JUN-29-2000 21:23 U.S. ATTORNEYS OFFICE 714 338 3708 P.008 Case 8:12-cv-01561-DOC-JPR Document 1 Filed 09/18/12 Page 1 of 25 Page ID #:117

FILED WILLARD K. TOM ] || General Counsel ROBERT J. SCHROEDER 2 Regional Director MAXINE R. STANSELL, WA BAR # 9418 2017 SEP 18 AM 10: 24 3 mstansell@ftc.gov CLERK U.S. DISTRICT COURT CENTRAL DIST. OF CALIF. SANTA ANA KATHRYN C. DECKER, WA BAR # 12389 4 kdecker@ftc.gov Federal Trade Commission 5 915 Second Avenue, Suite 2896 Seattle, WA 98174 (206) 220-4474 (Stansell) (206) 220-4486 (Decker) (206) 220-6366 (fax) Local Counsel: 6Y\_\_\_\_\_ 6 7 8 BARBARA CHUN, CA Bar # 186907 9 bchun@ftc.gov 10877 Wilshire Blvd., Suite 700 Los Angeles, CA 90024 (310) 824-4312 (voice); (310) 824-4330 (fax) ATTORNEYS FOR PLAINTIFF 10 11 UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA SOUTHERN DIVISION 12 13 14 FEDERAL TRADE COMMISSION, Case No. SACV12 - 01561 DOC (JPR<sub>X</sub>) 15 Plaintiff. 16 ٧. 17 AMERICAN MORTGAGE COMPLAINT FOR PERMANENT INJUNCTION AND OTHER EQUITABLE RELIEF CONSULTING GROUP, LLC, a 18 California Limited Liability Company, also d.b.a. American Mortgage Group and American Mortgage Consulting; 19 [FILED UNDER SEAL] 20HOME GUARDIAN MANAGEMENT SOLUTIONS, LLC, a California Limited 21 Liability Company, also d.b.a. Home Guardian Solutions; and 22 MARK NAGY ATALLA, d.b.a. Home 23 Guardian Solutions, Home G Solutions Firm, and Home G Solutions Group, 24 Defendants. 25 26 27 28

Complaint

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Plaintiff, the Federal Trade Commission ("FTC"), for its Complaint alleges: 2 The FTC brings this action under Sections 13(b) and 19 of the Federal 1. Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 53(b) and 57b, and the 2009 3 Omnibus Appropriations Act, Pub. L. No. 111-8, § 626, 123 Stat. 524, 678 (Mar. 11, 4 5 2009) ("Omnibus Act"), as clarified by the Credit Card Accountability Responsibility and Disclosure Act of 2009, Pub. L. No. 111-24, § 511, 123 Stat. 1734, 1763-64 (May 6 7 22, 2009) ("Credit Card Act"), and amended by the Dodd-Frank Wall Street Reform and Consumer Financial Protection Act of 2010, Pub. L. No. 111-203, § 1097, 124 Stat. 8 1376, 2102-03 (July 21, 2010) ("Dodd-Frank Act"), 12 U.S.C. § 5538, to obtain 9 temporary, preliminary, and permanent injunctive relief, rescission or reformation of 10 11 contracts, restitution, the refund of monies paid, disgorgement of ill-gotten monies, and other equitable relief for Defendants' acts or practices in violation of Section 5(a) of the 12 FTC Act, 15 U.S.C. § 45(a), and the Mortgage Assistance Relief Services Rule, 13 16 C.F.R. Part 322 ("MARS Rule"), recodified as Mortgage Assistance Relief Services, 14 12 C.F.R. Part 1015 ("Regulation O"), in connection with the marketing and sale of 15 mortgage assistance relief services ("MARS"). 16

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# JURISDICTION AND VENUE

2. 18 This Court has subject matter jurisdiction over this matter pursuant to 28 U.S.C. §§ 1331, 1337(a), and 1345; 15 U.S.C. §§ 45(a), 53(b), and 57b; and 19 Section 626 of the Omnibus Act, as clarified by Section 511 of the Credit Card Act, and 20 21 amended by Section 1097 of the Dodd-Frank Act, 12 U.S.C. § 5538.

22 3. Venue in the Central District of California is proper under 28 U.S.C. §§ 1391(b) and (c), and 15 U.S.C. § 53(b). 23

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# **PLAINTIFF**

The FTC is an independent agency of the United States Government created 4. 25 by statute. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC Act, 15 26 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting 27 commerce. Pursuant to Section 626 of the Omnibus Act, as clarified by Section 511 of 28

the Credit Card Act, the FTC has the authority to enforce Regulation O, originally 1 2 promulgated as the Mortgage Assistance Relief Services Rule, 16 C.F.R. Part 322, which, among other things, requires MARS providers to make certain disclosures, and 3 prohibits MARS providers from making certain representations and from collecting a fee 4 5 in advance of the consumer's acceptance of mortgage assistance relief obtained by the MARS provider. Section 1097 of the Dodd-Frank Act, 12 U.S.C. § 5538, transferred 6 7 rulemaking authority over the MARS Rule to the Consumer Financial Protection 8 Bureau, which recodified the Rule from 16 C.F.R. Part 322 to 12 C.F.R. Part 1015, effective December 30, 2011, and designated it "Regulation O." Pursuant to Section 9 1097 of the Dodd-Frank Act, 12 U.S.C. § 5538, the FTC retains authority to enforce the 10 11 MARS Rule and Regulation O.

