

OCCC CASE NO. L25-015

IN THE MATTER OF:	§	BEFORE THE
	§	
MASTER FILE NO.: 1400050794	§	OFFICE OF CONSUMER
PREMIER PLUS FINANCIAL LLC	§	
d/b/a PREMIER PLUS PAWN	§	CREDIT COMMISSIONER
813 W MOORE AVE., STE. A	§	
TERRELL, TEXAS 75160	§	STATE OF TEXAS

**ORDER IMPOSING ADMINISTRATIVE PENALTY**

The Office of Consumer Credit Commissioner (“OCCC”) issues this Order Imposing Administrative Penalty against Premier Plus Financial LLC d/b/a Premier Plus Pawn (“Premier Plus Pawn”).<sup>1</sup>

**Statement of Facts and Law**

Premier Plus Pawn is a pawnshop licensed by the OCCC under Chapter 371 of the Texas Finance Code. Premier Plus Pawn operates under master file number 1400050794 at multiple licensed locations, under license numbers 151422, 154467, 154399, and 157924. Premier Plus Pawn’s compliance officer is Ubaldo Del Toro, and its designated contact address is 813 W Moore Ave., Ste. A, Terrell, Texas 75160.

A pawnshop must file annual reports with the OCCC.<sup>2</sup> A pawnshop must comply with all instructions from the OCCC relating to submitting the report, and must file a report for each licensed location.<sup>3</sup> The report is due by July 31 of each year for the prior calendar year’s activity.<sup>4</sup>

On October 7, 2022, the OCCC issued an Order to File Timely and Accurate Annual Reports (the “Order”) against Premier Plus Pawn for failing to timely file its 2021 annual report. The Order required Premier Plus Pawn to timely file complete and accurate future reports.

<sup>1</sup> Tex. Fin. Code § 14.208.

<sup>2</sup> Tex. Fin. Code § 371.201; 7 Tex. Admin. Code § 85.502.

<sup>3</sup> 7 Tex. Admin. Code § 85.502.

<sup>4</sup> 7 Tex. Admin. Code § 85.502; <https://occc.texas.gov/industry/pawnshops-and-pawn-employees/annual-reports>

Premier Plus Pawn did not file its 2023 annual report by the deadline of July 31, 2024.

The Consumer Credit Commissioner (“Commissioner”) may issue an injunction ordering a pawnshop to file one or more complete, accurate, and timely annual reports if the Commissioner has reasonable cause to believe that the pawnshop is violating Chapter 371 of the Texas Finance Code.<sup>5</sup> The Commissioner may impose an administrative penalty on a pawnshop that violates an injunction.<sup>6</sup>

By failing to timely file its 2023 annual report, Premier Plus Pawn has violated Chapter 371 of the Texas Finance Code and the OCCC’s Order to File Timely and Accurate Annual Reports.

## **Order**

IT IS ORDERED that Premier Plus Financial LLC d/b/a Premier Plus Pawn:

1. pay an administrative penalty in the amount of \$2,000.00 (calculated as \$500.00 each for Premier Plus Pawn’s four licensed locations) within 30 days after the date of this Order; and
2. file its 2023 annual report within 30 days of after the date of this Order, if it has not already done so.

Pawnshop annual reports must be submitted through the OCCC’s Application Licensing Examination and Compliance System (ALECS): [alecs.occ.texas.gov](https://alecs.occ.texas.gov). Instructions are available by clicking the “File Annual Report” button on the OCCC’s home page, [occ.texas.gov](https://occ.texas.gov).

---

<sup>5</sup> Tex. Fin. Code §§ 14.208, 371.302(a).

<sup>6</sup> Tex. Fin. Code §§ 14.208(c), 371.303; 7 Tex. Admin. Code § 85.604(b).

## Right to Request Hearing

You have the right to request a hearing regarding this Order.<sup>7</sup> To request a hearing, you must send a written hearing request to the OCCC no later than 30 days after the date of this Order.<sup>8</sup> You must send your request to Vivek Vedanarayanan, Assistant General Counsel, by mail to 2601 N. Lamar Blvd., Austin, Texas 78705, or by email to [vivek.vedanarayanan@occc.texas.gov](mailto:vivek.vedanarayanan@occc.texas.gov).

If you request a hearing, a hearing on this matter will be set and conducted in accordance with Chapter 2001 of the Texas Government Code.<sup>9</sup> If you fail to request a hearing by the deadline, this Order will be considered final and enforceable.<sup>10</sup>

All communications with the OCCC concerning this matter must be through Vivek Vedanarayanan, Assistant General Counsel, who may be contacted by mail at 2601 N. Lamar Blvd., Austin, Texas 78705, by telephone at 512-936-7623, or by email at [vivek.vedanarayanan@occc.texas.gov](mailto:vivek.vedanarayanan@occc.texas.gov)

Signed this 10th day of October, 2024.

/s/ Leslie Pettijohn  
Leslie L. Pettijohn  
Consumer Credit Commissioner  
State of Texas

---

<sup>7</sup> Tex. Fin. Code § 14.208(b).

<sup>8</sup> Tex. Fin. Code § 14.208(b).

<sup>9</sup> Tex. Fin. Code § 14.208(b).

<sup>10</sup> Tex. Fin. Code § 14.208(c).

## CERTIFICATE OF SERVICE

I certify that on October 10, 2024, a true and correct copy of this Order Imposing Administrative Penalty has been sent to Premier Plus Financial LLC d/b/a Premier Plus Pawn by regular mail and certified mail, return receipt requested, at:

CMRRR# 9214 8901 9403 8300 0078 3770 72  
Premier Plus Financial LLC  
Attn: Ubaldo Del Toro, Compliance Officer  
813 W Moore Ave., Ste. A  
Terrell, TX 75160

CMRRR# 9214 8901 9403 8300 0078 3770 89  
Premier Plus Financial LLC  
Attn: Ubaldo Del Toro, Registered Agent  
813 W. Moore Ave., Ste. A  
Terrell, TX 75160

/s/ Vivek V. Vedanarayanan  
Vivek V. Vedanarayanan  
Assistant General Counsel  
Office of Consumer Credit Commissioner  
State Bar No. 24127068  
2601 North Lamar Blvd.  
Austin, Texas 78705  
512-936-7623 (phone)  
vivek.vedanarayanan@occc.texas.gov