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Texas State Securities Board

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IN THE MATTER OF §
LANCE A. BELL §
D/B/A JB AND COMPANY §

Order No. ENF-14-CDO-1735

TO: Lance A. Bell d/b/a JB and Company
3997 Siena Lane, Frisco, Texas 75033

AGREED CEASE AND DESIST ORDER

Be it remembered that Lance A. Bell d/b/a JB and Company ("Respondent Bell"), individually, appeared before the Securities Commissioner of Texas ("Securities Commissioner") and consented to the entry of this Order and the Findings of Fact and Conclusions of Law contained herein.

FINDINGS OF FACT

1. Respondent Bell has waived (a) Respondent Bell's right to notice and a hearing in this matter; (b) Respondent Bell's right to appear and present evidence in this matter; (c) Respondent Bell's right to appeal this order; and (d) all other procedural rights granted to Respondent Bell by The Securities Act, Tex. Rev. Civ. Stat. Ann. arts. 581-1 to 581-43 (West 2010 & Supp. 2013)(the "Texas Securities Act"), and the Administrative Procedure Act, Tex. Gov't Code Ann. §§ 2001.001 to 2001.902 (West 2008 & Supp. 2013).
2. Respondent Bell maintains a last known address at 3997 Siena Lane, Frisco, Texas 75033.
3. At all times material hereto, Respondent Bell did business as JB and Company.
4. Respondent Bell rendered investment advice for a fee to a Texas resident beginning on or about September 2013 and ending on or about February 2014.
5. Respondent Bell was not registered with the Securities Commissioner as a dealer, agent, investment adviser or investment adviser representative at any time material hereto.

CONCLUSIONS OF LAW

1. Respondent Bell was an "investment adviser" as defined by Section 4.N. of the Texas Securities Act.
2. Respondent Bell violated Section 12 of the Texas Securities Act by rendering services as an investment adviser in Texas without being registered pursuant to the provisions of Section 12 of the Texas Securities Act.
3. The foregoing violation constitutes a basis for the issuance of an Agreed Cease and Desist Order pursuant to section 23.A of the Texas Securities Act.

ORDER

It is therefore ORDERED that Respondent Bell immediately CEASE AND DESIST from rendering investment advice for a fee in Texas until Respondent Bell is registered with the Securities Commissioner as an investment adviser or investment adviser representative or an available exemption from registration is utilized.

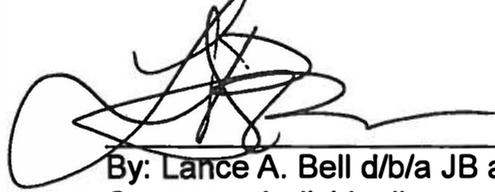
SIGNED AND ENTERED by the Securities Commissioner this 1st day of August, 2014.



JOHN MORGAN
Securities Commissioner

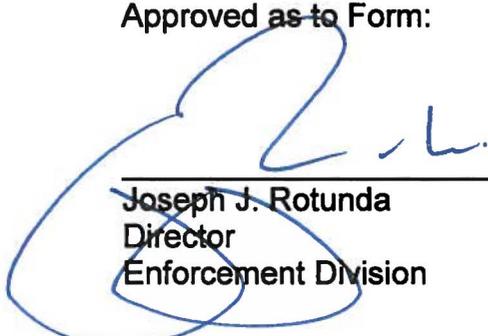
Respondent:

Lance A. Bell

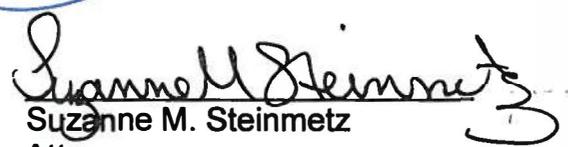


By: Lance A. Bell d/b/a JB and
Company, Individually

Approved as to Form:



Joseph J. Rotunda
Director
Enforcement Division



Suzanne M. Steinmetz
Attorney
Enforcement Division

ACKNOWLEDGEMENT

On the 14th day of July, 2014, Lance A. Bell d/b/a JB and Company ("Respondent Bell") personally appeared before me, executed the foregoing Order and acknowledged that:

1. Respondent Bell has read the foregoing Order;
2. Respondent Bell has been fully advised of his rights under the Texas Securities Act and the Administrative Procedure Act;
3. Respondent Bell knowingly and voluntarily consents to the entry of the foregoing Order and the Findings of Fact and Conclusions of Law contained therein; and
4. Respondent Bell, by consenting to the entry of the foregoing Order, has knowingly and voluntarily waived his rights as set forth therein.

Sandra L. Baker
Notary Public in and for
the State of Texas

[affix notary seal here]

My commission expires on: 7/9/16

