

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

STATE OF CALIFORNIA  
BUSINESS TRANSPORTATION AND HOUSING AGENCY  
DEPARTMENT OF CORPORATIONS

TO: Peter Pocrnich 1500 Skolie Blvd. #308 Northbrook, IL 60062	Costa Mesa Car Title Loans 2973 Harbor Blvd. Costa Mesa, CA 92626
EZ Loan Lookup Inc. 4435 N. Harlem Ave. Norridge, IL 60706-4744	Corona Car Title Loans 541 N. Main St., Ste. 104 Corona, CA 92880
Long Beach Car Title Loans 65 Pine Ave. Long Beach, CA 90802	Bakersfield Car Title Loans 1201 24 <sup>th</sup> St., Ste. B 110 Bakersfield, CA 93301
Bay Area Car Title Loans 349 Oyster Pt. Blvd. South San Francisco, CA 94080	Downey Car Title Loans 8504 Firestone Blvd. Downey, CA 90241

**DESIST AND REFRAIN ORDER**

**(For violations of California Financial Code section 22100)**

The California Corporations Commissioner (“Commissioner”) finds that:

1. At all relevant times the following office locations and web sites were operating in California:
  - a) Long Beach Car Title Loans—www.longbeach-pinkslipcartitleloans.com;
  - b) Costa Mesa Car Title Loans—www.pinkslipcartitleloans-costamesa.com;
  - c) Corona Car Title Loans—www.pinkslipcartitleloans-corona.com;
  - d) Bakersfield Car Title Loans—www.bakersfield-pinkslipcartitleloans.com;
  - e) Bay Area Car Title Loans—www.southsanfrancisco-titleloans.com; and
  - f) Downey Car Title Loans—www.pinkslipcartitleloans-downey.com.
- All had links to a site known as www.ezloanlookup.com.
2. The phone number for each of the above listed web sites was the exact same phone

1 number, which is 888-970-4646. A search of this phone number revealed links to a number of sites,  
2 including www.mydesk.com. A search of the www.mydesk.com site revealed a press release issued  
3 by a Peter Pocrnich of EZ Loan Lookup Inc.

4 3. A further search of the site ezloanlookupinc.com reveals that the company claims to be  
5 doing business in 28 states, including California. It is clear from a review of the site that it is in the  
6 business of offering car title loans to the public. This site leads to the site www.ezloanpartner.com,  
7 which gives a full description of the “EZ Loan Lookup Partner Program.” and provides an address for  
8 EZ Loan Lookup Inc. as 1500 Skolie Blvd, #308, Northbrook, IL 60062, which is the business  
9 address of Peter Pocrnich and EZ Loan Lookup Inc. The registered address for EZ Loan Lookup Inc.  
10 is 4435 N. Harlem Ave., Norridge, IL 60706-4744, and the registered agent for the company is Peter  
11 A. Pocrnich, according to the records of the Secretary of State of Illinois.

12 4. According to a search of the records of the California Department of Corporations a  
13 California Finance Lenders License has not been issued to Peter A. Pocrnich and/or EZ Loan Lookup  
14 Inc. to engage in the business of a finance lender under the California Finance Lenders Law  
15 (“CFLL”), in violation of California Financial Code section 22100. EZ Loan Lookup Inc. and Peter  
16 Pocrnich are not exempt from the licensing requirements of the CFLL and California Financial code  
17 section 21000. EZ Loan Lookup Inc. has been advertising car title loans on the internet to citizens of  
18 California. EZ Loan Lookup Inc. is deemed to be conducting business in the state of California and  
19 is subject to the courts and laws of California.

20 5. By reason of the foregoing each of the above named car title loan offices and EZ Loan  
21 Lookup Inc., and Peter A. Pocrnich has engaged in the business of a finance lender without having  
22 first obtained a license from the Commissioner in violation of California Financial Code section  
23 22100. Pursuant to California Financial Code section 22712, EZ Loan Lookup Inc. and Peter A.  
24 Pocrnich and Long Beach Car Title Loans, Costa Mesa Car Title Loans, Corona Car Title Loans,  
25 Bakersfield Car Title Loans, Bay Area Car Title Loans and Downey Car Title Loans are ordered to  
26 desist and refrain from engaging in the business of a finance lender in the State of California without  
27 first obtaining a license from the Commissioner, or otherwise being exempt. This Order is necessary,  
28 in the public interest, for the protection of consumers, and is consistent with the purposes, policies,

1 and provision of the California Finance Lenders Law. This Order shall remain in full force and effect  
2 until further order of the Commissioner.

3 Dated: March 24, 2011  
4 Los Angeles, California

PRESTON DuFAUCHARD  
California Corporations Commissioner

5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

By \_\_\_\_\_  
ALAN S. WEINGER  
Deputy Commissioner