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Texas State Securities Board

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MEMBER

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Austin, Texas 78701-2407
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ALAN WALDROP
MEMBER

IN THE MATTER OF
THE INVESTMENT ADVISER
REGISTRATION OF
SELF WORTH FINANCIAL
PLANNING, LLC

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Order No. IC12-CAF-07

TO: Martin Mesecke, President
Self Worth Financial Planning, LLC (CRD No. 128150)
4965 Preston Park Boulevard, Suite 280
Plano, TX 75013

DISCIPLINARY ORDER

Be it remembered that Self Worth Financial Planning, LLC ("Respondent") appeared before the Securities Commissioner of the State of Texas ("Securities Commissioner") and consented to the entry of this order ("Order") and Undertaking and the Findings of Fact and Conclusions of Law contained herein.

FINDINGS OF FACT

- Respondent has waived (a) Respondent's right to notice and hearing in this matter; (b) Respondent's right to appear and present evidence in this matter; (c) Respondent's right to appeal this Order; and (d) all other procedural rights granted to the Respondent by The Securities Act, TEX. REV. CIV. STAT. ANN. art. 581-1 et seq. (West 2010 and Supp. 2011)("Texas Securities Act"), and the Administrative Procedure Act, TEX. GOV'T CODE ANN. § 2001.001 et seq. (West 2010 & Supp. 2011)("Administrative Procedure Act").
- On or about April 19, 2004, Respondent registered with the Securities Commissioner as an investment adviser. Respondent's registration was terminated for a failure to renew on December 31, 2010 due to insufficient funds in the renewal account, but Respondent initiated a late renewal that was approved on January 6, 2011. That registration is currently effective.
- On or about June 16, 2010, an individual (the "Representative") withdrew his registration with the Securities Commissioner as an investment adviser representative of Securities America Advisors, Inc. and as an agent of Securities America, Inc. pursuant to an agreement with Respondent to register with the Securities Commissioner as an investment adviser representative of Respondent.

4. The Representative paid Respondent approximately \$2,000, as well as an amount equal to the Representative's registration fees, with the understanding that Respondent would then apply for the Representative's registration with the Securities Commissioner as an investment adviser representative of Respondent in accordance with the registration requirements of the Texas Securities Act.
5. On or about July 1, 2010, the Representative began rendering investment advisory services by trading in client accounts. The Representative also received compensation from clients based on the amount of client assets he managed.
6. On or about July 30, 2010, the staff of the Texas State Securities Board (the "Staff") performed a routine inspection of Respondent. Upon arrival, the Staff found that Respondent had not applied for the Representative's registration with the Securities Commissioner as an investment adviser representative of Respondent until that day.
7. Section 12.B of the Texas Securities Act prohibits a person from rendering services as an investment adviser or investment adviser representative in Texas unless the person is registered with the Securities Commissioner or exempt from the registration requirements.
8. Respondent's written supervisory procedures failed to include any provisions related to Respondent's registration of investment adviser representatives that would have reasonably ensured that Respondent would have timely applied for the Representative's registration with the Securities Commissioner.

CONCLUSIONS OF LAW

11. The Representative, for compensation, provided investment advice on behalf of Respondent to the clients of Respondent and therefore is an "investment adviser representative" as the term "investment adviser representative" is defined by Section 4.P of the Texas Securities Act.
12. Pursuant to Section 14.A(5)(b) of the Texas Securities Act, Respondent's rendering of investment advice through the Representative at a time when the Representative was not registered with the Securities Commissioner constitutes a basis to reprimand Respondent.
13. Respondent's failure to establish written supervisory procedures to reasonably ensure that Respondent and its representatives have complied with the registration requirements of the Texas Securities Act is a violation of §116.10 of the Rules and Regulations of the Texas State Securities Board (the "Board Rules").
14. Pursuant to Section 14.A(6) of the Texas Securities Act, Respondent's violation of §116.10 of the Board Rules constitutes a basis to reprimand Respondent.
15. Pursuant to Section 23-1 of the Texas Securities Act, Respondent's violation of §116.10 of the Board Rules constitutes a basis for the issuance of an order assessing an administrative fine against Respondent

UNDERTAKING

16. Respondent has represented to the Staff that Respondent is no longer actively soliciting new clients in Texas or planning to register additional investment adviser representatives.
17. In the event that Respondent does seek to register an investment adviser representative, Respondent undertakes and agrees to retain a consultant ("Consultant") that is not unacceptable to the Staff within twenty (20) days of submitting the investment adviser representative's application for registration with the Securities Commissioner. Respondent further undertakes and agrees to submit, at least ten (10) days prior to retaining the Consultant, a letter to the Director of the Inspections and Compliance Division of the Texas State Securities Board ("Director") identifying: the Consultant, the Consultant's experience in the securities industry, and all pre-existing personal and business relationships between the Consultant and Respondent (including any employees or affiliates).
18. Respondent further undertakes and agrees to require that the Consultant will: a) review Respondent's written supervisory procedures ("Procedures"), within fifty-five (55) days of being retained by Respondent, and b) provide Respondent with revised Procedures, which account for the investment adviser representative's activities on behalf of Respondent.

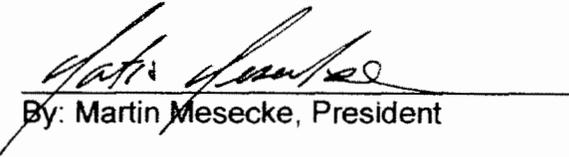
ORDER

22. It is therefore ORDERED that Self Worth Financial Planning, LLC is hereby REPRIMANDED.
23. It is further ORDERED that Self Worth Financial Planning, LLC is hereby ASSESSED AN ADMINISTRATIVE FINE in the amount of One Thousand Dollars (\$1,000.00). Payment shall be made by delivery of a cashier's check to the Securities Commissioner in the amount of One Thousand Dollars (\$1,000.00), payable to the State of Texas, contemporaneously with the delivery of this Order.
24. It is further ORDERED that Self Worth Financial Planning, LLC COMPLY with the terms of the Undertaking with the Securities Commissioner enclosed herein.

SIGNED AND ENTERED BY THE SECURITIES COMMISSIONER this 13th day of February, 2012.


JOHN MORGAN
Securities Commissioner

Respondent:
Self Worth Financial Planning, LLC



By: Martin Mesecke, President

Approved as to Form:



Ronak V. Patel
Director
Inspections and Compliance Division



Clinton T. Edgar
Attorney
Inspections and Compliance Division

ACKNOWLEDGMENT

6 Fe / Me, 2012, Self Worth Financial Planning, LLC
("Respondent"), by and Me, its President, personally appeared before
me, executed the foregoing Order, and acknowledged that:

1. Martin Mesecke is duly authorized to enter into the foregoing Order on behalf of Respondent;
2. Martin Mesecke has read the foregoing Order;
3. Respondent has been fully advised of its rights under the Texas Securities Act and the Administrative Procedure Act;
4. Respondent knowingly and voluntarily consents to the entry of the foregoing Order and the Findings of Fact and Conclusions of Law contained therein; and,
5. Respondent, by consenting to the entry of the foregoing Order, has knowingly and voluntarily waived its rights as set forth therein.



Notary Public in and for
the State of TEXAS

My commission expires on: 5-10-14

[affix notary seal here]

