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	Y Contraction of the second	٢
1 2	a corporation, also d/b/a U.S. Foreclosure Relief, Inc., Lighthouse Services, and California Foreclosure	
3	Specialists,	
4	H.E. SERVICING, INC., a corporation,	
5	CRESIDIS LEGAL, A	
6 7	PROFESSIONAL CORPORATION, a corporation, also d/b/a Homeowners Legal Assistance and f/k/a Citadel Legal, A Professional Corporation,	
8	GEORGE ESCALANTE, individually	
9	and as an officer of US FORECLOSURE RELIEF CORP. and	
10	of H.E. SERVICING, INC.,	
11	CESAR LOPEZ, individually and also trading and doing business as H.E.	
12	Service Company,	
13 14	ADRIAN POMERY, ESQ., individually and also trading and doing business as Pomery & Associates, and	
15 16	BRANDON L. MORENO, ESQ., individually and as an officer of CRESIDIS LEGAL, A PROFESSIONAL CORPORATION,	
17	Defendants.	
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19	Plaintiffs, the Federal Trade Commission ("FTC" or "Commission"), the	
20	People of the State of California, and the State of Missouri, for their complaint	
21	allege:	
22	1. The FTC brings this action under Sections 13(b) and 19 of the Federal	
23	Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 53(b) and 57b, and the	
24	Telemarketing and Consumer Fraud Abuse Prevention Act ("Telemarketing Act"),	
25	15 U.S.C. §§ 6101-6108, to obtain temporary, preliminary, and permanent	
26	injunctive relief, rescission or reformation of contracts, restitution, disgorgement of	
27	ill-gotten monies, and other equitable relief for Defendants' acts or practices in	1
28	violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), and the FTC's Trade	
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1 Regulation Rule entitled "Telemarketing Sales Rule" ("TSR"), 16 C.F.R. Part 310.

The People of the State of California, by and through Edmund G. 2 2. Brown Jr., Attorney General of the State of California, brings this action under 3 Section 4(a) of the Telemarketing Act, 15 U.S.C. § 6103(a), and under the 4 California unfair competition law ("UCL") codified at California Business and 5 Professions Code § 17200 et seq., and false advertising law ("FAL") codified at 6 California Business and Professions Code § 17500 et seq., to obtain injunctive 7 relief, restitution, civil penalties, and other equitable relief for Defendants' illegal 8 acts or practices. 9

The State of Missouri brings this action, by and through its Attorney 10 3. General Chris Koster, pursuant to Section 407.100 of the Missouri Merchandising 11 Practices Act, Mo. Rev. Stat. to obtain permanent injunctive relief, restitution, civil 12 penalties and other equitable relief for Defendants' acts and practices in violation 13 of the anti-fraud provisions of the Missouri Merchandising Practices Act, Section 14 407.020 Mo. Rev. Stat., and for Defendants' acts and practices in violation of the 15 foreclosure consultants provisions of the Missouri Merchandising Practices Act, 16 Sections 407.935 to 407.943, Mo. Rev. Stat. 17

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JURISDICTION AND VENUE

19 4. This Court has subject matter jurisdiction pursuant to 28 U.S.C.
20 §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a), 53(b), 57b, 6102(c), 6103(a)
21 and 6105(b).

5. This Court has supplemental jurisdiction over Plaintiffs People of the
State of California and State of Missouri's claims pursuant to 28 U.S.C. § 1367.

24 6. Venue is proper in this District under 28 U.S.C. § 1391(b) and (c), and
25 15 U.S.C. § 53(b) and 6103(a).

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PLAINTIFFS

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7. The FTC is an independent agency of the United States Government
created by statute. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC

Act, 15 U.S.C. § 45(a), which prohibits unfair and deceptive acts or practices in or
 affecting commerce. The FTC also enforces the Telemarketing Act, 15 U.S.C.
 §§ 6101-6108. Pursuant to the Telemarketing Act, the FTC promulgated and
 enforces the TSR, 16 C.F.R. Part 310, which prohibits deceptive and abusive
 telemarketing acts and practices.

8. The FTC is authorized to initiate federal district court proceedings, by
its own attorneys, to enjoin violations of the FTC Act and the TSR, and to secure
such equitable relief as may be appropriate in each case, including restitution and
disgorgement. 15 U.S.C. §§ 53(b), 57b, 6102(c), and 6105(b).

The State of California is one of the fifty sovereign states of the 10 9. United States. The Attorney General is authorized to initiate federal district court 11 proceedings to enjoin telemarketing practices that violate the FTC's Telemarketing 12 Sales Rule, and in each such case, to obtain damages, restitution, and other 13 compensation on behalf of residents of the State of California, and to obtain such 14 further relief as the Court may deem appropriate. 15 U.S.C. § 6103(a). The 15 Attorney General also brings pendent or supplemental UCL and FAL claims in the 16 name of the People of the State of California to obtain injunctive relief, restitution, 17 civil penalties, and any such further relief as the Court may deem appropriate under 18 pendent or supplemental jurisdiction. 28 U.S.C. § 1367. 19

10. Plaintiff State of Missouri is one of fifty sovereign states of the United
States. The State of Missouri, through its Attorney General, is authorized to
initiate proceedings to enjoin violations of the Missouri Merchandising Practices
Act and to seek injunctions, restitution, civil penalties and other equitable relief as
the Court may deem appropriate. This Court has supplemental jurisdiction over
Plaintiff State of Missouri's claims under 28 U.S.C. § 1367.

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DEFENDANTS

27 11. Defendant US Foreclosure Relief Corp. ("US Foreclosure Relief" or
28 "USFR"), also doing business as U.S. Foreclosure Relief, Inc., Lighthouse

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Services, and California Foreclosure Specialists, is a California corporation with its
 principal place of business at 1010 West Chapman Avenue, Suite 200, Orange, CA
 92868. USFR transacts or has transacted business in this district and throughout
 the United States.

5 12. Defendant H.E. Servicing, Inc. ("H.E. Servicing") is a California
6 corporation with its principal place of business at 2125 East Katella Avenue, Suite
7 330, Anaheim, CA 92806. H.E. Servicing transacts or has transacted business in
8 this district and throughout the United States.

