

**CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.
WASHINGTON D.C.**

IN THE MATTER OF
ARCHIE A. BLOOD, JR.
Respondent.

CFP Board Case No. 2023-64703

October 30, 2023

ORDER OF ADMINISTRATIVE REVOCATION

On October 10, 2023, pursuant to Article 4.2 of Certified Financial Planner Board of Standards, Inc.’s (“CFP Board”) *Procedural Rules*, Enforcement Counsel filed a Motion for Order of Administrative Revocation (“Motion”), enclosed with this order, requesting that Counsel for the Disciplinary and Ethics Commission (“DEC Counsel”) issue an Administrative Order of Revocation to Archie A. Blood, Jr. (“Respondent”).¹ Respondent did not file a Response to the Motion, so Enforcement Counsel did not file a Reply.

For the reasons stated below, Enforcement Counsel’s Motion is granted.

I. Background

Respondent became a CFP® professional on November 17, 1994 and has been certified since that date.²

On March 8, 2023, Enforcement Counsel issued a Notice of Investigation to Respondent related to a four-month regulatory suspension issued on February 6, 2023, by the Financial Industry Regulatory Authority, Inc. (“FINRA”). As demonstrated by Respondent’s clear intent to no longer participate in the investigation and clear intent to no longer use the CFP Board certification marks, Enforcement Counsel determined that Respondent was in default pursuant to Article 4.1.b. of the *Procedural Rules*. Enforcement Counsel filed a Motion for Administrative Order of Revocation on October 10, 2023. As noted, Respondent did not file a Response to the Motion, so Enforcement Counsel did not file a Reply.

II. Discussion

a) Respondent is in Default

Pursuant to Article 4.1.b. of the *Procedural Rules*, if Respondent indicates a clear intention not to participate or to cease participation in CFP Board’s investigation then Respondent is in default. Respondent indicated his clear intention to cease participation in CFP Board’s investigation when he informed Enforcement Counsel that he did not intend to retain the CFP Board certification marks. (See Exhibit 1 to Motion at 2-3: “I am tired of explaining, etc. what happened. I know you

¹ Enforcement Counsel certified in its Motion that it had met and conferred with Respondent in a good faith attempt to resolve or narrow the issues on June 27, 2023, but Enforcement Counsel and Respondent were unable to resolve the issues.

² The Motion, any response to or reply in support of the Motion, and any Exhibits to the Order are not subject to publication under Article 17.7 of the *Procedural Rules*.

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will understand. Yes, I will be giving up my CFP designation.”) As a result of Respondent’s clear intention to cease participation in CFP Board’s investigation, Respondent is in default under Article 4.1.b. of the *Procedural Rules*.

b) *Respondent’s Alleged Conduct Warrants an Administrative Revocation*

Respondent’s alleged misconduct concerned the following:

According to the Complaint, Respondent facilitated private securities transactions in the amount of \$400,000 with firm clients without prior authorization from the firm. This conduct violated the firm’s policies and procedures and violated the Financial Industry Regulatory Authority, Inc. (“FINRA”) Rules 3280 and 2010. This conduct resulted in a four-month suspension and the imposition of a \$4,000 fine by FINRA.

Respondent’s conduct may have violated A.8 of the *Code of Ethics and Standards of Conduct* (“*Code and Standards*”), which requires a CFP® professional to comply with the laws, rules, and regulations governing Professional Services. As demonstrated by Respondent’s discipline by FINRA, in which he received a four-month suspension and significant fine from FINRA, the seriousness, scope, and harmfulness of Respondent’s conduct warrants an Order of Administrative Revocation.

III. Conclusion

Respondent is in default pursuant to Article 4.1.b. of the *Procedural Rules*. After reviewing the seriousness, scope, and harmfulness of Respondent’s conduct, Enforcement Counsel’s Motion is **GRANTED**, and DEC Counsel issues this **Order of Administrative Revocation** (“Order”).

An administrative revocation is the termination of a Respondent’s Certification and Trademark License, imposed pursuant to Article 4 of CFP Board’s *Procedural Rules*. CFP Board publishes an administrative revocation in accordance with Article 17.7. A Respondent whose Certification and Trademark License is revoked is permanently barred from applying for or obtaining CFP® certification. A revocation is permanent; there will be no opportunity for reinstatement.

IV. Compliance with Order

Pursuant to Article 11.2 of the *Procedural Rules*, Respondent is required to submit to Enforcement Counsel, within 45 calendar days of issuance of this Order, written evidence that Respondent:

- Has advised Respondent’s Firm(s), in writing, of this Order of Administrative Revocation in the manner set forth in Standard D.3 of the *Code and Standards*; and
- Has advised all Clients (as Client is defined in the Glossary to the *Code and Standards*) of this Order of Administrative Revocation and provided all Clients the location of CFP Board’s website that sets forth Respondent’s disciplinary history in the manner set forth in Standard A.10 of the *Code and Standards*.

Pursuant to Article 11.3 of the *Procedural Rules*, within 45 calendar days from the date of this Order, Respondent is required to submit to Enforcement Counsel, by electronic mail to

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discipline@cfpboard.org, Respondent's statement of assurance that Respondent will not use the CFP Board certification marks and proof that Respondent has removed the CFP Board certification marks from all internet sites or other tangible materials that Respondent exposes to the public, including screenshots of the businesses, social media, and third-party financial advisor listing website profiles that Respondent controls, pictures of signage, and when applicable, copies of Respondent's business cards, letterhead, and marketing and promotional materials, as well as pictures of any other materials Respondent controls in which the CFP® marks previously appeared publicly in reference to Respondent or Respondent's services. Failure to do so may result in further disciplinary or legal action regarding the unauthorized use of the CFP Board certification marks.

Issued by:

Counsel to the Disciplinary and Ethics Commission

Date: October 30, 2023