

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940
Release No. 4941 / June 14, 2018

ADMINISTRATIVE PROCEEDING
File No. 3-18541

In the Matter of

WILLIAM JORDAN,

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 William Jordan (“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, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings and the findings contained in paragraph B.2 below, which are admitted, Respondent 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:

1. Jordan was the president of William Jordan Investments, Inc. ("WJI") and the principal of WJA Asset Management, LLC from at least 2011 until he transferred control of them to a third-party chief restructuring officer in May 2017. Jordan also owns both WJI and WJA Asset Management. WJI was registered as an investment adviser with the State of California from August 2007 to August 2017. WJA Asset Management is the manager for approximately 30 private funds formed by Jordan. Jordan is not registered with the Commission but was previously registered with FINRA. He has a disciplinary history; in July 2012, FINRA suspended him for three months from associating with any FINRA registered broker-dealer and ordered payment of disgorgement of \$6,300 and a fine of \$15,000 for selling private placement bonds to firm customers without undertaking adequate due diligence or obtaining the firm's written approval. Jordan filed Forms ADV with the State of California. Jordan, 45 years old, is a resident of San Juan Capistrano, California.

2. On June 7, 2018, a final judgment was entered by consent against Jordan, permanently enjoining him from future violations of Section 17(a) of the Securities Act of 1933 ("Securities Act"), Section 10(b) of the Exchange Act of 1934 ("Exchange Act") and Rule 10b-5 thereunder, and Sections 206(1) and 206(2) of the Advisers Act, in the civil action entitled Securities and Exchange Commission v. William M. Jordan, Civil Action Case Number 8:18-cv-00852-DOC-MRW, in the United States District Court for the Central District of California.

3. The Commission's complaint alleged that, in connection with the sale of limited liability company interests and promissory notes to advisory clients, Jordan misrepresented the use of investor proceeds, overstated asset values, paid excessive management fees and bonuses, failed to conduct audits or reviews of the funds' financial statements as required by the offering documents, had undisclosed conflicts of interest, and otherwise engaged in a variety of conduct which operated as a fraud and deceit on investors.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Jordan's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 203(f) of the Advisers Act, that Respondent Jordan be, and hereby is barred from association with any investment adviser, broker, dealer, 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