5. 12 The FTC is authorized to initiate federal district court proceedings, by its own attorneys, to enjoin violations of the FTC Act; the Omnibus Act, as clarified by the 13 Credit Card Act and amended by the Dodd-Frank Act; the MARS Rule; and 14 Regulation O, and to secure such equitable relief as may be appropriate in each case, 15 including rescission or reformation of contracts, restitution, the refund of monies paid, 16 and the disgorgement of ill-gotten monies. 15 U.S.C. §§ 53(b), 56(a)(2)(A)-(B), and 17 18 57b; and Omnibus Act § 626, 123 Stat. at 678, as clarified by Credit Card Act § 511, 123 Stat. at 1763-64, and amended by Dodd-Frank Act § 1097, 124 Stat. at 2102-03, 19 12 U.S.C. § 5538. 20

## DEFENDANTS

Defendant American Mortgage Consulting Group, LLC ("American
 Mortgage"), is a California limited liability company. Its registered address is 1000
 Bristol Street North, Suite 17-135, Newport Beach, California 92660. It also uses the
 addresses 1280 Bison Avenue Suite B-930, Newport Beach, California 92660, 3857
 Birch Street, Suite 313, Newport Beach, California 92660, and 2967 Michelson Drive
 # G620, Irvine, California 92612. Defendant American Mortgage does business as

American Mortgage Consulting and American Mortgage Group and transacts or has
 transacted business in this district and throughout the United States.

7. Defendant Home Guardian Management Solutions, LLC ("Home
Guardian"), is a California limited liability company. Its registered address is 1280
Bison Avenue, Suite B-9, Newport Beach, California, 92660. It also uses Suite B-930 at
the same street address, as well as the address 1000 Bristol Street North, Suite 17-135,
Newport Beach, California 92660. Defendant Home Guardian does business as Home
Guardian Solutions and transacts or has transacted business in this district and
throughout the United States.

Defendant Mark Nagy Atalla ("Atalla"), acting alone or in concert with 8. 10 others, has formulated, directed, controlled, had the authority to control, or participated 11 12 in the acts or practices set forth in this Complaint. Defendant Atalla is an officer, owner, and/or principal of Defendants American Mortgage and Home Guardian. He is or has 13 been the signatory on bank accounts in the names of the corporate Defendants, into 14 15 which consumer funds are deposited. He also does business as Home Guardian Solutions, Home G Solutions Firm, and Home G Solutions Group, and has been the 16 signatory on a bank account under the name Mark N. Atalla d.b.a. Home G Solutions 17 18 Firm. Defendant Atalla pays for telephone service to numbers used by Defendants American Mortgage and Home Guardian to market and sell mortgage assistance relief 19 services to consumers. Defendant Atalla resides in and transacts or has transacted 20 business in this District and throughout the United States. 21

9. From at least March 2011 until approximately January 2012, Defendants
 Home Guardian and Atalla have marketed and sold mortgage assistance relief services to
 consumers nationwide. Since approximately January 2012, Defendants American
 Mortgage and Atalla have marketed and sold mortgage assistance relief services to
 consumers nationwide.

27 10. Defendants American Mortgage and Home Guardian have operated as a
28 common enterprise while engaging in the unlawful acts and practices alleged below.

Defendants American Mortgage and Home Guardian have had common ownership, 1 2 business functions, and employees, and have commingled corporate funds. Defendant Atalla is a signatory on all bank accounts in either corporate name. When accounts in 3 the name of Defendant Home Guardian were closed, Defendant American Mortgage 4 5 continued making monthly payments to many of the same payees who had received monthly payments from Defendant Home Guardian. Both companies have used the 6 7 same address on Bristol Street North in Newport Beach, California. Both companies 8 received telephone service under the same account. Because Home Guardian and 9 American Mortgage have operated as a common enterprise, each of them is jointly and severally liable for the acts and practices alleged below. Defendant Atalla has 10 11 formulated, directed, controlled, had authority to control, or participated in the acts and 12 practices of American Mortgage and Home Guardian.

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# SUMMARY OF COMPLAINT

11. Since at least early 2011, Atalla and his companies, American Mortgage 14 and Home Guardian, have engaged in an ongoing, unlawful mortgage relief scheme that 15 preys on financially distressed homeowners nationwide by falsely promising loan 16 modification in exchange for an advance fee. Defendants attract distressed homeowners 17 18 via phone calls, deceptively promising substantial relief from unaffordable mortgages and foreclosures. Defendants promise a substantial reduction in the homeowners' 19 mortgage payments in exchange for an advance fee ranging from \$1,495 to \$4,495. 20 Rather than helping homeowners modify their mortgage loans or avoid foreclosure, 21 22 Defendants dupe distressed homeowners into paying thousands of dollars based on false 23 promises and misrepresentations. Indeed, Defendants provide little, if any, meaningful assistance to modify homeowners' mortgage loans or prevent foreclosure. 24

12. During the initial calls and interactions with homeowners, Defendants
promise homeowners substantial reductions in mortgage payments and interest rates in
exchange for an upfront fee. Defendants send contract documents to the homeowners
from which it appears that their savings from just a few reduced monthly payments will

exceed the amount of the Defendants' fee. Further, Defendants make the amount of the
fee seem attractive by claiming that it has been reduced by a federal government grant.
Defendants also say that the vast majority of Defendants' clients obtain the modification
described in the contract documents, that Defendants' prequalification procedure ensures
they will receive the modification, and that if it does not come through, Defendants will
fully refund the fee.

7 13. Defendants also claim to be a "legal team" or "law office" that "will
8 provide legal services" to the consumer.

