



advertising fraudulently by indicating in multiple advertisements that Run Local Locksmith trains their New Jersey technicians to perform locksmith services in New Jersey, as well as fraudulently advertising a \$29 locksmith service fee, in violation of N.J.S.A. 45:1-21(o).

4. A twenty thousand dollar (\$20,000) penalty, pursuant to N.J.S.A. 45:1-25a, in that Respondent's unlicensed agent(s) engaged in gross negligence, gross malpractice and gross incompetence which endangered the health, safety and property of consumers, in violation of N.J.S.A. 45:1-21(c).

In addition the letter directed Respondent to take the following corrective action:

1. Cease and desist from the unlicensed practice of engaging in, and advertising, locksmith services.
2. Reimburse the sum of \$300.00 to consumer Sonia Valdes.
3. Reimburse the sum of \$248.13 to consumer Marples Ellis.
4. Reimburse the sum of \$165.00 to consumer Lisa Frugis.

Alternatively, Respondent was given the options of either requesting a hearing before the Committee or submitting a written explanation and waiving respondent's right to a hearing.

Without designating his preference, Respondent elected to submit a written explanation in which Respondent maintained he has ceased advertising and offering locksmithing services in the State of New Jersey.

At its meeting on December 15, 2015, the Committee considered the Uniform Penalty Letter and Respondent's explanation. With respect to charges of unlicensed practice, the Committee finds its evidence to be more credible than that of the Respondent because the Respondent admits to engaging in locksmithing without a license.

Accordingly, the Committee finds that Respondent failed to conform with statutory and/or regulatory obligations as set forth in the UPL and thus it concludes that the violations occurred.

Based on the foregoing:

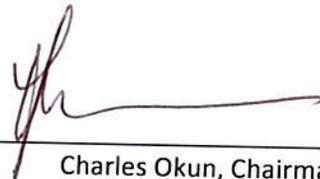
IT IS on this 19th day of January 2016,

ORDERED that:

1. Respondent shall pay to the Committee a civil penalty in the total amount of \$70,000 for the violations as set forth in the Uniform Penalty Letter and found as detailed above. Said payment shall be made by certified check or money order payable to the New Jersey Fire Alarm, Burglar Alarm and Locksmith Advisory Committee of and shall be delivered within ten (10) days of service of this order to the Executive Director at the Committee offices located at 124 Halsey Street, P. O. Box 45042, Newark, New Jersey 07101. Failure to remit the payment required by this Order will result in the filing of a certificate of debt.
2. Respondent shall reimburse the sum of \$300.00 to consumer Sonia Valdes, the sum of \$248.13 to consumer Marples Ellis, and the sum of \$165.00 to consumer Lisa Frugis. Said payments shall be made by separate certified check or money order payable to each consumer and shall be delivered within ten (10) days of service of this order to the Executive Director at the Committee offices located at 124 Halsey Street, P. O. Box 45042, Newark, New Jersey 07101. Failure to remit the payment required by this Order will result in the filing of a certificate of debt.
3. Respondent shall cease and desist from engaging in any of the conduct found herein to be unlawful.

NEW JERSEY FIRE ALARM, BURGLAR ALARM AND  
LOCKSMITH ADVISORY COMMITTEE

BY: \_\_\_\_\_



Charles Okun, Chairman