9 13. Defendant Cresidis Legal, a Professional Corporation ("Cresidis
10 Legal"), also doing business as Homeowners Legal Assistance and formerly
11 known as Citadel Legal, A Professional Corporation, is a California corporation
12 with its principal place of business at 302 N Tustin Avenue, Suite 201, Santa Ana,
13 CA 92705. Cresidis Legal transacts or has transacted business in this district and
14 throughout the United States.

14. Defendant George Escalante ("Escalante") is the owner and president
of US Foreclosure Relief and H.E. Servicing. At times material to this Complaint,
acting alone or in concert with others, he has formulated, directed, controlled, had
authority to control, or participated in the acts and practices set forth in this
Complaint. Defendant Escalante, in connection with the matters alleged herein,
transacts or has transacted business in this district and throughout the United
States.

15. Defendant Cesar Lopez ("Lopez") is an individual who trades and
does business as H.E. Service Company. H.E. Service Company is a sole
proprietorship with its principal place of business at 2125 East Katella Avenue,
Suite 330, Anaheim, CA 92806. At times material to this Complaint, acting alone
or in concert with others, Lopez has formulated, directed, controlled, had authority
to control, or participated in the acts and practices set forth in this Complaint.
Defendant Lopez, in connection with the matters alleged herein, transacts or has

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1 transacted business in this district and throughout the United States.

Defendant Adrian Pomery, Esq. ("Pomery") is an individual who 2 16. trades and does business as Pomery & Associates. Pomery & Associates is a sole 3 proprietorship with its principal place of business at 2050 West Chapman Avenue, 4 Suite 221, Orange, CA 92868. At times material to this Complaint, acting alone or 5 in concert with others, Pomery has formulated, directed, controlled, had authority 6 to control, or participated in the acts and practices set forth in this Complaint. 7 Defendant Pomery, in connection with the matters alleged herein, transacts or has 8 transacted business in this district and throughout the United States. 9

17. Defendant Brandon L. Moreno, Esq. ("Moreno") is the owner and
 president of Cresidis Legal. At times material to this Complaint, acting alone or in
 concert with others, Moreno has formulated, directed, controlled, had authority to
 control, or participated in the acts and practices set forth in this Complaint.
 Defendant Moreno, in connection with the matters alleged herein, transacts or has
 transacted business in this district and throughout the United States.

16 18. Since at least Spring 2008 until at least November 2008, acting alone
17 or in concert with others, US Foreclosure Relief advertised, marketed, offered for
18 sale, or sold loan modification and foreclosure rescue services to consumers
19 throughout the United States.

19. In or around December 2008, H.E. Service Company and Pomery &
 Associates took over the operation of US Foreclosure Relief. Since at least
 November 2008 to at least March 2009, H.E. Service Company and Pomery &
 Associates advertised, marketed, offered for sale, or sold loan modification and
 foreclosure rescue services to US Foreclosure Relief clients. They, acting alone or
 in concert with others, also advertised, marketed, offered for sale, or sold those
 same services to other consumers throughout the United States.

27 20. In or around April 2009, H.E. Servicing and Cresidis Legal took over 28 the operation of H.E. Service Company. Since that time, H.E. Servicing, Inc., and

Cresidis Legal, acting alone or in concert with others, advertised, marketed, offered
 for sale, or sold loan modification and foreclosure rescue services to consumers
 throughout the United States.

COMMERCE

5 21. At all times relevant to this Complaint, Defendants have maintained a
6 substantial course of trade in or affecting commerce, as "commerce" is defined in
7 Section 4 of the FTC Act, 15 U.S.C. § 44.

AVAILABILITY OF FREE LOAN MODIFICATION AND FORECLOSURE RELIEF SERVICES

Numerous mortgage lenders and servicers have instituted free 22. 10 programs to assist financially distressed homeowners by offering them the 11 opportunity to modify loans that have become unaffordable. Many of these "loan 12 modification" programs have expanded dramatically as lenders have increased 13 participation in the President's "Making Home Affordable" plan. Moreover, 14 numerous major mortgage lenders and servicers, non-profit and community-based 15 organizations, the federal government, and the news media have helped publicize 16 the availability of these free mortgage loan modification programs. Lenders often 17 notify consumers of the availability of these programs, or of consumers' eligibility, 18 through their "loss mitigation" departments. Defendants divert consumers from 19 these free programs and induce them to spend thousands of dollars on their 20 purported "Loss Mitigation Services." 21

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DEFENDANTS' BUSINESS PRACTICES

23 23. Defendants have advertised, marketed, offered for sale, and sold
24 purported home loan modification and foreclosure rescue services. Defendants
25 market their services to homeowners who are in financial distress and searching for
26 a loan modification.

27 24. At various times since Summer 2008, Defendants have made
28 outbound telemarketing calls to consumers, including to consumers on the National

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Do Not Call Registry. 1 At various times since Spring 2008, Defendants have advertised their 2 25. 3 loan modification services on various Internet websites, including 4 www.cafspecialists.com, www.stopforeclosuretogether.com, 5 www.pomerylaw.com, and www.homelegalassistance.com. The www.cafspecialists.com website has contained, among other 6 26. 7 things, the following statements: US Foreclosure Relief prides itself on upholding the highest 8 a. standards of business ethics and competitive greatness. US 9 Foreclosure Relief provides homeowners with peace of mind: 10 knowing that they have taken a proactive approach to control 11 their destiny. 12 13 b. **Proven Track Record** US Foreclosure Relief has created a proven track record in 14 creating successful coalitions with homeowners and lenders. 15 We have proven time and time again our ability to get the job 16 done - and do it well. 17 (Exhibit A) 18 The www.pomerylaw.com website has contained, among other things, 19 27. the following statements: 20 Losing your Home to Foreclosure? You have options, We can 21 a. help! 22 Pomery & Associates saves homes. Just call us and we can 23 b. help you stay in your home at a payment you can afford. 24 25 (Exhibit B) The www.homelegalassistance.com website has featured a seal with a 26 28. legal scale inside it and has contained, among other things, the following 27 28 statements: 8 First Amended Complaint