9 14. In reality, Defendants do little or nothing to assist consumers. They do not
10 make consumers' mortgage payments more affordable or help them escape foreclosure.
11 Instead, Defendants direct consumers to avoid interactions with their lender. Consumers
12 who have paid Defendants' fees have suffered significant economic injury.

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# COMMERCE

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

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## GOVERNMENT MORTGAGE ASSISTANCE

Numerous mortgage lenders and servicers have offered certain borrowers 18 16. the opportunity to modify loans that have become unaffordable. Many of these loan 19 modification programs have expanded dramatically as lenders have increased 20 participation in the federal government's "Making Home Affordable" program, a plan to 21 stabilize the U.S. housing market and help millions of Americans reduce their monthly 22 mortgage payments to more affordable levels. The Making Home Affordable program 23 includes the Home Affordable Modification Program, in which the federal government 24 has committed up to \$75 billion to keep significant numbers of Americans in their 25 homes by preventing avoidable foreclosures. The mortgage assistance relief services 26 Defendants market are not connected with the Making Home Affordable program or 27 28

affiliated or otherwise associated with, or endorsed, sponsored, or approved by, the
 United States Government in any way.

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## **DEFENDANTS' BUSINESS ACTIVITIES**

17. Defendants have diverted consumers from authentic, government-affiliated programs by engaging in a course of conduct to advertise, market, promote, offer to sell, and sell to consumers purported mortgage assistance relief services.

18. Defendants have marketed and sold their mortgage assistance relief services
to homeowners who are in financial distress, behind on their mortgage loans, or in
danger of losing their homes to foreclosure.

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## **DEFENDANTS' REPRESENTATIONS**

11 19. Typically, Defendants' representatives contact consumers by telephone and
12 inquire whether the consumers have a home mortgage that they would like to modify to
13 reduce the monthly payment. If a consumer indicates interest, the caller solicits
14 information about the consumer's financial situation, telling the consumer that if he or
15 she qualifies for a loan modification, Defendants will contact the consumer's lender and
16 negotiate a loan modification that will reduce the interest rate significantly and reduce
17 the monthly payment by hundreds of dollars.

20. Within a few days after taking the consumer's "prequalification"
information, Defendants typically contact the consumer again by telephone or email to
congratulate the consumer on being approved for a loan modification, representing that
the loan modification is virtually certain or very likely.

21. In numerous instances, Defendants' email notifying consumers that they are
"approved" also states that the forms attached to the email will "complete your
modification." These forms typically consist of (a) two authorization forms by which
the consumers authorize Defendants to negotiate with their lender and debit their bank
account; and (b) two contractual documents that Defendants require consumers to sign, a
"Loan Approval Disclosure & Agreement" ("Loan Agreement") and a "Legal TeamClient Fee Agreement" ("Fee Agreement"). The Loan Agreement sets forth the specific

Complaint

terms of the consumer's new loan, including interest rate and monthly payment. In
 numerous instances, Defendants also discuss these terms with consumers by phone.

22. Defendants tell consumers that they must pay the up-front service fee in the 3 amount specified in both the Loan Agreement and the Fee Agreement. In numerous 4 5 instances, Defendants represent that the amount of this fee has been, or will be, reduced by the amount of a government grant that Defendants will obtain or have obtained for 6 7 them, typically called a "Home Saver" grant. Defendants create the impression that 8 Defendants are associated with the federal government by stating that the federal government pays Defendants to help homeowners or by stating that Defendants obtain 9 these grants from the government on consumers' behalf. Defendants solicit a net 10 11 amount from consumers (after deduction of any purported government grant) ranging 12 from \$1,495 to \$4,495 per mortgage to be modified. In some instances, Defendants contract to modify more than one mortgage and collect more than one fee. 13

23. Both the Loan Agreement and the Fee Agreement refer to the consumers' 14 fees as "Legal Fees." In the Fee Agreement, Defendants proclaim themselves to be "a 15 California Professional Legal Team" that "will provide legal services to" the consumer 16 and "use its' *[sic]* best efforts to negotiate and counsel Client in Real Estate matters 17 18 related to a Loan Modification of residential property." The Fee Agreement also says that the "Legal Team" reserves the "right to associate or bring in an additional *[sic]* 19 Attorneys/Legal Teams." These documents are sent to consumers with a transmittal 20 sheet stating that they are from the "Legal Department." Emails from Defendants to 21 consumers also refer to Home Guardian or American Mortgage as a "law office." In 22 fact, neither Home Guardian nor American Mortgage is a law office, and Defendants 23 typically do not provide legal representation to consumers. 24

25 24. In a variety of ways, Defendants assure consumers of the virtual certainty
26 that consumers will obtain the loan modification described in the Loan Agreement. For
27 example, in the Loan Agreement, Defendants state, "The vast majority of our clients
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obtain the solutions they contract for." In the same document, Defendants assure
 consumers that:

Because we pre-qualify you for a program BEFORE we accept your money we both avoid loss of precious time and resources. You can be sure that when we take you on as a client we are convinced that we can get your lender to offer you a solution to your problem.

Defendants augment these claims by telephone, telling consumers, for example, that
Defendants have a "track record" of successfully modifying mortgage loans or that the
new mortgage loan is "100% guaranteed." These representations are bolstered by
Defendants' claim that they have experience and "past histories" with the consumer's
lender. In some instances, Defendants' telemarketers also make oral claims that
Defendants are affiliated with or otherwise associated with the consumer's lender.

