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## ARKANSAS SECURITIES DEPARTMENT

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**\*\*\* FOR IMMEDIATE RELEASE \*\*\***

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### ARKANSAS SECURITIES COMMISSIONER ORDERS ARKANSAS RESIDENT TO STOP VIOLATING SECURITIES LAWS

On March 7, 2017, Arkansas Securities Commissioner B. Edmond Waters issued a Cease and Desist Order against LaMarcus Rhashaun Coleman ("Coleman"), a Little Rock resident who originally hails from Pine Bluff. The Order directed Coleman and his company, Coleman & Co, LLC ("Coleman & Co.") to cease and desist from selling securities or committing securities fraud in Arkansas. The Order also ordered Coleman and another of his companies, Augustus Capital Management, LLC ("Augustus Capital"), to stop performing investment advisory services in Arkansas without a registration.

Coleman is a former registered broker-dealer agent and investment adviser representative, who was last registered with the Arkansas Securities Department ("Department") from December 7, 2012 to May 29, 2013. Coleman's registrations with the Department lapsed when his employment was terminated by his former employer, Merrill Lynch, Pierce, Fenner & Smith Incorporated. The Order found that Coleman, while acting through his companies Augustus Capital and Coleman & Co., sold securities and/or invested funds on behalf of four different Arkansas residents without being registered to do so. During the course of his dealings with the four investors, Coleman committed securities fraud by unlawfully converting investment funds to his personal use and repaying a former investor with a subsequent investor's funds. In some instances, Coleman issued false account statements to customers in efforts to conceal losses in accounts.

Investors with questions about whether or not a financial professional is properly registered should contact the Department at 1-800-981-4429 before investing. A copy of the Order is available on the Department's website at [www.securities.arkansas.gov](http://www.securities.arkansas.gov), Order No. S-15-0042-17-OR02.