

STATE OF ALABAMA
ALABAMA SECURITIES COMMISSION

IN THE MATTER OF:)
)
GROVE FINANCIAL GROUP, INC) ADMINISTRATIVE ORDER
LEON MARTEZ GROVE III) NO. OV-2005-0003
)
RESPONDENTS)

ORDER TO VACATE

The Alabama Securities Commission ("Commission"), having the power to administer and provide for the enforcement of all provisions of Title 8, Chapter 6, Code of Alabama 1975, the Alabama Securities 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:

RESPONDENTS

1. Grove Financial Group, Inc. ("GFGI") is an Alabama corporation, with a business address of 6353 Piccadilly Square Drive, Mobile, AL 36609.
2. Leon Martez Grove, III ("GROVE") is the incorporator, registered agent and sole director of GFGI with a business address of 6353 Piccadilly Square Drive, Mobile, AL 36609.

STATEMENT OF FACTS

3. The Commission has information disclosing that on or about January 19, 2005, the following advertisement appeared in the Mobile Register newspaper in Mobile, Alabama:

IMMEDIATE 10% RETURN
On All CD, IRA & 401K Rollovers
Call Today.
Leon Grove, CSA
(Certified Senior Advisor)
6353 Piccadilly Square Drive
Mobile, Alabama 36609
343-0037 or Toll Free 866-654-3334
GROVE FINANCIAL GROUP, INC.

4. A review of Commission registration files discloses that GFGI is not registered as an Investment Advisor in the state of Alabama. A review of Commission registration files discloses that GROVE is not registered as a Securities Dealer, Agent, or Investment Advisor Representative in the state of Alabama.
5. Information received from the Alabama Department of Insurance indicates that GROVE is a licensed insurance agent authorized to sell insurance in the State of Alabama.
6. Based on the above, the COMMISSION issued Cease and Desist Order (C & D Order), CD-2005-0003, on January 24, 2005.
7. In addition, the COMMISSION has determined that the verbiage contained in the January 19, 2005, Mobile Register advertisement, was provided by Game Plan Marketing (GPM), 300 Park Brooke Place, Suite 200, Woodstock, GA.
8. Information provided to the COMMISSION revealed that, at the time GROVE was initially contacted, GPM was a marketing company operating under contract with Allianz Life Insurance Company of North America (ALLIANZ). ALLIANZ had hired GPM to promote their insurance related products. More recently, GROVE has been informed that GPM has since merged or been acquired by ALLIANZ, and is now an in house marketing arm of the company.

9. According to GROVE, the 10% rate of return referenced in the advertisement was for three annuity products offered by ALLIANZ. The products were BonusDex Elite™ Annuity, 10% Bonus PowerDex Elite™ Annuity, and MatsterDex 10 Annuity. GROVE claims that the three annuity products provided clients with a 10% initial premium bonus when they signed the annuity contract.

10. GROVE stated that he has approximately 16-20 clients, who have annuity products in their portfolios. None of these persons became clients as a result of the marketing plan promoted by GPM, and were existing clients prior to the issuance of the COMMISSION's Cease and Desist Order, dated January 24, 2005.

11. A joint audit between the COMMISSION and the Alabama State Insurance Department found no evidence that GROVE violated any provisions of the Alabama Securities Act referenced in the COMMISSION's Cease and Desist Order, dated January 24, 2005 or State Insurance Regulations.

12. No evidence was found to indicate that any securities products were sold as a result of the running of the GPM advertisement.

13. Prior to his initial dealings with GPM, GROVE did not engage in any cold calling or in any type of advertising. GROVE has asserted that his clients are obtained through contacts at Chamber of Commerce functions, referrals, and church associations.

14. Based upon good cause shown, the Cease and Desist Order, Administrative Order No. CD-2005-0003, issued to RESPONDENT GFGI and RESPONDENT GROVE on January 24, 2005, is hereby vacated.

Entered at Montgomery, Alabama, this 1st day of May, 2006.

ALABAMA SECURITIES COMMISSION
770 Washington Avenue, Suite 570
Montgomery, AL 36130-4700
(334) 242-2984

BY:

JOSEPH P. BORG
Director

