

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

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 4693 / April 27, 2017**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-17946**

**In the Matter of**

**YUL L. PINTO AYALA,**

**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 Yul L. Pinto Ayala (“Pinto” 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, Respondent admits the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III below and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 203(f) of the Investment Advisers Act of 1940, 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:

#### A. RESPONDENT

1. Pinto, age 41, was a resident of Miami Beach, Florida. Between May 2005 and approximately May 2014, he was President and sole director of York Kingdom International, Inc. ("York Kingdom") and the Vice President of Great Financial Consultants, L.C. ("Great Financial"). During the relevant period, York Kingdom and Great Financial both held themselves out as, and acted as investment advisers, but were not registered with the Commission in any capacity. During the relevant time period, Pinto himself also acted as an investment adviser, although he was not registered as such.

#### B. RESPONDENT'S CRIMINAL CONVICTION

2. On August 26, 2016, Pinto pled guilty to one count of conspiracy to commit securities fraud, in violation of Title 15, United States Code, Sections 78j(b), and Title 17, Code of Federal Regulations, Section 240.10b-5, all in violation of Title 18, United States Code, Section 371, before the United States District Court for the Southern District of Florida, in *United States v. Yul L. Pinto*, Case No. 16-CR-20590-Cohn/Seltzer (S.D. Fla. Aug. 26, 2016). On November 4, 2016, a judgment in the criminal case was entered against Pinto. He was sentenced to a prison term of 42 months followed by three years of supervised release. On December 22, 2016, he was also ordered to pay restitution totaling \$3,501,051.99.

3. The single count of the criminal information to which Pinto pleaded guilty alleged, and Pinto admitted in a plea agreement, among other things, that from approximately February 2009 through January 2014, he, in his roles with York Kingdom and Great Financial, offered for sale to investors in Florida, Texas, Venezuela, and elsewhere, investment trusts, or purported shares or units in such trusts. Respondent falsely promised investors high rates of return, that profits could be taken out at any time, and that funds would be placed in specific investments or categories of investments. Instead of investing client funds as represented, Respondent, together with a co-conspirator, used most of the \$2.2 million raised from investors to pay for, among other things, goods and services for themselves, including several luxury automobiles, and living expenses.

### 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 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