25. Defendants also represent that consumers will receive a full refund if 13 14 Defendants are unable to obtain the modified loan. Consumers rely on such statements made by telephone and in the contractual documents they receive before paying 15 Defendants' fee. For example, the Loan Agreement includes an underlined statement, 16 "The service fee is refundable in the event" that Defendants are "not able to perform as 17 listed above or perform any services that are beneficial to borrower." The same 18 document also contains what is headed a "MONEY BACK GUARANTEE," which 19 states that when "things do not work out as all intend," Defendants will "promptly 20 provide a refund." 21

22 26. In numerous instances, Defendants instruct consumers, orally and/or in
23 writing, not to communicate with their lender while Defendants are in the process of
24 negotiating the loan modification. Defendants tell consumers to forward all
25 communications from the lender to Defendants and otherwise to ignore them.

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# **CONSUMER EXPERIENCE**

27 27. In numerous instances, consumers who pay fees to Defendants do not
28 obtain loan modifications or have their mortgage payments substantially reduced.

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28. In numerous instances, when consumers contact Defendants for status
 updates, Defendants fail to answer or return consumers' telephone calls or emails. When
 consumers are able to reach Defendants, Defendants' salespersons generally assure
 consumers that their files are being handled.

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29. In numerous instances, consumers learn from their lenders that they have never been contacted by Defendants. In other instances, consumers learn from their lenders that Defendants did contact the lender, but failed to follow up.

8 30. In numerous instances in which consumers do not obtain loan
9 modifications, Defendants do not provide any refunds to consumers. Typically,
10 Defendants provide no explanation for the failure to provide either the loan modification
11 or a refund.

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# DEFENDANTS FAIL TO MAKE THE REQUIRED DISCLOSURES

31. Nowhere in Defendants' consumer-specific commercial communications,
including telephone calls, and email messages and their attachments, do Defendants
make the following disclaimers:

16	a.	That the consumer may stop doing business with the Defendants at
17		any time. Further, that the consumer may accept or reject the offer of
18		mortgage assistance Defendants obtain from the consumers' lender
19		and that, if the consumer rejects the offer, the consumer does not
20		have to pay the Defendants. If the consumer accepts the offer, the
21		consumer will have to pay the Defendants for their services;
22	b.	That Defendants are not associated with the government, and their
23		services are not approved by the government or the consumers'
24		lender; and
25	с.	That, even if a consumer accepts the Defendants' offer and uses the
26		Defendants' service, the consumer's lender may not agree to change
27		the consumer's loan.

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# **VIOLATIONS OF SECTION 5 OF THE FTC ACT**

Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits "unfair or 32. deceptive acts and practices in or affecting commerce." 3

33. Misrepresentations or deceptive omissions of material fact constitute 4 5 deceptive acts or practices prohibited by Section 5(a) of the FTC Act.

# Count I

7 34. In numerous instances, in connection with the advertising, marketing, promoting, offering for sale, or sale of mortgage assistance relief services, Defendants 8 have represented, directly or indirectly, expressly or by implication, that Defendants 9 generally will obtain for consumers mortgage loan modifications that will make 10 consumers' payments substantially more affordable. 11

35. 12 In truth and in fact, Defendants generally do not obtain for consumers mortgage loan modifications that will make consumers' payments substantially more 13 affordable. 14

36. Therefore, Defendants' representation as set forth in Paragraph 30 is false 15 and misleading and constitutes a deceptive act or practice in violation of Section 5(a) of 16 the FTC Act, 15 U.S.C. § 45(a). 17

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# **Count II**

37. In numerous instances, in connection with the advertising, marketing, 19 promoting, offering for sale, or sale of mortgage assistance relief services, Defendants 20 have represented, directly or indirectly, expressly or by implication, 21

22 that they will refund the consumer's fee if Defendants fail to obtain the promised mortgage loan modification. 23

38. In truth and in fact, in numerous instances in which Defendants have made 24 the representation set forth in Paragraph 33, Defendants do not refund the consumer's 25 fee when Defendants fail to obtain the promised mortgage loan modification. 26

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Complaint

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39. Therefore, Defendants' representation as set forth in Paragraph 33 is false
 and misleading and constitutes a deceptive act or practice in violation of Section 5(a) of
 the FTC Act, 15 U.S.C. § 45(a).

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# THE MORTGAGE ASSISTANCE RELIEF SERVICES RULE

5 40. In 2009, Congress directed the FTC to prescribe rules prohibiting unfair or deceptive acts or practices with respect to mortgage loans. Omnibus Act § 626, 6 7 123 Stat. at 678, as clarified by Credit Card Act, § 511, 123 Stat. at 1763-64. Pursuant 8 to that direction, the FTC promulgated the MARS Rule, 16 C.F.R. Part 322, all but one provision of which became effective on December 29, 2010. The remaining provision, 9 Section 322.5, became effective on January 31, 2011. Section 1097 of the Dodd-Frank 10 Act, 12 U.S.C. § 5538, transferred rulemaking authority over the MARS Rule to the 11 Consumer Financial Protection Bureau, which recodified the Rule as 12 C.F.R. 12 Part 1015, effective December 30, 2011, and designated it "Regulation O." The FTC 13 retains authority to enforce the MARS Rule pursuant to Section 1097 of the Dodd-Frank 14 15 Act, 12 U.S.C. § 5538.

