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JUN 30 2015

STATE OF NEW HAMPSHIRE
BUREAU OF SECURITIES REGULATION
DEPARTMENT OF STATE
25 CAPITOL STREET
CONCORD, NH 03301

NEW HAMPSHIRE BUREAU
OF SECURITIES REGULATION

CONSENT ORDER
IN THE MATTER OF:

Halliday Financial
INV2015-0014

I. For purposes of settling the above-referenced matter and in lieu of further administrative proceedings, Halliday Financial (hereinafter referred to as "HF") has submitted an offer of settlement, which the Bureau of Securities Regulation, Department of State, State of New Hampshire (hereinafter referred to as "the Bureau") has determined to accept. Respondent does hereby consent to following findings, conclusions, undertakings and sanctions:

STATEMENT OF FACTS

- #5000.
1. HF is a broker-dealer with an address on record of 725 Glen Cove Avenue, Glen Head, New York 11545. HF is not licensed as a broker-dealer in New Hampshire. HF's CRD number is 31741 and SEC number is 8-45529.

N.H. DEPT. OF STATE
BUREAU OF SECURITIES
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HF has one New Hampshire client in Dunbarton, New Hampshire and has been transacting broker-dealer business with that client at least since 2012.

THE LAW

1. Pursuant to RSA 421-B:6, it is unlawful for any broker-dealer to conduct brokerage business in this state unless such person is licensed. HF violated this provision.
2. Pursuant to RSA 421-B:26,III, any person who, either knowingly or negligently, violates any provisions of this chapter may, upon hearing, and in addition to any other penalty provided for by law, be subject to such suspension, revocation or denial of any registration or license, or an administrative fine not to exceed \$2,500, or both. Each of the acts specified shall constitute a separate violation. HF is subject to a fine under this section.

II. In view of the foregoing, the Respondent agrees to the following undertaking and

sanctions:

1. Respondent agrees that that they have voluntarily consented to the entry of this Order and represent and aver that no employee or representative of the Bureau has made any promise, representation or threat to induce their execution.
2. Respondent agrees to waive its right to an administrative hearing and any appeal therein under this chapter.
3. Within 10 days of the execution of this order , Respondent agrees to pay an administrative fine in the amount of Five Thousand Dollars (\$5000) to the State of New Hampshire. Payment shall be made by 1) United States postal money order, certified check, bank cashier's check, or bank money order; 2) made payable to the State of New Hampshire; and 3) hand-delivered or mailed to the Bureau of Securities Regulation, Department of State, State House, Room 204, Concord, New Hampshire, 03301.
4. Respondent agrees that this Order is entered into for purposes of resolving only the matter as described herein. This order shall have no collateral estoppel effect in any other lawsuit, proceeding, or action, not described herein. Likewise, this order shall not be construed to restrict the Bureau's right to initiate an administrative investigation or proceeding relative to conduct by Respondent which the Bureau has no knowledge at the time of the date of final entry of this order.
5. Respondent may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any allegation in this consent order or create the impression that the consent order is without factual basis. Nothing in this provision affects Respondent's testimonial obligations or right to take legal positions in litigation in which the State of New Hampshire is not a party.

III. Based on the foregoing, the Bureau deems it appropriate and in the public interest to accept and enter into this Order. **THEREFORE, IT IS HEREBY ORDERED THAT:**

1. Respondent pay an administrative fine in the amount of Five Thousand Dollars (\$5000) as stated above.
3. Respondent complies with the above-referenced undertakings.

Executed this 25 day of June, 2015.

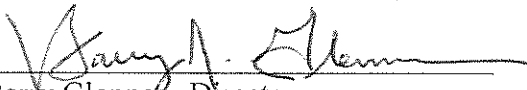


on behalf of HF

(Please print name below:

Facuel Piro

Entered this 1st day of July, 2015.



Barry Glennon, Director
Bureau of Securities Regulation