

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 86860 / September 4, 2019**

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 5339 / September 4, 2019**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-19414**

**In the Matter of**

**ERIC LARSON  
SAMPSON,**

**Respondent.**

**ORDER INSTITUTING  
ADMINISTRATIVE PROCEEDINGS  
PURSUANT TO SECTION 15(b) OF THE  
SECURITIES EXCHANGE ACT OF 1934 AND  
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 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Eric Larson Sampson (“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 paragraphs III.2 below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934 and 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. Sampson, age 45, resides in Washington, Utah. From 2008 until September 1, 2016, Sampson was the owner and president of My Investment Advisor, Inc., a Utah-registered investment adviser located in St. George, Utah (“My IA”). Sampson was registered as an investment adviser representative, holding the Series 6, 63 and 65 licenses. Up until the end of 2012, Sampson was a registered representative associated with broker-dealers registered with the Commission.

2. On February 7, 2018 Sampson pled guilty to one count of securities fraud, 15 U.S.C. § 78j(b), 17 C.F.R. § 240.10b-5, before the U.S. District Court for the Central District of Utah. Sampson has undertaken to pay back his victims’ losses in this matter, which total approximately \$6.5 million. To date, he has paid back approximately \$4 million of this amount. Sampson’s sentencing has been delayed in order to give him an opportunity to liquidate additional assets and pay back the remainder of the victim losses.

3. The counts of the criminal information to which Sampson pled guilty alleged, inter alia, that he made material misrepresentations, and omitted to disclose material facts, in the course of soliciting investment funds from his existing clients at My IA beginning in approximately 2010 and continuing until approximately 2016. Sampson told these clients he would invest their funds through My IA in other personal businesses he controlled. Instead, he transferred the funds directly to his other personal businesses. Sampson also used the client funds for other purposes without their knowledge, including paying back other My IA clients, making loans to third parties, and for other personal purposes.

### IV.

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

Accordingly, it is hereby ORDERED, pursuant to Section 15(b)(6) of the Advisers Act, and 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; and

pursuant to Section 15(b)(6) of the Exchange Act, Respondent be, and hereby is, barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by 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.

Vanessa A. Countryman  
Secretary