41. The MARS Rule and Regulation O define "mortgage assistance relief
provider" as "any person that provides, offers to provide, or arranges for others to
provide, any mortgage assistance relief service" other than the dwelling loan holder, the
servicer of a dwelling loan, or any agent or contractor of such individual or entity.
16 C.F.R. § 322.2(j), recodified as Regulation O, 12 C.F.R. § 1015.2.

42. Defendants are "mortgage assistance relief service provider[s]" or
"provider[s]" engaged in providing "mortgage assistance relief service[s]" as those terms
are defined in the MARS Rule, 16 C.F.R. § 322.2(i) and (j), recodified as Regulation O,
12 C.F.R. § 1015.2.

43. The MARS Rule and Regulation O prohibit any mortgage assistance relief
provider from requesting or receiving payment of any fee or other consideration until the
consumer has executed a written agreement between the consumer and the consumer's
dwelling loan holder or servicer incorporating the offer of mortgage assistance relief the

provider obtained from the consumer's dwelling loan holder or servicer. 16 C.F.R.
 § 322.5(a), recodified as 12 C.F.R. § 1015.5(a).

44. The MARS Rule and Regulation O prohibit any mortgage assistance relief
service provider from representing, expressly or by implication, in connection with the
advertising, marketing, promotion, offering for sale, sale, or performance of any
mortgage assistance relief service, that a consumer cannot or should not contact or
communicate with his or her lender or servicer. 16 C.F.R. § 322.3(a), recodified as
Regulation O, 12 C.F.R. § 1015.3(a).

9 45. The MARS Rule and Regulation O prohibit any mortgage assistance relief
10 service provider from misrepresenting, expressly or by implication, any material aspect
11 of any mortgage assistance relief service including, but not limited to, the following:

- a. The likelihood of negotiating, obtaining, or arranging any represented service or result. 16 C.F.R. §322.3(b)(1), recodified as Regulation O, 12 C.F.R. § 1015.3(b)(1);
- b. That a mortgage assistance relief service is affiliated with, endorsed
  or approved by, or otherwise associated with the government, or the
  maker, holder, or servicer of the consumer's dwelling loan.
  16 C.F.R. § 322.3(b)(3), recodified as Regulation O, 12 C.F.R.
  § 1015.3(b)(3);
- The terms or conditions of any refund, cancellation, exchange, or 20 c. repurchase policy for a mortgage assistance relief service, including, 21 but not limited to, the likelihood of obtaining a full or partial refund, 22 or the circumstances in which a full or partial refund will be granted, 23 for a mortgage assistance relief service. 16 C.F.R. § 322.3(b)(6), 24 recodified as Regulation O, 12 C.F.R. § 1015.3(b)(6); or 25 26 d. That the consumer will receive legal representation. 16 C.F.R.
  - § 322.3(b)(8), recodified as Regulation O, 12 C.F.R. § 1015.3(b)(8).

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46. The MARS Rule and Regulation O prohibit any mortgage assistance relief
 provider from making a representation, expressly or by implication, about the benefits,
 performance, or efficacy of any mortgage assistance relief service unless, at the time
 such representation is made, the provider possesses and relies upon competent and
 reliable evidence that substantiates that the representation is true. 16 C.F.R. § 322.3(c),
 recodified as Regulation O, 12 C.F.R. § 1015.3(c).

47. The MARS Rule and Regulation O prohibit any mortgage assistance relief
service provider from failing to disclose the following information in every consumerspecific commercial communication:

"You may stop doing business with us at any time. You may accept 10 a. or reject the offer of mortgage assistance we obtain from your lender 11 [or servicer]. If you reject the offer, you do not have to pay us. If 12 you accept the offer, you will have to pay us (insert amount or 13 method for calculating the amount) for our services." 16 C.F.R. 14 § 322.4(b)(1), recodified as Regulation O, 12 C.F.R. 1015.4(b)(1); 15 "(Name of company) is not associated with the government, and our b. 16 service is not approved by the government or your lender." 17 18 16 C.F.R. § 322.4(b)(2), recodified as Regulation O, 12 C.F.R. § 1015.4(b)(2); and 19 In cases where the mortgage assistance relief service provider has 20 c. represented, expressly or by implication, that consumers will receive 21 any service or result, "[e]ven if you accept this offer and use our 22 service, your lender may not agree to change your loan." 16 C.F.R. 23 § 322.4(b)(3), recodified as Regulation O, 12 C.F.R. § 1015.4(b)(3). 24 Pursuant to Section 626 of the Omnibus Act, as clarified by Section 511 of 48. 25 the Credit Card Act, and amended by Section 1097 of the Dodd-Frank Act, 12 U.S.C. 26 § 5538, and pursuant to Section 18(d)(3) of the FTC Act, 15 U.S.C. § 57a(d)(3), a 27 violation of the MARS Rule and Regulation O constitutes an unfair or deceptive act or 28

practice in or affecting commerce, in violation of Section 5(a) of the FTC Act, 15 U.S.C.
 § 45(a).

### **Count III**

4 49. In numerous instances on or after January 31, 2011, in connection with
5 providing, offering to provide, or arranging for others to provide mortgage assistance
6 relief services, Defendants have requested or received payment of a fee or other
7 consideration before the consumer has executed a written agreement between the
8 consumer and the consumer's dwelling loan holder or servicer incorporating the offer of
9 mortgage assistance relief the Defendants obtained from the consumer's dwelling loan
10 holder or servicer.

50. Defendants' practices as alleged in Paragraph 45 are unfair or deceptive
acts or practices that violate Sections 322.5(a) of the MARS Rule, 16 C.F.R. § 322.5(a),
and Regulation O, 12 C.F.R. § 1015.5(a).

