STATE OF ALABAMA
ALABAMA SECURITIES COMMISSION

IN THE MATTER OF:	)	
	)	
JOSEPH P. BEDINGFIELD JR.	)	
	)	**ADMINISTRATIVE ORDER**
	)	**NO. CD 2018- 0002**
RESPONDENT	)	

CEASE AND DESIST ORDER

The Alabama Securities Commission ("Commission"), having the authority to administer and provide for the enforcement of all provisions of Title 8, Chapter 6, Code of Alabama 1975, the Alabama Securities Act ("Act"), upon due consideration of the subject matter hereof, and having confirmed information of the offers for sale and/or sale of securities into, within or from the state of Alabama, has determined as follows:

RESPONDENT

1. **JOSEPH P. BEDINGFIELD JR. ("BEDINGFIELD")** CRD# 2738827, was registered as an investment adviser representative with Bedingfield Financial Planning, LLC, CRD# 133087, from September 2004 to December 2012, with a principal business address of 13 Office Park Circle, Suite 5, Birmingham, Alabama 35223. **BEDINGFIELD** was also registered as an investment adviser representative with Longview Financial Advisors, Inc., CRD# 12251, from February 2014 to August 2014, with a principal business address of 2430 L&N Drive, Suite A, Huntsville, Alabama 35801. **BEDINGFIELD** has a current residential address at 49 Cherokee Hills East, Tuscaloosa, Alabama 35404.

STATEMENT OF FACTS

2. On August 23, 2017, the Commission staff reviewed records that were obtained during a routine books and records examination of an Alabama state Registered Investment Advisor firm.

Based on the review of the Registered Investment Advisor's books and records, the registered representative of the firm recommended **BEDINGFIELD** to one of his clients for financial planning services in December 2016. The Commission staff contacted the registered representative on August 23, 2017 to discuss **BEDINGFIELD**. The registered representative informed the Commission staff that **BEDINGFIELD** provided financial planning services to two ("Client One" and "Client Two") of his asset management clients.

3. On August 24, 2017, the Commission staff contacted Client One. Client One said that **BEDINGFIELD** has continuously provided financial planning services to them since 2010. Client One provided the Commission staff with several email communications that were exchanged with **BEDINGFIELD** that indicate financial planning services were provided by **BEDINGFIELD**. Additionally, Client One provided the Commission staff with copies of checks that Client One paid to **BEDINGFIELD** for "Retainer Fees". Client One paid **BEDINGFIELD** the following amounts since January 2013: $925.00 in March 2013, $450.00 in February 2014, $675.00 in April 2015, $200.00 in November 2015, $200.00 in June 2016, $200.00 in November 2016 and $200.00 in May 2017.

4. On August 28, 2017, the Commission staff contacted Client Two. Client Two said that their asset manager referred them to **BEDINGFIELD** in 2012 to develop a financial plan. Client Two has paid **BEDINGFIELD** $300.00 in 2016 and 2017 for "Retainer Fees". Client Two stated that in 2017 **BEDINGFIELD** provided buy/sell advice on securities that Client Two held outside of his managed account.

5. A review of the records of the Registration Division of the Commission, conducted on September 12, 2017, revealed that **BEDINGFIELD** was registered as an Investment Advisor Representative with Bedingfield Financial Planning, LLC from November 10, 2004 through December 31, 2012. **BEDINGFIELD** was not registered in any capacity from January 2013 to February 2014. **BEDINGFIELD** was registered as an Investment Advisor Representative with Longview Financial Advisors, Inc. from March 6, 2014 through August 8, 2014. **BEDINGFIELD** has not been registered in any capacity since August 8, 2014.

CONCLUSIONS OF LAW

6. Pursuant to Section 8-6-2(18), Code of Alabama 1975, an Investment Adviser is any person who, for compensation, advises others, either directly or indirectly, as to the value of, or the advisability of investing in securities. "Investment adviser" includes financial planners and other persons who, as an integral component of other financially related services, provide investment advisory services to others for compensation. **BEDINGFIELD** provided financial planning and other investment advisory services to clients in Alabama, received compensation for the services provided and is an investment adviser under the Act.

7. Pursuant to Section 8-6-3(b), Code of Alabama 1975, it is unlawful for any person to transact business in this state as an investment adviser or as an investment adviser representative unless the person is registered under the Act, is a federally registered investment adviser, or is subject to a perfected exemption from registration. **BEDINGFIELD** provided investment advisory services in Alabama while not registered or subject to a perfected exemption from registration in violation of the Act.

This Order is appropriate in the public interest for the protection of investors and consistent with the purposes of the Alabama Securities Act.

This Order does not prevent the Commission from seeking such other civil or criminal remedies that may be available to it under the Alabama Securities Act.

Additionally, if the allegations set forth herein are found to be true, through either administrative adjudication, failure of the **RESPONDENT** to make a timely request for an informal hearing, or default of the **RESPONDENT**, it is the intention of the Commission to impose sanctions upon the **RESPONDENT**. Such sanctions may include, inter alia, an administrative assessment imposed on **RESPONDENT**, an additional administrative assessment for investigative costs arising from the investigation of the violation(s) described herein against **RESPONDENT**, and a permanent order to bar **RESPONDENT** from participation in any securities related industry in the State of Alabama.

ACCORDINGLY, IT IS HEREBY ORDERED that **RESPONDENT** immediately **CEASE AND DESIST** from further unregistered activity, within or from the State of Alabama.

Entered at Montgomery, AL, this 10th day of April, 2018.

ALABAMA SECURITIES COMMISSION
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(334) 242-2984
BY:

Edwin L. Reed
Deputy Director