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1	a.	HOMEOWNERS LEGAL ASSISTANCE - Loan Modification
2		Services
3	b.	Now is the perfect opportunity to negotiate a livable mortgage
4		rate, have your loan modified and stop foreclosure on your
5		dream home. Take advantage of the government bailout money
6		given to YOUR lender to help YOU. Act now before it's too
7		late!
8	с.	Regardless of your current mortgage situation, Homeowners
9		Legal Assistance will strive to negotiate a reasonable mortgage
10		loan.
11	đ.	At Homeowners Legal Assistance, our mission and priority is
12		to provide homeowners in every city across America with an
13		ethical, affordable, and effective loss mitigation program to
14		avoid Foreclosures. Our vision is inspired by creating the
15		largest and most reputable loss mitigation law firm in the
16		country by providing client resolution and superior customer
17		service.
18	e.	You will find that the skill, professionalism, and consideration
19		we offer each client is a truly stress relieving and positive
20		experience for you and your loved ones.
21	f.	Our goal is to help you save your home!
22	g.	We pressure your bank to pay attention to your needs because
23		they know and trust us. We negotiate a significant number of
24		cases each month and use that leverage when negotiating cases.
25		We have brought together a knowledgeable team from loss
26		mitigation, collections, real estate and banking industries to
27		offer the most complete negotiation program available.
28	h.	We have rescued homeowners from foreclosure, adjustable
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mortgages, and lack of equity. Our proven track record gives 1 us credibility with your lender, and our significant volume of 2 cases gives us leverage when negotiating. Homeowners Legal 3 4 Assistance is the right law firm to help you through this 5 difficult time. (Exhibit C) 6 At various times since Spring 2008, Defendants have advertised 7 29. through radio advertisements, including but not limited to Exhibit D. That radio 8 advertisement contains the following statements: 9 Homeowners Legal Assistance would like to offer you a free, 10 a. no obligation consultation that will show you how to stop 11 foreclosure, reduce your interest rates, and save thousands on 12 your mortgage. Do not let this economic slowdown take your 13 home from you and your family. 14 Homeowners Legal Assistance is an attorney-based loan 15 b. modification firm that can negotiate the terms of your mortgage 16 so you can afford to live in and enjoy your home. 17 It does not matter how far behind you are on payment or what 18 c. your credit score is. Homeowners Legal Assistance is here to 19 listen and help. 20 21 (Exhibit D) Consumers have contacted Defendants by calling toll-free numbers 30. 22 provided in the Defendants' radio advertisements and on their websites and have 23 spoken to Defendants' representatives. 24 In numerous instances, during inbound and outbound telephone calls, 25 31. Defendants' representatives state to consumers that Defendants will stop any 26 foreclosure or sale date on the consumer's property, substantially lower the interest 27 rate on the consumer's home loan, change the interest rate on the consumer's home 28

loan from an adjustable rate to a fixed rate, substantially reduce the principal
 amount of the consumer's home loan, negotiate any late payments or fees, and
 substantially lower the consumer's monthly home loan payment.

32. In numerous instances, during inbound and outbound telephone calls,
Defendants' representatives tell consumers that Defendants have a success rate of
85 percent or greater, and that Defendants can obtain a loan modification for
consumers within a specified period of time, often no more than two months.

8 33. At various times since November 2008, during inbound and outbound 9 telephone calls, Defendants' representatives tell consumers that Defendants are an 10 attorney-based loan modification company and promise that an attorney will 11 negotiate the consumer's home loan with the lender.

34. In numerous instances, during inbound and outbound telephone calls,
Defendants' representatives tell consumers that, if they are not satisfied with the
company's service, they are entitled to a refund of the fees paid, minus a
processing fee.

16 35. In numerous instances, during inbound and outbound telephone calls,
17 Defendants' representatives advise consumers not to contact their lenders or
18 answer inquiries from their lenders. Defendants' representatives also tell some
19 consumers to stop paying their home loan while Defendants allegedly negotiate
20 with the consumers' lenders.

36. In numerous instances, Defendants require consumers to pay an
advance fee, typically \$1,800 to \$2,350, before Defendants render any service.

37. In numerous instances, Defendants fail to obtain the promised home
loan modifications that would make the consumers' loans more affordable.

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VIOLATIONS OF THE FTC ACT

38. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits "unfair or
deceptive acts or practices in or affecting commerce."

28 39. Misrepresentations or deceptive omissions of material fact constitute
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1	deceptive a	cts or	practices prohibited	l by Section 5(a)) of the FTC Act.	i
2				COUNT I		
3			False or Un	substantiated (Claims	
4			(By Plaintiff Fe	deral Trade Co	ommission)	
5	40.	In n	umerous instances i	n connection wi	th the advertising	g, marketing,
6	promotion,	offeri	ng for sale, or sale o	of loan modifica	tion or foreclosu	re rescue
7	services, D	efenda	ints have represente	d, directly or ind	directly, expressl	y or by
8	implication	, that:				
9		a.	Defendants will o	btain for consu	mers home loan 1	nodifications
10			that will make the	eir loans substan	tially more affor	dable;
11		b.	Defendants have	helped at least 8	5 percent of thei	r clients
12			obtain a home loa	an modification;		
13		c.	Defendants will g	give full or partia	al refunds to cons	sumers if
14			Defendants fail to	o obtain home lo	an modifications	; and
15		d.	Attorneys negotia	ate the terms of o	consumers' home	e loans with
16			lenders.			
17	41.	The	representations set	forth in Paragra	ph 40 of this Cor	nplaint are
18	false or we	re not	substantiated at the	time the represe	entations were ma	ade.
19	42.	The	efore, Defendants'	representations	as set forth in Pa	ragraph 40 of
20	this Compl	aint ar	e false or misleadin	g and constitute	deceptive acts of	r practices in
21	violation of	f Secti	on 5(a) of the FTC	Act, 15 U.S.C. §	§ 45(a).	
22	<u>v</u>	IOLA	TIONS OF THE	<u>FELEMARKE'</u>	<u>FING SALES R</u>	ULE
23			THE TELEMA	RKETING SAI	LES RULE	
24		AN	D THE NATIONA	L DO NOT CA	ALL REGISTR	Y
25	43.	Con	gress directed the F	TC to prescribe	rules prohibiting	abusive and
26	deceptive to	elemar	keting acts or pract	ices pursuant to	the Telemarketin	ng Act, 15
27	U.S.C. §§ 6	5101-6	108, in 1994. On A	August 16, 1995	, the FTC adopte	d the
28	Telemarket	ing Sa	les Rule (the "Orig	inal TSR"), 16 (C.F.R. Part 310, v	which became
	First Amen	ded C	omplaint	12		

effective on December 31, 1995. On January 29, 2003, the FTC amended the TSR
 by issuing a Statement of Basis and Purpose ("SBP") and the final amended
 Telemarketing Sales Rule (the "TSR"). 68 Fed. Reg. 4580, 4669.