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### **Count IV**

15 51. In numerous instances on or after December 29, 2010, in connection with
16 the advertising, marketing, promoting, offering for sale, sale, or performance of
17 mortgage assistance relief services, Defendants have represented, expressly or by
18 implication, that a consumer cannot or should not contact or communicate with his or
19 her lender or servicer.

52. Defendants' practices as alleged in Paragraph 47 are unfair or deceptive
acts or practices that violate Section 322.3(a) of the MARS Rule, 16 C.F.R. § 322.3(a),
and Regulation O, 12 C.F.R. § 1015.3(a).

#### **Count V**

53. In numerous instances on or after December 29, 2010, in connection with
providing, offering to provide, or arranging for others to provide any mortgage
assistance relief service, Defendants have misrepresented, expressly or by implication,
material aspects of those services, including, but not limited to:

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1		a.	Defendants' likelihood of obtaining a modification of mortgage loans
2			for consumers that will make their payments substantially more
3			affordable;
4		b.	That a mortgage assistance relief service is affiliated with, endorsed
5			or approved by, or otherwise associated with the government or the
6			maker, holder, or servicer of the consumer's dwelling loan;
7		c.	The terms or conditions of any refund, cancellation, exchange, or
8			repurchase policy for a mortgage assistance relief service, including,
9			but not limited to, the likelihood of obtaining a full or partial refund,
10			or the circumstances in which a full or partial refund will be granted,
11			for a mortgage assistance relief service; or
12		d.	That the consumer will receive legal representation.
13	54.	Defei	ndants' practices as alleged in Paragraph 49 are unfair or deceptive
14	acts or pract	ices th	nat violate Sections 322.3(b)(1), (3), (6), and (8) of the MARS Rule,
15	16 C.F.R. §	322.3	(b)(1), (3), (6), and (8) and Regulation O, 12 C.F.R. § 1015.3(b)(1),
16	(3), (6), and	(8).	
17			Count VI
18	55.	In nu	merous instances on or after December 29, 2010, in connection with
19	providing, o	ffering	g to provide, or arranging for others to provide any mortgage

assistance relief service, Defendants have made representations, expressly or by implication, about the benefits, performance, or efficacy of their mortgage assistance 21 relief services when, at the time such representations were made, the Defendants did not 22 possess and rely upon competent and reliable evidence that substantiated that the 23 representations were true, including, but not limited to, representations by Defendants 24 that the vast majority of their clients obtain the solutions they contract for. 25

26 56. Defendants' practices as alleged in Paragraph 51 are unfair or deceptive acts or practices that violate Section 322.3(c) of the MARS Rule, 16 C.F.R. § 322.3(c), 27 and Regulation O, 12 C.F.R. 1015.3(c). 28

Complaint

1	Count VII
2	57. In numerous instances on or after December 29, 2010, in connection with
3	providing, offering to provide, or arranging for others to provide any mortgage
4	assistance relief service, Defendants have failed to disclose the following information, in
5	a clear and prominent manner, in their consumer-specific commercial communications:
6	a. "You may stop doing business with us at any time. You may accept
7	or reject the offer of mortgage assistance we obtain from your lender
8	[or servicer]. If you reject the offer, you do not have to pay us. If
9	you accept the offer, you will have to pay us (insert amount or
10	method for calculating the amount) for our services;"
11	b. "(Name of company) is not associated with the government, and our
12	service is not approved by the government or your lender;" and
13	c. "Even if you accept this offer and use our service, your lender may
14	not agree to change your loan."
15	58. Defendants' practices as alleged in Paragraph 53 are unfair or deceptive
16	acts or practices that violate Sections 322.4(b)(1), (2), and (3) of the MARS Rule,
17	16 C.F.R. §§ 322.4(b)(1), (2), and (3), and Regulation O, 12 C.F.R. § 1015.4(b)(1), (2),
18	and (3).
19	CONSUMER INJURY
20	59. Consumers have suffered and will continue to suffer substantial injury as a
21	result of Defendants' violations of the FTC Act and the MARS Rule. In addition,
22	Defendants have been unjustly enriched as a result of their unlawful acts or practices.
23	Absent injunctive relief by this Court, Defendants are likely to continue to injure
24	consumers, reap unjust enrichment, and harm the public interest.
25	
26	
27	
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1 2

# THE COURT'S POWER TO GRANT RELIEF

60. 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 any provision of law enforced by the FTC. The Court, in the exercise of its equitable jurisdiction, may award ancillary relief, including rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies, to prevent and remedy any violation of any provision of law enforced by the FTC.

9 61. Section 19 of the FTC Act, 15 U.S.C. § 57b, and Section 626 of the
10 Omnibus Act, as clarified by Section 511 of the Credit Card Act, authorize this Court to
11 grant such relief as the Court finds necessary to redress injury to consumers resulting
12 from Defendants' violations of the MARS Rule or Regulation O, including the
13 rescission or reformation of contracts and the refund of money.

14

# PRAYER FOR RELIEF

Wherefore, Plaintiff Federal Trade Commission, pursuant to Sections 13(b) and
19 of the FTC Act, 15 U.S.C. 53(b) and 57b, the Omnibus Act, and the Court's own
equitable powers, requests that the Court:

A. Award Plaintiff 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,
preliminary injunctions;

B. Enter a permanent injunction to prevent future violations of the FTC Act
and the MARS Rule or Regulation O by Defendants;

C. Award such relief as the Court finds necessary to redress injury to
consumers resulting from Defendants' violations of the FTC Act and the MARS Rule or
Regulation O, including, but not limited to, rescission or reformation of contracts,
restitution, the refund of monies paid, and the disgorgement of ill-gotten monies; and

1D.Award Plaintiff the costs of bringing this action, as well as such other and2additional relief as the Court may determine to be just and proper.

