

JOHN MORGAN
SECURITIES COMMISSIONER

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DEPUTY SECURITIES COMMISSIONER

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IN THE MATTER OF
THE INVESTMENT ADVISER
REPRESENTATIVE
REGISTRATION OF
MICHAEL REED HALL

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Order No. IC15-CAF-06

TO: Mike Hall, President (CRD #234229)
Hall ETF Wealth Management System Inc
2914 Telegraph Hill
Carrollton, TX 75007

DISCIPLINARY ORDER

Be it remembered that Michael Reed Hall ("Respondent") appeared before the Securities Commissioner of the State of Texas ("Securities Commissioner") and consented to the entry of this order ("Order") and the Findings of Fact and Conclusions of Law contained herein.

FINDINGS OF FACT

1. Respondent has waived (a) Respondent's rights to notice and hearing in this matter; (b) Respondent's rights to appear and present evidence in this matter; (c) Respondent's rights to appeal this Order; and (d) all other procedural rights granted to the Respondent by The Securities Act, Tex. Rev. Civ. Stat. Ann. arts. 581-1 to 581-43 (West 2010 & Supp. 2014)("Texas Securities Act"), and the Administrative Procedure Act, Tex. Gov't Code Ann. §§ 2001.001 to 2001.902 (West 2008 & Supp. 2014)("Administrative Procedure Act").
2. On July 17, 2009, Respondent registered with the Securities Commissioner as an investment adviser representative of Hall ETF Wealth Management System Inc. This registration is currently effective.
3. From February 2015 through July 2015, Respondent sold shares of unregistered stock issued by a company (the "Company") through a private offering.
4. In connection with these sales, Respondent received transaction based compensation.

5. Specifically, Respondent sold \$306,000 in Company stock shares to twenty-one (21) investors and received \$30,600 as compensation.

CONCLUSIONS OF LAW

1. The Company stock shares constitute "securities" as the term "securities" is defined by Section 4.A of the Texas Securities Act.
2. Respondent's sales of the Company stock shares at a time when Respondent was not registered with the Securities Commissioner as a dealer or as an agent of a registered dealer constitute violations of Section 12.A of the Texas Securities Act.
3. Pursuant to Section 23.A of the Texas Securities Act, the Securities Commissioner may issue a cease and desist order prohibiting Respondent from violating Section 12.A of the Texas Securities Act by acting as an unregistered dealer.
4. Pursuant to Section 23-1 of the Texas Securities Act, Respondent's violations of Section 12.A of the Texas Securities Act constitute bases for the assessment of an administrative fine against Respondent.
5. Pursuant to Section 14.A(6) of the Texas Securities Act, Respondent's violations of Section 12.A of the Texas Securities Act constitute bases for the issuance of an Order reprimanding Respondent.

ORDER

1. It is therefore ORDERED that Michael Reed Hall CEASE and DESIST from violating Section 12.A of the Texas Securities Act.
2. It is further ORDERED that Michael Reed Hall is hereby ASSESSED AN ADMINISTRATIVE FINE in the amount of Five Thousand Dollars (\$5,000.00). Payment shall be made by delivery of a cashier's check to the Securities Commissioner in the amount of Five Thousand Dollars (\$5,000.00), payable to the State of Texas, contemporaneously with the delivery of this Order.
3. It is further ORDERED that Michael Reed Hall is hereby REPRIMANDED.

SIGNED AND ENTERED BY THE SECURITIES COMMISSIONER this 10th day of December, 2015.



JOHN MORGAN
Securities Commissioner

Respondent:


Michael Reed Hall

Approved as to Form:


Ronak V. Patel
Deputy Securities Commissioner


Clinton T. Edgar
Attorney
Inspections and Compliance Division

ACKNOWLEDGMENT

On the 9TH day of DECEMBER, 2015, Michael Reed Hall ("Respondent") personally appeared before me, executed the foregoing Order and acknowledged that:

1. Respondent has read the foregoing Order;
2. Respondent has been fully advised of his rights under the Texas Securities Act and the Administrative Procedure Act;
3. Respondent knowingly and voluntarily consents to the entry of the foregoing Order and the Findings of Fact and Conclusions of Law contained therein; and
4. Respondent, by consenting to the entry of the foregoing Order, has knowingly and voluntarily waived his rights as set forth therein.



[affix notary seal here]

[Handwritten signature]

Notary Public in and for
the State of TEXAS

My commission expires on: FEB. 2, 2018