

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 4644 / February 7, 2017**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-17829**

**In the Matter of**

**GREGG D. CAPLITZ,**

**Respondent.**

**ORDER INSTITUTING**  
**ADMINISTRATIVE PROCEEDINGS**  
**PURSUANT TO SECTION 203(f) OF THE**  
**INVESTMENT ADVISERS ACT OF 1940,**  
**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 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Gregg D. Caplitz (“Respondent” or “Caplitz”).

**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, Respondent admits the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in paragraph III.2 below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 203(f) of the Advisers Act, 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. Gregg D. Caplitz was a licensed Certified Financial Planner, and was the Chief Compliance Officer of Insight Onsite Strategic Management, LLC (“Insight Onsite”), an investment adviser that was registered with the Commission. Caplitz has long been in the business of selling life insurance and private placement investment products to his investment advisory clients.

Caplitz, 57 years old, is presently incarcerated at the Federal Medical Center Devens, in Ayer, Massachusetts and is formerly a resident of Wilmington, Massachusetts.

2. On April 3, 2014, Caplitz pled guilty to one count of conspiracy in violation of Title 18 of the United States Code, Section 371, one count of investment adviser fraud in violation of Title 15 of the United States Code, Section 80b-6 and -17, one count of making a false filing with the SEC in violation of Title 15 of the United States Code, Section 78ff, and four counts of wire fraud in violation of Title 18 of the United States Code, Section 1343, before the United States District Court for the District of Massachusetts, in United States v. Gregg D. Caplitz, Criminal Case No. 12-10015-WGY. On May 17, 2016, he was sentenced to three and a half years in prison and ordered to pay restitution in the amount of \$1.89 million.

3. The counts of the criminal indictment to which Caplitz pled guilty alleged, inter alia, that Caplitz fraudulently induced clients to entrust their savings, investments and other funds to him by falsely representing that those funds would be invested and managed for the clients' benefit, but instead he diverted some of those funds to his and others' uses and then tried to lull his clients into allowing him to continue to control the clients' investments. The indictment also alleged that Caplitz conspired to file false Uniform Applications for Investment Adviser Registration ("Form ADVs") with the Commission.

#### 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 203(f) of the Advisers Act that Respondent Caplitz 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.

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