

OCCC CASE NO. L26-005

IN THE MATTER OF:

**ROMEO VILAFRANCA JR.
D/B/A PLAZA PAWN & JEWELRY**

MASTER FILE NO.: 1734

BEFORE THE

**OFFICE OF CONSUMER
CREDIT COMMISSIONER**

STATE OF TEXAS

ORDER TO FILE TIMELY AND ACCURATE ANNUAL REPORTS

The Office of Consumer Credit Commissioner (“OCCC”) issues this Order to File Timely and Accurate Annual Reports against Romeo Villafranca Jr. d/b/a Plaza Pawn & Jewelry (“Plaza Pawn & Jewelry”).¹

Statement of Facts and Law

Plaza Pawn & Jewelry is a pawnshop licensed by the OCCC under Chapter 371 of the Texas Finance Code. Plaza Pawn & Jewelry operates under master file number 1734 at one licensed location, under license number 4538. Plaza Pawn & Jewelry’s compliance officer is Romeo Villafranca Jr., and its designated contact address is 2600 West Ave., San Antonio, Texas 78201.

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

Plaza Pawn & Jewelry did not file its 2024 annual report by the deadline of July 31, 2025.

¹ Tex. Fin. Code § 14.208.

² Tex. Fin. Code § 371.201; 7 Tex. Admin. Code § 85.502.

³ 7 Tex. Admin. Code § 85.502.

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

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.⁵

The Commissioner has reasonable cause to believe that Plaza Pawn & Jewelry is violating Chapter 371 of the Texas Finance Code, and therefore issues this Order, because Plaza Pawn & Jewelry failed to timely file its 2024 annual report.

Order

IT IS ORDERED THAT Romeo Villafranca Jr. d/b/a Plaza Pawn & Jewelry:

1. comply with, and cease and desist from violating, the reporting requirements set forth in 371.201 of the Texas Finance Code and Title 7, Section 85.502 of the Texas Administrative Code;
2. file its 2024 annual report within 30 days of the date of this Order, if it has not already done so; and
3. timely file complete and accurate future annual reports.

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

Violation of Order

If you violate this Order, the OCCC may impose an administrative penalty of up to \$1,000 for each day.⁶ Multiple violations may also result in the suspension or revocation of your license.⁷

⁵ Tex. Fin. Code §§ 14.208, 371.302(a).

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

⁷ Tex. Fin. Code § 371.251; 7 Tex. Admin. Code § 85.604(b).

Right to Request Hearing

You have the right to request a hearing regarding this Order.⁸ 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.⁹ 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.

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.¹⁰ If you fail to request a hearing by the deadline, this Order will be considered final and enforceable.¹¹

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

Signed this 18th day of November, 2025.

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

⁸ Tex. Fin. Code § 14.208(b).

⁹ Tex. Fin. Code § 14.208(b).

¹⁰ Tex. Fin. Code § 14.208(b).

¹¹ Tex. Fin. Code § 14.208(c).

CERTIFICATE OF SERVICE

I certify that on November 18, 2025, a true and correct copy of this Order to File Timely and Accurate Annual Reports has been sent to Romeo Villafranca Jr. d/b/a Plaza Pawn & Jewelry by the following:

Romeo Villafranca Jr.
d/b/a Plaza Pawn & Jewelry
Attn: Romeo Villafranca Jr.,
Compliance Officer
2600 West Ave.
San Antonio, TX 78201

- email
- eFileTexas.gov electronic service
- regular mail
- certified mail, return receipt requested
9214 8901 9403 8300 0037 3970 35

Romeo Villafranca Jr.
d/b/a Plaza Pawn & Jewelry
Attn: Romeo Villafranca Jr.,
Registered Agent
13726 Hunters Moss
San Antonio, TX 78230

- email
- eFileTexas.gov electronic service
- regular mail
- certified mail, return receipt requested
9214 8901 9403 8300 0037 3970 42

/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)
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