

**ADMINISTRATIVE PROCEEDING  
BEFORE THE  
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

IN THE MATTER OF: )

Richard Edward Holliday. )

**ORDER TO SHOW CAUSE  
File No. 14008\_**

) )  
Respondent. )  
\_\_\_\_\_ )

WHEREAS, the Securities Division of the Office of the Attorney General of the State of South Carolina (the "Division"), has been authorized and directed by the Securities Commissioner of South Carolina (the "Securities Commissioner") to administer the provisions of S.C. Code Ann. § 35-1-101, *et seq.*, the South Carolina Uniform Securities Act of 2005 (the "Act"); and

WHEREAS, the Division alleges the following:

**I. JURISDICTION**

1. The Securities Commissioner has jurisdiction over this matter pursuant to S.C. Code Ann. § 35-1-601(a).

**II. RESPONDENT**

2. Respondent Holliday is a citizen and resident of Anderson County, South Carolina, with a last known address of 309 Palmetto Parkway, Belton, South Carolina, 29627.

**III. STATEMENT OF FACTS**

3. \_\_\_\_\_ Respondent Holliday was registered with the Division as a broker-dealer agent.

4. From on or about October 10, 2012 to on or about January 24, 2014, Holliday was

an agent of The Investment Center, Inc., a broker-dealer registered with the Division.

5. From on or about October 14, 2009 to on or about September 30, 2012, Holliday was an agent of Spire Securities, LLC ("Spire"), a broker-dealer registered with the Division

his business and refrain from conduct including, *inter alia*, engaging in the practice of lending or borrowing money or securities from a customer.

**V. CONCLUSION**

14. Based on the foregoing facts and applicable law, Respondent should be censured

and fined \$10,000. The Commission orders that Respondent shall be censured and fined \$10,000.

In the event an answer and verification requesting a hearing is not received within the

above-stated thirty (30) day period of time, an order imposing the sanctions set forth above shall be issued against the Respondent.

The Respondent is further notified that by seeking the issuance of an order imposing the sanctions set forth above, the Division is not waiving any rights it may have to pursue additional

OFFICE OF THE ATTORNEY GENERAL  
SECURITIES DIVISION

CERTIFICATE OF SERVICE AND  
AFFIDAVIT OF COMPLIANCE  
File Number 14008

I hereby certify that I served upon the individual/entity listed below a copy of the document indicated below and dated April 8, 2014, by serving a copy of said document upon the Securities Commissioner of the State of South Carolina and by placing a copy of said document in the United States mail, certified mail, return receipt requested, first class postage prepaid and addressed to:

Richard E. Holliday

File No. SC 20607

Document(s): Order to Show Cause

Mailed April 9, 2014 from Columbia, South Carolina.

I, South Carolina, certify, pursuant to SCSS that on this date, I have filed this document with the