4 44. Defendants are "sellers" or "telemarketers" engaged in 5 "telemarketing," as defined by the TSR, 16 C.F.R. § 310.2, as amended.

6 45. The TSR prohibits sellers and telemarketers from misrepresenting,
7 directly or by implication, in the sale of goods or services any material aspect of
8 the performance, efficacy, nature, or central characteristics of goods or services
9 that are the subject of a sales offer. 16 C.F.R. § 310.3(a)(2)(iii).

46. The TSR prohibits sellers and telemarketers from making any false or
misleading statement to induce any person to pay for goods or services. 16 C.F.R.
§ 310.3(a)(4).

47. Among other things, the TSR established a "do-not-call" registry,
maintained by the Commission (the "National Do Not Call Registry" or
"Registry"), of consumers who do not wish to receive certain types of
telemarketing calls. Consumers can register their telephone numbers on the
Registry without charge either through a toll-free telephone call or over the Internet
at donotcall.gov.

48. Consumers who receive telemarketing calls to their registered
numbers can complain of Registry violations the same way they registered, through
a toll-free telephone call or over the Internet at donotcall.gov, or by otherwise
contacting law enforcement authorities.

49. Since September 2, 2003, the FTC has allowed sellers, telemarketers,
and other permitted organizations to access the Registry over the Internet at
telemarketing.donotcall.gov, pay the required fees, and download the registered
numbers by area code.

50. Since October 17, 2003, sellers and telemarketers have been
prohibited from calling numbers on the Registry in violation of the TSR. 16

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1 C.F.R. § 310.4(b)(1)(iii)(B).

Since October 17, 2003, sellers and telemarketers generally have been 2 51. prohibited from calling any telephone number within a given area code unless the 3 seller first has paid the annual fee for access to the telephone numbers within that 4 area code that are included in the Registry. 16 C.F.R. § 310.8(a) and (b). There is 5 no charge for the first five area codes of data. Further, sellers or telemarketers 6 accessing the Registry may not participate in any arrangement to share the cost of 7 accessing the Registry, including an arrangement where one seller pays a fee and 8 accesses the Registry for other sellers, the other sellers do not pay fees to the 9 Registry, and the cost of accessing the Registry is thereby divided among the 10 11 various sellers. 16 C.F.R. 310.8(c).

52. Pursuant to Section 3(c) of the Telemarketing Act, 15 U.S.C. §
6102(c) and Section 18(d)(3) of the FTC Act, 15 U.S.C. § 57a(d)(3), a violation of
the TSR constitutes an unfair or deceptive act or practice in or affecting commerce,
in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

16 53. Pursuant to Section 6103(a) of the TSR, 15 U.S.C. § 6103(a), an
17 attorney general of any state is authorized to initiate a civil action in this Court to
18 enjoin a pattern or practice of violating the TSR and to obtain damages, restitution,
19 and other compensation on behalf of residents of that state, and to obtain such
20 further and other relief as the Court may deem appropriate.

COUNT II

Making False or Misleading Statements

(By Plaintiff Federal Trade Commission)

54. In numerous instances, in connection with the telemarketing of loan
modification or foreclosure rescue services, and to induce the purchase of loan
modification or foreclosure rescue services, Defendants have made false or
misleading representations that:

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a. Defendants will obtain for consumers home loan modifications First Amended Complaint 14

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1	that will make their loans substantially more affordable;
2	b. Defendants have helped at least 85 percent of their clients
3	obtain a home loan modification;
4	c. Defendants will give full or partial refunds to consumers if
5	Defendants fail to obtain home loan modifications; and
6	d. Attorneys negotiate the terms of consumers' home loans with
7	lenders.
8	55. Defendants' acts or practices, as alleged in Paragraph 54 of this
9	Complaint, violate Sections 310.3(a)(2)(iii) and (a)(4) of the TSR, 16 C.F.R. §
10	310.2(a)(2)(iii) and (a)(4).
11	COUNT III
12	Violations of the National Do Not Call Registry
13	(By Plaintiffs Federal Trade Commission and •
14	People of the State of California)
15	56. In numerous instances, in connection with the telemarketing of loan
16	modification or foreclosure rescue services, Defendants have engaged in or caused
17	others to engage in initiating an outbound telephone call to a person's telephone
18	number on the National Do Not Call Registry in violation of the TSR, 16 C.F.R. §
19	310.4(b)(1)(iii)(B).
20	COUNT IV
21	Failure to Pay National Registry Fees
22	(By Plaintiffs Federal Trade Commission and
23	People of the State of California)
24	57. In numerous instances, in connection with the telemarketing of loan
25	modification or foreclosure rescue services, Defendants have initiated or caused
26	others to initiate an outbound telephone call to a telephone number within a given
27	area code without the seller first paying, either directly or through another person,
28	the required annual fee for access to the telephone numbers within that area code
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that are included in the National Do Not Call Registry, in violation of the TSR, 16
 C.F.R. § 310.8.

CALIFORNIA LAW REGARDING ADVANCE FEES FOR FORECLOSURE CONSULTING

5 58. California Civil Code § 2945, et seq., regulates the activities of
6 mortgage foreclosure consultants in California. The purpose of the law is to
7 safeguard the public against deceit and to encourage fair dealing in the rendition of
8 foreclosure services.

9 59. California Civil Code § 2945.1, subdivision (a) defines a foreclosure
10 consultant as:

"[A]ny person who makes any solicitation, representation, or offer to any
[home] owner to perform for compensation or who, for compensation,
performs any service which the person in any manner represents will in any
manner do any of the following:

(1) Stop or postpone the foreclosure sale.

16 (2) Obtain any forbearance from any beneficiary or mortgage.

- 17 (3) Assist the owner to exercise the right of reinstatement provided in
 18 [Civil Code] Section 2924c.
- (4) Obtain any extension of the period within which the owner mayreinstate his or her obligation.
- (5) Obtain any waiver of an acceleration clause contained in any
 promissory note or contract secured by a deed of trust or mortgage on
 a residence in foreclosure or contained in any such deed of trust or
 mortgage.

(6) Assist the owner to obtain a loan or advance of funds.

26 (7) Avoid or ameliorate the impairment of the owner's credit resulting
27 from the recording of a notice of default or the conduct of a
28 foreclosure sale.

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(8) Save the owner's residence from foreclosure." 1 Defendants operate as foreclosure consultants as that term is defined 60. 2 in subdivision (a) of section 2945.1 of the California Civil Code. 3 California Civil Code Section 2945.4 forbids foreclosure consultants 4 61. from collecting advance fees for loan modification or other foreclosure rescue 5 services after a notice of default is recorded against the property. Attorneys 6 performing legal services in the course of representing clients may charge clients 7 up-front retainer fees. However, this exemption does not apply if an attorney is 8 not, in fact, rendering legal services but is merely acting as a "front" for 9 non-attorney foreclosure consultants in an attempt to avoid compliance with Civil 10 Code § 2945.4. 11 VIOLATIONS OF CALIFORNIA LAW 12 13 **COUNT V Violations of Business and Professions** 14 Code § 17500 (Untrue or Misleading Statements) 15 (By Plaintiff People of the State of California) 16 Defendants have violated and continue to violate Business and 62. 17 Professions Code § 17500 by making or disseminating untrue or misleading 18 19 statements, or causing untrue or misleading statements to be made or disseminated in or from California, with the intent to induce members of the public to pay 20 valuable consideration for Defendants' mortgage loan modification or stop 21 foreclosure services. The untrue or misleading statements include but are not 22 necessarily limited to the following: 23 In numerous instances, Defendants have represented, expressly 24 a. or by implication, that Defendants will obtain for consumers 25 home loan modifications that will make their loans substantially 26 more affordable. In fact, in numerous instances, Defendants 27 failed to obtain for consumers home loan modifications that 28 17 First Amended Complaint

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made their loans substantially more affordable.

1		made then to any substantially more anoreable.
2	b.	In numerous instances, Defendants have represented to
3		consumers that they must make further payments to Defendants
4		even though Defendants have not obtained mortgage loan
5		modification or stopped foreclosure.
6	с.	In numerous instances, Defendants have represented to
7		consumers they have a high success rate and that they can
8		obtain loan modification for consumers within a specified
9		period of time, typically no more than two months. In fact,
10		Defendants do not have a high success rate nor do they obtain
11		loan modifications within the specified period of time.
12	d.	In numerous instances, Defendants have represented to
13		consumers that consumers should not contact their lender or
14		answer queries from their lender even though such advice could
15		and has resulted in causing some consumers to fall behind in
16		their loan payments, causing their lenders to initiate foreclosure
17		proceedings, and/or causing damage to consumers' credit
18		record.
19	e.	In numerous instances, Defendants have represented to
20		consumers that they will give full or partial refunds to
21		consumers if Defendants fail to obtain home loan
22		modifications. In fact, in numerous instances, Defendants did
23		not give full or partial refunds to consumers when Defendants
24		failed to obtain home loan modifications; and
25	f.	In numerous instances, Defendants have represented to
26		consumers that attorneys negotiate the terms of consumers'
27		home loans with lenders. In fact, attorneys did not negotiate the
28		terms of consumers' home loans with lenders.

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1 63. Defendants knew or by the exercise of reasonable care should have 2 known that the statements set forth above were untrue or misleading at the time the 3 statements were made.

5	Statements		indo.
4			COUNT VI
5			Violations of Business and Professions
6			Code § 17200 (Unfair Competition)
7			(By Plaintiff People of the State of California)
8	64.	Defe	ndants have engaged in and continue to engage in unfair
9	competition	as de	fined in Business and Professions Code § 17200 as set forth in
10	this paragra	ph:	
11		a.	In numerous instances, Defendants have represented, expressly
12			or by implication, that Defendants will obtain for consumers
13			home loan modifications that will make their loans substantially
14			more affordable. In fact, in numerous instances, Defendants
15			failed to obtain for consumers home loan modifications that
16			made their loans substantially more affordable.
17		b.	In numerous instances, Defendants have made or disseminated
18			untrue or misleading statements, or caused untrue or misleading
19			statements to be made or disseminated in or from California,
20			with the intent to induce members of the public to pay valuable
21			consideration for Defendants' mortgage loan modification or
22			stop foreclosure services in violation of Business and
23			Professions Code § 17500 as alleged above in Count V.
24		c.	In numerous instances, Defendants claimed, demanded,
25			charged, collected, and/or received compensation prior to
26		ik.	performing fully each service Defendants contracted to perform
27			or represented that they would perform in violation of
28			California Civil Code § 2945.4(a).

d. In numerous instances, in connection with telemarketing,
Defendants engaged in or caused others to engage in initiating an outbound telephone call to a person's telephone number on the National Do Not Call Registry in violation of the TSR, 16
C.F.R. § 310.4(b)(1)(iii)(B).

e. In numerous instances, in connection with telemarketing, Defendants have initiated or caused others to initiate an outbound telephone call to a telephone number within a given area code without the seller first paying, either directly or through another person, the required annual fee for access to the telephone numbers within that area code that are included in the National Do Not Call Registry, in violation of the TSR, 16 C.F.R. § 310.8.

f. In numerous instances, Defendants have not complied with the requirements for mortgage foreclosure consultants set forth in Civil Code § 2945 et seq. Defendants' violations include, but are not limited to, the failure to include in their written contracts the notice required by Civil Code § 2945.3. Such notice must state that Defendants may not take any money from a consumer or ask a consumer for money until they have completely finished doing everything Defendants said they would do under the contract.

