securities Exchange Act of 1934 and Rule 15Bc4-1 thereunder.¹ The OIP directed the parties to conduct a prehearing conference within 14 days of service of Respondents’ answer to the OIP and, following the conference, to file a statement with the Office of the Secretary advising the Commission of any agreements reached at such conference.² If a prehearing conference was not held, the parties were ordered to file a statement advising the Commission of that fact and of the efforts made to meet and confer.³ Respondents filed an answer with the Commission on November 5, 2024, but the parties have not filed any statement regarding a prehearing conference.

Accordingly, IT IS ORDERED that by January 9, 2025, the parties shall file a statement with the Office of the Secretary advising the Commission of any agreements reached at the prehearing conference specified by the OIP. If a prehearing conference was not held, both the Division and Respondents shall file by that date a statement, jointly or separately, advising the Commission of that fact and of the efforts made to meet and confer.

Under Rule of Practice 180(c), a party’s failure to comply with this order may, among other things, result in the Commission’s deeming the party to be in default or dismissing the proceeding.⁴ The parties’ attention is also directed to the e-filing requirements in the Rules of

¹ *Choice Advisors, LLC*, Exchange Act Release No. 101339, 2024 WL 4494866 (Oct. 15, 2024).

² *Id.* at *3.

³ *Id.*

⁴ 17 C.F.R. § 201.180(c).

Practice.⁵ We remind the parties that any document filed with the Commission must be served upon all participants in the proceeding and be accompanied by a certificate of service.⁶ Filing a document through the Commission’s electronic filing system does not serve it on opposing counsel.⁷

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

Vanessa A. Countryman
Secretary

⁵ See Rules of Practice 151, 152(a), 17 C.F.R. §§ 201.151, .152(a) (providing procedure for filing papers with the Commission and mandating electronic filing in the form and manner posted on the Commission's website); *Instructions for Electronic Filing and Service of Documents in SEC Administrative Proceedings and Technical Specifications*, <https://www.sec.gov/efapdocs/instructions.pdf>. Parties generally also must certify that they have redacted or omitted sensitive personal information from any filing. Rule of Practice 151(e), 17 C.F.R. § 201.151(e).

⁶ See Rule of Practice 150, 17 C.F.R. § 201.150 (generally requiring parties to serve each other with their filings); Rule of Practice 151(d), 17 C.F.R. § 201.151(d) (“Papers filed with the Commission . . . shall be accompanied by a certificate stating the name of the person or persons served, the date of service, the method of service, and the mailing address or email address to which service was made, if not made in person.”).

⁷ See *Bradley C. Reifler*, Advisers Act Release No. 6304, 2023 WL 3274687, at *1 & n.3 (May 5, 2023) (noting that “[f]iling documents electronically using eFAP will not constitute service on Commission staff, such as the Division of Enforcement, or other participants in an administrative proceeding” (citation omitted)).