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Secretary of State
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**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

IN THE MATTER OF:)

William Luvisi and)

Senior Consultants Inc.)

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File No. 2000001

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NOTICE OF HEARING

TO THE RESPONDENTS: Senior Consultants Inc.
6300 Murifield Dr.
Gurnee, IL 60031

William Luvisi
6300 Murifield Dr.
Gurnee, IL 60031

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 421 E. Capitol Ave., 2ND Floor, Springfield, Illinois, 62701, on **May 4, 2021**, at **10:00 a.m.**, or as soon as possible thereafter, before Hearing Officer John Gabala, or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an Order should be entered against **William Luvisi** individually and as President of **Senior Consultants Inc.** (collectively, the "Respondents"), be required to pay a monetary fine in the maximum amount pursuant to Section 11.E(4) of the Act and granting such other relief as may be authorized under the Act.

The grounds for such proposed action are as follows:

BACKGROUND

1. Respondent William Luvisi ("Luvisi") is an individual and resident of Illinois residing at 6300 Murifield Dr. Gurnee, Illinois 60031.
2. Respondent Senior Consultants Inc. ("Senior Consultants") has been registered as an Illinois Corporation since October 5, 1987, with its office located at 6300 Murifield Dr. Gurnee, Illinois 60031.
3. At all relevant times herein, William Luvisi acted as the President of Senior Consultants, Inc.
4. Complainant A is a resident of Illinois and has been at all times relevant to this action.
5. Complainant A and Respondent Luvisi were acquainted due to a prior business transaction.
6. In July 2013, Respondent Luvisi began soliciting Complainant A to buy life insurance. It was at this time that Respondent Luvisi began offering unsolicited financial advice and held himself out as a financial advisor.
7. Respondent Luvisi began sending literature to Complainant A, which discussed how much money it takes to raise a child with special needs and how many millions of dollars a child will need throughout their life and after the parents are no longer living.
8. Respondent Luvisi then began sending Complainant A information about Indexed Universal Life Insurance ("IUL"). He stated that, "Indexed Universal Life Insurance does not crash even if the stock market crashes and the death benefit is guaranteed." He also claimed that he had data "to prove how his 401k would be blown away in comparison to IUL."
9. From August 2013, through December 2013, Respondent Luvisi repeatedly and aggressively contacted Complainant A and advised him of the benefits of moving all of his and his wife's

401k funds to Indexed Life Insurance Policies. Respondent Luvisi sent numerous emails, which included illustrations that compared IULs to expected returns for their 401k accounts which consisted mainly of securities. It was during this time that Respondent Luvisi claimed on several occasions that he was a "financial advisor."

10. Eventually, and upon Respondent Luvisi's recommendation and direction, Complainant A liquidated most of the securities within his and his wife's 401k holdings.
11. Additionally, Respondent Luvisi recommended the purchase of two IUL policies using the proceeds from the sale of his and his wife's 401ks.
12. Respondents Senior Consultants and Luvisi maintain a website www.seniorconsultants.net where Respondents state that they are a "professional financial services firm," and "a complete financial services company." The site also states that they, "design, deliver and implement unique professional financial planning strategies for each of our clients."
13. Under Respondent Luvisi's President Profile, it states he "utilizes disciplined financial planning processes that help protect the lifestyle that you have worked so hard to achieve."

COUNT I

FAILURE TO REGISTER AS AN INVESTMENT ADVISOR

As to Respondent Senior Consultants

14. Paragraphs 1 through 13 are incorporated by reference.
15. Pursuant to Section 2.11. of the Illinois Securities Law of 1953 [815 ILCS 5/1 et. seq.] (the "Act"), "Investment advisor" means any person, who for compensation, engages in this State in the business of advising others, who directly or through publications or writings, as to the value of securities or as to the advisability of investing in, purchasing, or of selling securities or who, in this State for direct or indirect compensation and as part of a regular advisory business, issues or promulgates analyses or reports concerning securities or any financial planner or other person who, as an integral component of other financially related services, provides the foregoing investment advisory services to

- others for compensation and as a part of a business or who holds himself or herself out as providing the foregoing investment advisory services to others for compensation.
16. Section 8.A of the Act states *inter alia* that every dealer, salesperson, investment adviser, and investment adviser representative shall be registered as such with the Secretary of State.
 17. Section 12.C of the Act states *inter alia* that it shall be a violation of the provisions of this Act for any person to act as a dealer, salesperson, investment adviser, or investment advisor representative, unless registered as such, where such registration is required, under the provisions of this Act.
 18. At all times relevant, Respondent Senior Consultants was not and never was registered to offer or sell securities, or provide financial advisory services in the State of Illinois.
 19. Section 12.D of the Act states *inter alia* that it shall be a violation of the provisions of this Act for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of this Act or any rule or regulation made by the Secretary of State pursuant to this Act or to fail to comply with the terms of any order of the Secretary of State issued pursuant to Section 11 hereof.
 20. By virtue of the foregoing, Respondent Senior Consultants violated Sections 8A, 12.C, and 12.D of the Act.

