



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

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In the Matter of	:	
	:	CFP Board Case No. 2024-66146
Kevin E. Davis,	:	
	:	
	:	July 2, 2024
Respondent.	:	
_____	:	

ORDER OF INTERIM SUSPENSION

Certified Financial Planner Board of Standards, Inc. (“CFP Board”) first granted Kevin Elijah Davis (“Respondent”) the right to use the CFP Board financial planning certification and right to use the CFP Board certification, including the CFP®, CERTIFIED FINANCIAL PLANNER®,  and  certification marks (“CFP® marks”) on July 15, 1988. CFP Board has received evidence that Respondent consented to a sanction from the Financial Industry Regulatory Authority, Inc. (FINRA), effective May 8, 2024, that permanently bars Respondent from associating with any FINRA member in all capacities, for failing to appear for on-the-record testimony in violation of FINRA Rules 8210 and 2010.

Respondent’s right to use the CFP® marks is suspended, effective immediately. Please note that any use of the CFP® marks by Respondent during this suspension will be viewed as unauthorized use and could subject Respondent to litigation and/or further CFP Board disciplinary action.

Pursuant to Article 2.1.b. of CFP Board’s *Procedural Rules*, “DEC Counsel, without action by a Hearing Panel or the Disciplinary and Ethics Commission, may deliver an Interim Suspension Order if Respondent: (1) is the subject of a misdemeanor Criminal Conviction, or a felony Criminal Conviction, as defined in Article 7.1, for fraud, misrepresentation, violence, or a crime of moral turpitude; (2) is the subject of a Civil Finding, as defined in Article 7.3; (3) is the subject of Professional Discipline, as defined in Article 7.2, that resulted in a revocation, bar, or an equivalent sanction; (4) voluntarily terminates or surrenders a financial professional license or registration while Respondent is the subject of a Regulatory Investigation; or (5) consents to the entry of an Interim Suspension Order.”

On June 11, 2024, CFP Board’s Enforcement Counsel provided notice to DEC Counsel and Respondent and presented evidence that there are grounds for an Automatic Interim Suspension, stating in relevant part:

Financial Industry Regulatory Authority, Inc. (FINRA) permanently barred Respondent from associating with any FINRA member in any capacity on May 8, 2024, for failing to appear for on-the-record testimony requested pursuant to FINRA Rule 8210, in violation of FINRA Rules 8210 and 2010. FINRA sought to

investigate Respondent's termination from member firm ... that took place on January 11, 2023. The Respondent had been terminated for violating firm policy in his failure to disclose to his Firm a loan to a family member. In its order, FINRA made findings that Respondent acknowledged receipt of FINRA's request and would not appear for on-the-record testimony at any time. FINRA determined that Respondent's refusal to appear for on-the-record testimony requested violated FINRA Rules 8210 and 2010 and warranted a permanent bar.

(Exhibit-A.)

FINRA Rules 8210(a)(1) states, in relevant part, that FINRA has the right to "Require a ... person subject to FINRA's jurisdiction ... to testify at a location specified by FINRA staff ... with respect to any matter involved in the investigation." FINRA Rule 8210(c) provides that "[no] member or person shall fail to provide ... testimony ... pursuant to this rule." FINRA Rule 2010 requires an associated person, in the conduct of their business, to "observe high standards of commercial honor and just and equitable principles of trade." A violation of FINRA Rule 8210 also violates FINRA Rule 2010. In the AWC with FINRA, Respondent consented to findings that he acknowledged receipt of FINRA's request and would not appear for on-the-record testimony at any time, in violation of FINRA Rules 8210 and 2010, and he consented to a FINRA bar.

Therefore, pursuant to Article 2.1.b.3. of the *Procedural Rules*, DEC Counsel issues this Interim Suspension Order because it has found that Respondent is the subject of Professional Discipline, as defined in Article 7.2¹, that resulted in a revocation, bar, or an equivalent sanction.

As stated in Article 2.1.d of the *Procedural Rules*, an Interim Suspension Order will remain in place until: (1) the DEC or, if an appeal is filed, the Appeals Commission issues a final order addressing the conduct at issue in the Interim Suspension Order; (2) Enforcement Counsel dismisses the investigation of the conduct at issue in the Interim Suspension Order and either: (i) Respondent files and DEC Counsel grants a Petition to Vacate the Interim Suspension under Article 2.4 or (ii) Enforcement Counsel files and DEC Counsel grants a Motion to Terminate the Interim Suspension under Article 9.1; (3) Respondent fails to file timely a Petition for Reinstatement After Interim Suspension Order and DEC Counsel grants Enforcement Counsel's Motion for an Administrative Order; (4) Respondent fails to satisfy the requirements of Article 2.3 and DEC Counsel grants Enforcement Counsel's Motion for an Administrative Order; or (5) the DEC grants a Petition for Reinstatement After Interim Suspension Order filed by Respondent and Respondent has completed all requirements for CFP® certification.

¹ Article 7.2 PROFESSIONAL DISCIPLINE: A record from a (a) federal, state, local, or foreign governmental agency, (b) self-regulatory organization, (c) other regulatory authority, or (d) court of civil jurisdiction imposing discipline upon Respondent ("Professional Discipline") is conclusive proof of the existence of such Professional Discipline and the facts and violations that serve as the basis for such Professional Discipline. The fact that Respondent has not admitted or denied the findings or allegations contained in the record does not affect the conclusiveness of the proof. Professional Discipline includes a censure, a Finding (as defined in the *Code and Standards*), injunction, undertaking, order to cease and desist, disgorgement, restitution, fine, suspension, bar, or revocation, the temporary or permanent surrender of a professional license or certification in response to a Regulatory action or Regulatory investigation, and statutory disqualification. A record of Professional Discipline includes a settlement agreement, order, consent order, and Letter of Acceptance, Waiver, and Consent. CFP BOARD, PROCEDURAL RULES, 7.2 (2024).

An Interim Suspension is considered a form of public sanction by CFP Board and will be published in a press release in accordance with Articles 2.2 and 17.7 of the *Procedural Rules*. Respondent is required to submit to CFP Board Enforcement Counsel evidence that he is in compliance with the Interim Suspension Order and a statement of assurance and proof of compliance in accordance with Article 11.3 of the *Procedural Rules* within 45 calendar days from the date of this Order, or by **August 16, 2024**. The evidence should be emailed to discipline@cfpboard.org. If Respondent fails to satisfy these requirements, then Enforcement Counsel may declare Respondent in default and move for an Administrative Order under Article 4.2.

Issued by:

Counsel to the Disciplinary and Ethics Commission

Date: July 2, 2024