Dated: September . 2012 Respectfully submitted, WILLARD K. TOM General Counsel Mafine R Standy MAXINE R. STANSELL KATHRYN C. DECKER Attorneys for Plaintiff Federal Trade Commission 

AO 440 (Rev. 06/12). Summons in a Civil Action

for the

Central District of California

Federal Trade Commission	
SEE ATTACHED	
Pluintiff(s)	
٧.	
American Martgage Consulting Group, LLC, et al.	
SEE ATTACHED	
Defendant(s)	

SACV12 - 01561 DOC (JPRx)

Civil Action No.

#### SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address)

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) --- or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) -- you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney, whose name and address are: Maxine R. Stansell

Federal Trade Commission 915 Second Ave., Suite 2896 Seattle, WA 98174

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

SEP 1 8 2012

Date:

CLERK OF COURT

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Signature of Clerk or Deputy Clerk

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No.

#### PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (1))

s received by me on			
I personally	served the summons on the individual a	at (place)	
		on (date)	
I left the sur	nmons at the individual's residence or u		
	, a person	n of suitable age and discretion who res	sides there,
on (date)	, and mailed a copy to	the individual's last known address; or	
🗇 I served the	summons on (name of individual)		, who is
designated by	law to accept service of process on beha	alf of (name of organization)	
		on (date)	; or
I returned the	ie summons unexecuted because		; or
Other (specif.	ÿ):		
My fees are \$	for travel and \$	for services, for a total of S	0.00
I declare under	penalty of perjury that this information	is true.	
te:			
		Server's signature	
		Printed name and title	
		Server's address	

.

Additional information regarding attempted service, etc:

JUN-29-2000 21:23 U.S. ATTORNEYS OFFICE 714 338 3708 P.008 Case 8:12-cv-01561-DOC-JPR Document 1 Filed 09/18/12 Page 22 of 25 Page ID #:138

FILED WILLARD K. TOM ] || General Counsel ROBERT J. SCHROEDER 2 Regional Director MAXINE R. STANSELL, WA BAR # 9418 2017 SEP 18 AM 10: 24 3 mstansell@ftc.gov CLERK U.S. DISTRICT COURT CENTRAL DIST. OF CALIF. SANTA ANA KATHRYN C. DECKER, WA BAR # 12389 4 kdecker@ftc.gov Federal Trade Commission 5 915 Second Avenue, Suite 2896 Seattle, WA 98174 (206) 220-4474 (Stansell) (206) 220-4486 (Decker) (206) 220-6366 (fax) Local Counsel: 6Y\_\_\_\_\_ 6 7 8 BARBARA CHUN, CA Bar # 186907 9 bchun@ftc.gov 10877 Wilshire Blvd., Suite 700 Los Angeles, CA 90024 (310) 824-4312 (voice); (310) 824-4330 (fax) ATTORNEYS FOR PLAINTIFF 10 11 UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA SOUTHERN DIVISION 12 13 14 FEDERAL TRADE COMMISSION, Case No. SACV12 - 01561 DOC (JPR<sub>X</sub>) 15 Plaintiff. 16 ٧. 17 AMERICAN MORTGAGE COMPLAINT FOR PERMANENT INJUNCTION AND OTHER EQUITABLE RELIEF CONSULTING GROUP, LLC, a 18 California Limited Liability Company, also d.b.a. American Mortgage Group and American Mortgage Consulting; 19 [FILED UNDER SEAL] 20HOME GUARDIAN MANAGEMENT SOLUTIONS, LLC, a California Limited 21 Liability Company, also d.b.a. Home Guardian Solutions; and 22 MARK NAGY ATALLA, d.b.a. Home 23 Guardian Solutions, Home G Solutions Firm, and Home G Solutions Group, 24 Defendants. 25 26 27 28