MISSOURI LAW REGARDING ADVANCE FEES FOR FORECLOSURE CONSULTING

25 65. Sections 407.935 to 407.943 of the Missouri Merchandising Practices
26 Act regulate the activities of foreclosure consultants in Missouri.

27 66. Section 407.935 of the Missouri Merchandising Practices Act,
28 subdivision (a) defines a foreclosure consultant as:

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"[A]ny person who makes any solicitation, representation, or offer to any owner to perform for compensation or who, for compensation, performs any service which the person in any manner represents will do in any manner any of the following:

4	any of the	following:
5	a.	Stop or postpone the foreclosure sale;
6	b.	Obtain any forbearance from any beneficiary or mortgagee;
7	с.	Assist the owner to exercise any right of redemption;
8	d.	Obtain any extension of the period within which the owner may
9		reinstate his obligation;
10	e.	Obtain any waiver of an acceleration clause contained in any
11		promissory note or contract secured by a deed of trust or
12		mortgage on a residence in foreclosure or contained in any such
13		deed of trust or mortgage;
14	f.	Assist the owner in obtaining a loan or advance of funds;
15	g.	Avoid or ameliorate the impairment of the owner's credit
16		resulting from the recording of a notice of default or the
17		conduct of a foreclosure sale;
18	h.	Save the owner's residence from foreclosure."
19	67. Defe	endants operate as foreclosure consultants as that term is defined
20	in subdivision (a)	of section 407.935 of the Missouri Merchandising Practices Act.
21	68. Sect	ion 407.938 of the Missouri Merchandising Practices Act requires
22	foreclosure consu	ltants, in a form required by Missouri law, to include in their
23	written contracts	a notice that advises the consumer that a foreclosure consultant
24	cannot take or rec	uest any money until he or she has completely finished doing
25	everything he or s	she said they would do and also requires a three day notice of
26	cancellation.	
27	69. Sect	ion 407.940 of the Missouri Merchandising Practices Act forbids
28	foreclosure consu	ltants from knowingly claiming, demanding, charging, collecting

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or receiving any compensation until after the foreclosure consultant has fully 1 performed each and every service the foreclosure consultant contracted to perform 2 or represented he would perform. Attorneys, licensed in the State of Missouri, 3 rendering service in the course of their legal practice are exempt from this rule. 4 However, this exemption does not apply if an attorney is not licensed in Missouri 5 or if the attorney is not rendering legal services, but is merely acting as a "front" 6 for non-attorney foreclosure consultants in an attempt to avoid compliance with 7 section 407.940. 8

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MISSOURI LAW RELATING TO UNLAWFUL MERCHANDISING PRACTICES

11 70. Section 407.020 of the Missouri Merchandising Practices Act
12 provides that the act, use or employment by any person of any deception, fraud,
13 false pretense, false promise, misrepresentation, unfair practice or the concealment,
14 suppression or omission of any material fact in connection with the sale or
15 advertisement of any merchandise in trade or commerce is declared to be an
16 unlawful practice.

17 71. Any act, use or employment declared unlawful by Section 407.020
18 violates that subsection whether committed before, during or after the sale,
19 advertisement or solicitation.

20 72. Section 407.010.4 defines "merchandise" as any objects, wares,
21 goods, commodities, intangibles, real estate or services.

73. Defendants have sold merchandise in the State of Missouri as that
term is defined in subdivision (4) of Section 407.010 of the Missouri
Merchandising Practices Act.

VIOLATIONS OF MISSOURI LAW

COUNT VII

Violations of Missouri Merchandising Practices Act § 407.938 and § 407.940
 (Foreclosure Consulting)

(By Plaintiff State of Missouri)

74. Defendants have engaged in and continue to engage in practices
 which violate the foreclosure consultant provisions of the Missouri Merchandising
 Practices Act. These violations include but are not limited to the following:

5	a. Claiming, demanding, charging, collecting and receiving
6	compensation from Missouri consumers prior to performing
7	each and every service that Defendants contracted to perform or
8	represented they would perform in violation of § 407.940.
9	b. Failing to include in their written contracts with Missouri
10	consumers the written notice required by § 407.938 advising
11	consumers that foreclosure consultants are prohibited from
12	asking for or receiving payment prior to completely finishing
13	doing everything he or she said he or she would do.
14	c. Failing to include in their written contracts with Missouri
15	consumers the notice of cancellation in the form required by
16	§ 407.938.
17	COUNT VIII
18	Violations of Missouri Merchandising Practices Act § 407.020
19	(Misrepresentations in connection with advertisement or sale of merchandise)
20	(By Plaintiff State of Missouri)
21	75. Defendants have violated and continue to violate Missouri
22	Merchandising Practices Act § 407.020 by making misrepresentations in the State
23	of Missouri to Missouri consumers to induce those consumers to pay valuable
24	consideration for Defendants' mortgage loan modification services or stop
25	foreclosure services. The misrepresentations include but are not limited to the

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following:

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a. Defendants have represented, expressly or by implication that Defendants will obtain for consumers home loan modifications

1		that will make their loans substantially more affordable. In fact,
2		in numerous instances, Defendants failed to obtain for
3		consumers home loan modifications that made their loans
4		substantially more affordable.
5	b.	Defendants have represented to consumers that they must make
6		further payments to Defendants even though Defendants have
7		not obtained mortgage loan modifications or stopped
8		foreclosure.
9	с.	Defendants have represented to consumers that consumers
10		should not contact their lender or answer queries from their
11		lender even though such advice could and has resulted in
12		causing some consumers to fall behind in their loan payments
13		and/or causing their lenders to initiate foreclosure proceedings,
14		and/or causing damage to consumers' credit record.
15	d.	Defendants have represented to consumers that they will give
16		full or partial refunds to consumers if Defendants fail to obtain
17		home loan modifications.
18	e.	Defendants have represented to consumers that attorneys
19		negotiate the terms of consumers' home loans with lenders.
20	76. Defen	dants knew or by the exercise of reasonable care should have
21	known that the stat	ements set forth above were untrue or misleading at the time the
22	statements were ma	ade.
23		CONSUMER INJURY
24	77. Consu	mers have suffered and will continue to suffer substantial injury
25	as a result of Defen	dants' unlawful acts or practices. In some instances, consumers
26	lost their homes to	foreclosure because Defendants failed to obtain the promised
27	home loan modific	ation that would have lowered consumers' payments. Even
28	consumers who did	not lose their homes ended up even further behind in their

First Amended Complaint

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payments, suffered harm to their credit reports, and suffered other harms because
 of Defendants' failure to obtain the promised loan modifications and because
 Defendants advised consumers not to pay their home loans while Defendants
 allegedly negotiated their loan modifications.

