

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 69100 / March 11, 2013

ADMINISTRATIVE PROCEEDING
File No. 3-15240

In the Matter of

CHRISTOPHER A. SEELEY,

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 Christopher A. Seeley (“Respondent” or “Seeley”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENT

1. Seeley, 37 years old, is a resident of Herriman, Utah. Seeley does not hold any securities licenses.

2. From approximately May 2006 through September 2009, Seeley was an owner, officer, and director of AVF, Inc., d/b/a Alden View Funding, a Utah corporation, and from at least July 2007 through July 2010, Seeley was also the co-owner, president, and chief financial officer of AV Funding, LLC d/b/a Alden View Funding, a Utah limited liability company. From approximately May 2006 through January 2009, Seeley sold promissory notes through AVF, Inc. and AV Funding, LLC and during this time, made use of the mails or means or instrumentalities of

interstate commerce to effect transactions in or to induce or attempt to induce the purchase or sale of securities without being registered in accordance with Section 15(b) of the Exchange Act.

B. ENTRY OF THE INJUNCTION

3. On February 13, 2013, a final judgment was entered against Respondent, permanently enjoining him 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. Seeley and Justin G. Dickson, Civil Action Number 2:11-cv-00907-CW, in the United States District Court for the District of Utah.

4. The Commission’s complaint alleged that, from at least July 2006 through January 2009, Seeley offered and sold securities of AVF, Inc. and AV Funding, LLC and, in connection with the offer and sale of such securities, Seeley made material misrepresentations and omissions to investors regarding, among other things, the track record of AVF, Inc.’s and AV Funding, LLC’s borrowers in repaying loans, the total amount of funds loaned, the collateral obtained in connection with borrower loans, and AVF, Inc.’s and AV Funding, LLC’s due diligence in making loans to borrowers. The complaint also alleged that Seeley acted as an unregistered broker and offered and sold unregistered securities.

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 personally or by certified mail.

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.

Elizabeth M. Murphy
Secretary