

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

INVESTMENT ADVISERS ACT OF 1940

Release No. 5524 / June 17, 2020

**ADMINISTRATIVE PROCEEDING
File No. 3-19828**

In the Matter of

SULTAN S. ISSA,

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 Sultan S. Issa (“Issa” 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 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. Issa, age 46, resides in Hinsdale, IL and, through his corporation, Falcon Capital Ventures, Inc. (“FCVI”), acted as manager of SR Trading Group, LLC (“SR Trading”), an unregistered investment adviser of which FCVI was the sole principal.

2. On January 10, 2020, Issa pled guilty to one count of wire fraud affecting a financial institution, in violation of Title 18 United States Code, Section 1343, before the United States District Court for the Northern District of Illinois, in United States v. Sultan Issa, Crim. Information No. 19-CR-0097, and judgment in the criminal case was entered against him that same day.

3. The count of the criminal information to which Issa pled guilty alleged, inter alia, that, as part of a criminal scheme that began no later than 2009 and continued through at least October 2017, Issa fraudulently misappropriated approximately \$8,800,000 from individual investors whom he had solicited by representing that he would trade their investment funds, when in fact he intended to and did use the funds to benefit himself and his business entities and to conceal his ongoing fraud against a family office that employed him as its chief financial officer, and that Issa knowingly created and provided to such individual investors and their families fraudulent account statements and correspondence, which falsely represented the status of investment portfolios of investors, including their performance and rate of return, and that, for the purpose of executing the above described scheme, he knowingly caused to be transmitted in interstate commerce a wire transfer from one financial institution account to another.

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 Issa 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, compliance with the Commission's order and payment of any or all of the following: (a) any disgorgement amounts ordered against the Respondent for which the Commission waived payment; (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