78. In addition, Defendants have been unjustly enriched as a result of their
unlawful acts or practices. Absent injunctive relief from this Court, Defendants are
likely to continue to injure consumers, reap unjust enrichment, and harm the public
interest.

9

THIS COURT'S POWER TO GRANT RELIEF

79. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court
to grant injunctive and such other relief as the Court may deem appropriate to halt
and redress violations of the FTC Act. The Court, in the exercise of its equitable
jurisdiction, may award ancillary relief, including rescission of contracts and
restitution, and the disgorgement of ill-gotten monies, to prevent and remedy injury
caused by Defendants' law violations.

80. Section 19 of the FTC Act, 15 U.S.C. § 57b, and Section 6(b) of the
Telemarketing Act, 15 U.S.C. § 6105(b), authorize this Court to grant such relief as
the Court finds necessary to redress injury to consumers or other persons resulting
from Defendants' violations of the TSR, including the rescission and reformation
of contracts and the refund of money.

81. Section 4(a) of the Telemarketing Act, 15 U.S.C. § 6103(a),
authorizes the Court to grant the State of California, on behalf of its residents,
injunctive and other equitable relief, including damages, restitution, other
compensation, and such further and other relief as the Court deems appropriate.

82. The counts based upon state law may be enforced by this Court
through its pendent or supplemental jurisdiction pursuant to 28 U.S.C. § 1367, and
this Court may award relief under California Civil Code § 2945, California
Business and Professions Code §§ 17200 and 17500, and the Missouri

1 Merchandising Practices Act § 407.100.

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PRAYER FOR RELIEF

WHEREFORE, Plaintiffs, pursuant to Section 13(b) and 19 of the FTC Act,
15 U.S.C. § 53(b) and 57b; Section 6(b) of the Telemarketing Act, 15 U.S.C. §
6105(b); Section 49(a) of the Telemarketing Act, 15 U.S.C. § 6103(a); California
Business and Professions Code § 17200 et seq., and § 17500 et seq.; Missouri
Merchandising Practices Act § 407.100; and the Court's own equitable powers,
request that the Court:

A. Award Plaintiffs such preliminary injunctive and ancillary relief as
may be necessary to avert the likelihood of consumer injury during the pendency
of this action and to preserve the possibility of effective final relief, including but
not limited to temporary and preliminary injunctions, an order freezing assets, and
the appointment of a receiver;

B. Enter a permanent injunction to prevent future violations of the FTC
Act and the TSR by Defendants;

16 C. Enter a permanent injunction to prevent future violations of the
17 California Business and Professions Code by Defendants;

18 D. Enter a permanent injunction to prevent future violations of the
19 Missouri Merchandising Practices Act by Defendants;

E. Award such relief as the Court finds necessary to redress injury to
consumers resulting from Defendants' violations of the FTC Act, the TSR, the
California Business and Professions Code, and the Missouri Merchandising
Practices Act, including, but not limited to, civil penalties, rescission or
reformation of contracts, restitution, the refund of monies paid, and the
disgorgement of ill-gotten monies; and

F. Award Plaintiffs the costs of bringing this action, including costs of
investigation, as well as such other and additional equitable relief as the Court may
determine to be just and proper.

26

3/2/10 Respectfully Submitted, 1 Dated: 2 WILLARD K. TOM General Counsel 3 Scarte Schoveder SARAH SCHROEDER KERRY O'BRIEN LAURA FREMONT 4 5 Attorneys for Plaintiff Federal Trade Commission 6 7 EDMUND G. BROWN JR. Attorney General, State of California 8 t 9 DANIEL Á. OLÍVAS 10 Attorney for Plaintiff The People of the State of California 11 12 CHRIS KOSTER Attorney General of Missouri 13 14 STEWART FREILICH 15 JOHN PHILLIPS Attorneys for Plaintiff State of Missouri 16 17 18 19 20 21 22 23 24 25 26 27 28 First Amended Complaint 27



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US Foreclosure Relief

About US Foreclosure Relief

A Proactive Approach to Today's Challenging Market

Homeowners represented by US Foreclosure Relief initiate our services for a variety of reasons, including time constraints, our lender relationships, their limited knowledge of the foreclosure process, language barriers, etc. Finding the right company to work with your situation can be an even more daunting task and homeowners can easily become overwhelmed. US Foreclosure Relief prides itself on upholding the highest standards of business ethics and competitive greatness. US Foreclosure Relief provides homeowners with peace of mind: knowing they have taken a proactive approach to control their destiny.



Proven Track Record

US Foreclosure Relief has created a proven track record in creating successful coalitions with homeowners and lenders. We have proven time and time again our ability to get the job done – and do it well.

Take the initiative to be in control of your destiny by calling us today at (888) 773-2677 for a free, personalized consultation. You can also apply online. It is fast, secure, and easy.

Why wait? Let us go to work for you!

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Pomery & Associates



Contact Us!

Why Loan Modification? Loan Modification- Means your current lender modifies your current mortgage through what is called the note. The note sets the terms of your loan. This does not require a new closing. This is not refinancing your loan. A loan modification will simply change any or all of the following terms of your loan. The terms of your loan are your interest rate, balance of loan, delinquent fees owed, and term of loan. In the past this was only used when a borrower was delinquent but now



we will see it being used before someone is delinquent. This is one of the best methods to help people avoid foreclosure. The bank does not want you to lose your home. Pomery & Associates saves homes. Just call us and we can help you stay in your home at a payment you can afford.

Definition:

Loss mitigation is a process that helps stop a home from going through foreclosure. It is an effort made by the federal government and the mortgage industry to help home owners that were facing the loss of their homes find an alternative to foreclosure.