# JUN-29-2000 21:22 U.S. ATTORNEYS OFFICE 714 338 3708 P.002 Case 8:12-cv-01561-DOC-JPR Document 1 Filed 09/18/12 Page 23 of 25 Page ID #:139 UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I (a) PLAINTIFFS (Check box FEDERAL TRADE COM	if you are representing yourself [ MISSION	1)	DEFENDANTS AMERICAN MORTGAGE CONSULTING GROUP, LLC; HOME GUARDIAN MANAGEMENT SOLUTIONS, LLC, MARK NAGY ATALLA		
(b) Attomeys (Firm Name, Add yourself, provide same.)	diess and Telephone Number. If y	ou are representing	Attorneys (If Known)		
WA 98174, 206-220-4474;	rade Comm'n, 915 Second Ave, 5 ; Kathryn C. Decker, Federal Trad Senne, WA 98174, 206-220-4486	le Commin, 915			
II. BASIS OF JURISDICTION	(Place an X in one box only.)		NSHIP OF PRINCIPAL Pa VX in one box for plaintiff as	ARTIES - For Diversity Cases nd one for defendant.)	Only
🕅 I U.S. Government Plaintiff	B 3 Federal Question (U.S. Government Not a Porty)	Citizen of Th		PTF DEF       Incorporated or P of Business in thi	
🖸 2 U S. Government Defendant	Diversity (Indicate Citize of Parties in Item III)	enship Citizen of An	other State	□ 2 □ 2 Incorporated and of Business in Ar	Principal Place 🗆 5 👘 5 . solher State
		Citizen or Su	oject of a Foreign Country_I	□ 3 □ 3 Foreign Nation	自6 日6
IV. ORIGIN (Place an X in one	e box only )		,		
GI Original D 2 Remove Proceeding State Co		4 Reinstated or 0 Reopened	3 5 Transferred from anothe	r district (specify): □6 Mult Distr Litig	
V. REQUESTED IN COMPLA	AINT: 🛛 JURY DEMAND: 🗆 Y	es 🗹 No (Check 'Y	'es' only if demanded in com	phint.)	
CLASS ACTION under F.R.C.	.P. 23: 17 Yes ENNo	(	MONEY DEMANDED I	N COMPLAINT: 5	
	the U.S. Civil Statute under which				tutor volore divordu \
	of the FTC Act, 15 U.S.C. Section	• •	A CONTRACT OF	•	and test unless unversity.)
VII. NATURE OF SHIT (Plac	•		, ( <i>),</i> , <u></u>	······································	······································
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OTHER STATUTES	CONTRACT	TORTS	TORTS	PRISONER	LABOR
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Rates/etc.	150 Recovery of	🗆 320 Assault, Libe	🗠 🗆 380 Other Person		730 Labor/Memt
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and Corrupt	Judgment	D 340 Marine	Product Liab	•	740 Railway Labor Act
Organizations 480 Consumer Credit	151 Medicare Act     152 Recovery of Defaulted	345 Marine Prod	BANKRUPTCY		D 790 Other Lubor Litigation
☐ 480 Cuble/Sat TV	Student Loan (Excl.	Liability	158	FORFEITURE/	D 791 Empl. Ret. Inc.
810 Selective Service	Veterans)	350 Motor Vehic	E □ 471 Withdrawal 1		Security Act
C1 850 Securities/Commodities/	D 153 Recovery of	D 355 Motor Vehic Product Liab	dity USC 157	G10 ABrigulture	PROPERTY RIGHTS
Exchange	Overpayment of	360 Other Person			🗆 820 Copyrights
B75 Customer Challenge 12     USC 3410	Veterion's Benefits	រាជ្យបក្	☐ 441 Voting	Drug	TI 830 Pateni
	160 Stockholders' Suits     190 Other Contract	1362 Personal Inju			SOCIAL SECURITY
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Access to Justice	245 Tort Product Liability	C 463 Habeas Corr	us- 0 440 Other Civil		or Defendant)
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FOR OFFICE USE ONLY: Cuse Number: \_\_\_\_\_

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

#### Case 8:12-cv 01561-592Fes BISTINE 94008Rt, 1CENTIRAL 09/548/12 BAGAL 2408125 Page ID #:140 CIVIL COVER SHEET

VIII(a). IDENTICAL CASES: Has this action been previously filed in this court and dismissed, remanded or closed? 🗹 No 🗆 Yes If yes, list case number(s): \_\_\_\_\_\_

VIII(b). RELATED CASES: Have any cases been previously filed in this court that are related to the present case? If No Yes If yes, list case number(s):

#### Civil cases are deemed related if a previously filed case and the present case:

(Check all boxes that apply) 🛛 A. Arise from the same or closely related transactions, happenings, or events; or

- B. Call for determination of the same or substantially related or similar questions of law and fact; or
- C. For other reasons would entail substantial duplication of labor if heard by different judges; or
- D. Involve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.

IX. VENUE: (When completing the following information, use an additional sheet if necessary.)

(a) List the County in this District; California County outside of this District; State if other than California; or Foreign Country, in which EACH named plaintiff resides.
 Check here if the government, its agencies or employees is a named plaintiff. If this box is checked, go to item (b).

County in this District:*	California County outside of this District; State, if other than California; or Foreign Country

(b) List the County in this District; California County outside of this District; State if other than California; or Foreign Country, in which EACH named defendant resides.
 Check here if the government, its agencies or employees is a named defendant. If this box is checked, go to item (c).

County in this District:*	California County outside of this District; State, if other than California; or Foreign Country
All defendants reside in Orange County	

(c) List the County in this District; California County outside of this District; State if other than California; or Foreign Country, in which EACH claim arose. Note: In land condemnation cases, use the location of the tract of land involved.

County in this District:*	California County outside of this District; State, if other than California; or Foreign Country
Nationwide	Nationwide

\* Los Angeles, Orange, San Bernardino, Riverside, Ventura, Santa Barbara, or San Luis Obispo Counties Note: In land condemnation cases, use the location of the tract of land involved

X. SIGNATURE OF ATTORNEY (OR PRO PER):	Mapone R. Stanself	Date September 18, 2012
· · · · · · · · · · · · · · · · · · ·		

Notice to Counsel/Parties: The CV-71 (JS-44) Civil Cover Sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law. This form, approved by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed but is used by the Clerk of the Court for the purpose of statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)

Key to Statistical codes relating to Social Security Cases:

Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. (g))

# UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

#### NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge David O. Carter and the assigned discovery Magistrate Judge is Jean P. Rosenbluth.

The case number on all documents filed with the Court should read as follows:

#### SACV12- 1561 DOC (JPRx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

#### NOTICE TO COUNSEL

\_\_\_\_\_\_\_

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012 Southern Division 411 West Fourth St., Rm. 1-053 Santa Ana, CA 92701-4518 L Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY