

**BEFORE THE ADMINISTRATOR OF CONSUMER CREDIT
STATE OF OKLAHOMA**

**FILED AUGUST 6, 2024
STATE OF OKLAHOMA
DEPARTMENT OF
CONSUMER CREDIT**

STATE OF OKLAHOMA <i>ex rel.</i>)	
DEPARTMENT OF CONSUMER CREDIT,)	
)	
Petitioner)	
)	
v.)	Case No. 24-0053-DIS
)	
LUV FORD LLC,)	
)	
Respondent)	

CONSENT ORDER

Petitioner, State of Oklahoma *ex rel.* Department of Consumer Credit ("Petitioner") and Respondent, Luv Ford LLC, ("Respondent") voluntarily enter into this Consent Order as an informal disposition of this individual proceeding to avoid litigation. Respondent agrees to waive its right to a hearing under the Oklahoma Administrative Procedures Act and both parties agree as follows:

(1) Petitioner restates and incorporates by reference the allegations made by the Petitioner in the Notice of Hearing filed in this matter.

i. Respondent is a domestic limited liability company under the jurisdiction of the State of Oklahoma, Oklahoma Secretary of State filing number 3512857465; active filing status.

ii. Respondent transacts business at 821 E. Main St., Henryetta, OK 74437.

iii. On June 12, 2024, Consumer Credit Investigators Jimmie Ray and Michael Thompson, arrived at Respondent's location and spoke to Missy Nash, Office Manager. Ms. Nash advised Respondent utilizes Tinker Federal Credit Union and Santander as a few of the financing options for customers to purchase vehicles. Respondent has been conducting credit sales at the location since July 2021 and averages 50 car sales per month. Upon request, the Investigators viewed and scanned an executed retail installment contract dated

2/24/2024 that showed an annual percentage rate of 9.49% and the amount financed was \$28,575.00. Ms. Nash advised customers sign the financing paperwork at Respondent's location, and customers can complete a financing application on Respondent's website.

iv. As of the date of the Notice, Respondent was not licensed in the State of Oklahoma pursuant to the provisions of 14A O.S. §§ 6-201 through 6-203 of the UCCC. 14A O.S. § 6-203(2).

v. Respondent failed to pay the notification license filing fee for each business location pursuant to OKLA. ADMIN. CODE § 160:5-1-2(2)(A).

vi. Petitioner received a Notification license application and filing fee from Respondent on July 25, 2024. License #89469 was issued on July 29, 2024.

(2) Respondent does not admit to the allegations made by the Petitioner in the Notice of Hearing filed in this matter, and incorporated by reference in this Consent Order, except that Respondent admits the facts necessary to establish the Department's jurisdiction over Respondent and the subject matter of this action.

(3) Respondent agrees to pay a civil penalty of \$750.00, payable to the Oklahoma Department of Consumer Credit, on or before August 29, 2024.

(4) The payment shall be made payable by check or money order to the Oklahoma Department of Consumer Credit, shall indicate the payment is for Case Number 24-0053-DIS and shall be addressed to the attention of John T. Coyne, Chief Enforcement Counsel, Department of Consumer Credit, 629 NE 28th Street, Oklahoma City, Oklahoma 73105.

(5) A file stamped copy of this Consent Order will be returned to Respondent upon signature of the Administrator of the Department of Consumer Credit or the Deputy Administrator of the Department Consumer Credit.

(6) If Respondent fails to comply with the terms of this Consent Order, the Administrator of the Department of Consumer Credit is authorized to file an application to enforce this Consent Order in the District Court of Oklahoma County, Oklahoma

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in accordance with the provisions of 59 O.S. § 2095.17(c).



[Redacted]

Scott Leshar
Administrator
State of Oklahoma
Department of Consumer Credit

Dated: 8/6/24

[Redacted]

Luv Ford LLC

Dated: 7/31/24

AUG 05 2024

VERIFICATION OF CONSENT ORDER, CASE NUMBER 24-0053-DIS

STATE OF OKLAHOMA)

COUNTY OF _____)

Signed and sworn to (or affirmed) before me on 7-31-24,
2024, by Luv Ford LLC.

[Redacted Signature]

Luv Ford LLC

(Seal, if any)



[Redacted Signature]

Notary Public

My commission expires:

October 25, 2027