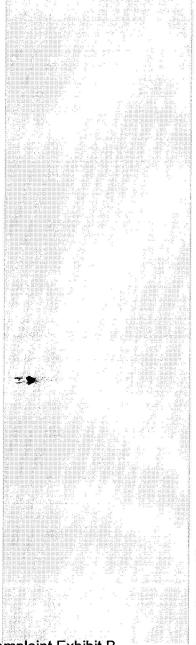
Consequences of Loss Mitigation:

A loss mitigation department can make a difference between the success and failure of your loss mitigation transaction. Although the main focus is the keep a home owner from losing their home, loss mitigation has options such as setting up a repayment plan or loan modification plan. These options need to be considered realistically in regards to the home owner's ability to repay the delinquent amount.

What a Lawyer can do for you:

Loss Mitigation lawyers can help you save your home. Loss mitigation lawyers can help you bring your mortgage up to date and find out what the





Complaint Exhibit B

Welcome to Pomery Law	Case 8:09-cv-00768-JVS-MLG Document 85 Filed 03/08/10 Page 30 of 38
	Less options are to help you get there. As real property lawyers, they understand the mortgage industry and could help you find a solution you can work with. Lawyers can also introduce you to programs that will help you pay off the amount you owe to the bank and/or lender.
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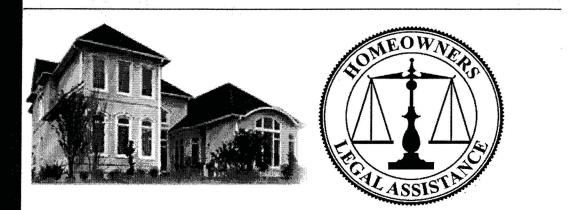
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HOMEOWNERS LEGAL ASSISTANCE - Loan Modification Services

Now is the perfect opportunity to negotiate a livable mortgage rate, have your loan modified and stop foreclosure on your dream home. Take advantage of the government bailout money given toYOUR lender to help YOU. Act now before it's too late!

Be Proactive, Save Your Home



Regardless of your current mortgage situation, Homeowners Legal Assistance will strive to negotiate a reasonable mortgage loan:

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Complaint Exhibit C

About Homeowners Legal Assistance

Welcome to Homeowners Legal Assistance

With the current state of our economy, homeowners are faced with the daily challenge of keeping their homes, making ends meet, and just plain surviving! Finding the time and patience to deal with your mortgage company becomes a never ending ordeal. Literally, hundreds of modification companies have evolved but many lack

the knowledge and have questionable reputations!

The task of choosing a reliable and trustworthy loss mitigation company to help you and your family is a daunting nightmare.

Negotiating with the bank for a modification of your home loan can be an overwhelming process for many homeowners. That is why retaining the services of an experienced Loan Modification Firm is of extreme importance.

At Homeowners Legal Assistance, our mission and priority is to provide homeowners in every city across America with an ethical, affordable, and effective loss mitigation program to avoid Foreclosures. Our vision is inspired by creating the largest and most reputable loss mitigation law firm in the country by providing client resolution and superior customer service. It is our confident belief that our success ultimately depends on establishing a customer service oriented environment that instills the Integrity in each team member for the purpose of protecting "The American Dream".

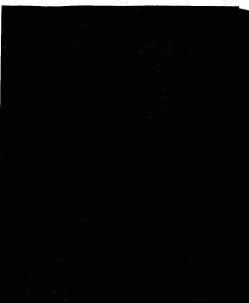
You will find that the skill, professionalism, and consideration we offer each client is a truly stress relieving and a positive experience for you and your loved ones.

Our goal is to help you save your home!

Complaint Exhibit C



About Our Company - Homeowners Legal Assistant - Case 8:09-cv-00768-JVS-MLG Document 85 Filed 03/08/10 Page 34 of 38



We pressure your bank to pay attention to your needs because they know and trust us. We negotiate a significant number of cases each month and use that leverage when negotiating cases. We have brought together a knowledgeable team from loss mitigation, collections, real estate and banking industries to offer the most complete negotiation program available. We have rescued homeowners from foreclosure, adjustable mortgages, and lack of equity. Our proven track record gives us credibility with your lender, and our significant volume of cases gives us leverage when negotiating. Homeowners Legal Assistace is the right law firm to help you through this difficult time.

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Contact Homeowners Legal Assistance

Please submit your information and a representative will contact you in a timely manner.

Thank you for your interest!

Contact Info: Homeowners Legal Assistance

Ph: 714-627-0505

Mon-Fri: 8a.m-6p.m (PST)

Sat: 9.am-12p.m (PST)

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http://www.homelegalassistance.com/contactus.php [4/30/2009 9:28:08 AM]

FEDERAL TRADE COMMISSION

Matter No.: 092-3120

Matter Name: U.S. Foreclosure Relief

Description: Homeowners Legal Assistance

Free State Reporting, Inc. 1378 Cape St. Claire Road

Complaint Exhibit D

RECORDING 1 2 RECORDING: Are you losing your home to foreclosure? Are you behind on your mortgage and 3 fear the worst? Homeowners Legal Assistance would 4 like to offer you a free, no obligation consultation 5 that will show you how to stop foreclosure, reduce 6 7 your interest rates and save thousands on your Do not let this economic slowdown take 8 mortgage. your home from you and your family. You have worked 9 too hard. Homeowners Legal Assistance is an 10 attorney-based loan modification firm that can 11 negotiate the terms of your mortgage so you can 12 afford to live in and enjoy your home. 13 Call for a free, no obligation 14 There is no cost to find out how this 15 consultation. program can help you save your home. Call 800-989-16 That's 800-989-0688. It does not matter how 17 0688. far behind you are on payment or what your credit 18 score is. Homeowners Legal Assistance is here to 19 listen and help. Call now, 800-989-0688. 800-989-20 21 0688. (End of recording.) 22 23 24 25 Free State Reporting, Inc. 1378 Cape St. Claire Road Complaint Exhibit D

<u>C E R T I F I C A T E</u>

I hereby certify that the foregoing has been transcribed to the best of my skill and ability

from the audio recording.

Kay Maurer Transcriber

Free State Reporting, Inc. 1378 Cape St. Claire Road

Complaint Exhibit D