



Bureau of Residential Finance
Mortgage Banking Division

January 20, 2004

Richard Simpson
MidAmerica Mortgage & Financial Services, Ltd.
7907 W. Cermak Road
North Riverside, IL 60546

Re: License #M05038 - Inappropriate Advertising
Fine Due: February 11, 2004

Dear Richard Simpson:

Our review of the enclosed advertising copy disclosed the following discrepancies.

The advertisement does not include the words "Illinois Residential Mortgage Licensee", and the company's full name is not displayed in the advertisement, required under Section 1050.940 of the Rules. In addition, the phone number listed does not match our licensing corporate records.

In an effort to impress upon MidAmerica Mortgage & Financial Services, Ltd. the seriousness of this violation, you are hereby assessed a fine of \$500. Please remit a check in this amount to our Springfield office, 500 East Monroe, Springfield, IL 62706, Attention: Teresa Sheley, by February 11, 2004. Please include your license number and purpose on the remittance.

You may appeal this fine pursuant to Section 4-12 (205 ILCS 635/4-12) and the rules adopted pursuant thereto (Section 1050.1510 et. Ct.) of the Rules for the Administration of the Illinois Residential Mortgage License Act of 1987. Please call Susan Hines at (312) 793-1529, if you have questions.

Sincerely,

Anne Zickus
Deputy Commissioner and Acting Assistant Commissioner for the
Bureau of Residential Finance

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enclosure