COUNT II

**FAILURE TO REGISTER AS AN INVESTMENT ADVISOR
REPRESENTATIVE**

As to Respondent William Luvisi

21. Paragraphs 1 through 20 are incorporated by reference.

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22. Pursuant to Section 2.12b. of the Illinois Securities Law of 1953 [815 ILCS 5/1 et. seq.] (the "Act"), "Investment advisor representative " means, with respect to an investment advisor who is required to register under this Act, any partner, officer, director of (or a person occupying a similar status or performing similar functions), or other natural person employed by or associated with an investment advisor, except clerical or ministerial personnel, who in this State:
 1. Makes any recommendations or otherwise renders advice regarding securities;
 2. Solicits, refers, offers, negotiates for the sale of, or sells, investment advisory services.
23. Section 8.A of the Act states *inter alia* that every dealer, salesperson, investment adviser, and investment adviser representative shall be registered as such with the Secretary of State.
24. Section 12.C of the Act states *inter alia* that it shall be a violation of the provisions of this Act for any person to act as a dealer, salesperson, investment adviser, or investment adviser representative, unless registered as such, where such registration is required, under the provisions of this Act.
25. At all times relevant, Respondent Luvisi was not and never was registered to offer or sell securities, or provide financial advisory services in the State of Illinois.
26. Section 12.D of the Act states *inter alia* that it shall be a violation of the provisions of this Act for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of this Act or any rule or regulation made by the Secretary of State pursuant to this Act or to fail to comply with the terms of any order of the Secretary of State issued pursuant to Section 11 hereof.
27. By virtue of the foregoing, Respondent Luvisi violated Sections 8A, 12.C, and 12.D of the Act.

COUNT III
UNSUITABLE RECOMMENDATIONS INCONSISTENT WITH
FINANCIAL OBJECTIVES

As to Respondent William Luvisi on behalf of Respondent Senior Consultants

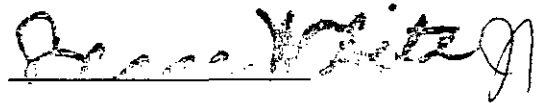
28. Paragraphs 1 through 27 are incorporated by reference.
29. At the time Respondent Luvisi was soliciting Complainant A to purchase life insurance, Complainant A was forty years old. Complainant A's goal was to ensure that his special needs child had financial resources for a lifetime of care. Therefore, Complainant A needed a permanent death benefit and a permanent need for long-term savings.
30. The policy Respondent Luvisi directed Complainant A to purchase was unsuitable for someone with his goals, needs and income. When Respondent Luvisi was attempting to persuade Complainant A to liquidate his and his wife's 401ks, Respondent Luvisi highly touted a policy with a \$3 million death benefit. However, the illustrations Respondent Luvisi provided for this particular policy recommended only a minimum premium of \$2,000 per month. Not only was the monthly premium insufficient to fund the \$3 million death benefit for life, but due to the minimal premium, the policy had a negative rate of return for the first twenty years. Consequently, the death benefit would lapse at the age of sixty.
31. Although Respondent Luvisi knew, or should have known of the risks associated with this particular Indexed Universal Life Insurance Policy, Respondent Luvisi conveyed to Complainant A that IULs had very little risk and were suitable for his financial needs.
32. Section 12.J of the Act states that when acting as an investment advisor, investment advisor representative, or federally covered investment advisor, by any means or instrumentality, directly or indirectly:
 1. To employ any device, scheme or artifice to defraud any client or prospective client;

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2. To engage in any transaction, practice, or course of business which operates as a fraud or deceit upon any client or prospective client; or
 3. To engage in any act, practice, or course of business which is fraudulent, deceptive or manipulative. The Secretary of State shall for the purposes of this paragraph (3), by rules and regulations, define and prescribe means reasonably designed to prevent such acts, practices, and courses of business as are fraudulent, deceptive, or manipulative.
33. By virtue of the foregoing, Respondent has violated Section 12.J of the Act.

ENTERED: This 12th day of March 2021.



JESSE WHITE
Secretary of State
State of Illinois

You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 111. Adm. Code 130) (the "Rules"), to file an answer to the allegations outlined above within thirty (30) days of the receipt of this notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of Hearing.

Furthermore, you may be requested by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default, unless any Respondent has upon due notice moved for and obtained a continuance.

The Rules, promulgated under the Act and pertaining to Hearings held by the Office of the Secretary of State, Securities Department, may be viewed online at <http://www.cyberdriveIllinois.com/departments/lawrules.html>

Delivery of Notice to the designated representative of any Respondent constitutes service upon such Respondent.

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