



COMMONWEALTH OF KENTUCKY
PUBLIC PROTECTION CABINET
DEPARTMENT OF FINANCIAL INSTITUTIONS
ADMINISTRATIVE AGENCY CASE NO. 2026-DFI-0129

DEPARTMENT OF FINANCIAL INSTITUTIONS

COMPLAINANT

v.

AMERICAN CONSUMER FINANCIAL
SERVICES OF KY, LLC

RESPONDENT

AGREED ORDER

STATEMENT OF FACTS

1. The Department of Financial Institutions ("DFI") is responsible for regulating and licensing entities and certain individuals engaged in the business of making loans to consumers for personal, family, or household use in the amount of fifteen thousand dollars (\$15,000) or less at an interest rate greater than usury in accordance with the provisions set forth in Kentucky Revised Statutes (KRS) Chapter 286.4 ("The Act").

2. American Consumer Financial Services of KY, LLC d/b/a LoanMax ("Respondent") is authorized to do business in Kentucky as a consumer loan company, with a corporate address of 3440 Preston Ridge Rd., Suite 500, Alpharetta, Georgia 30005, and a license number of CL844363.

3. On March 26-27, and April 3, 2026, DFI conducted an examination of Respondent's Louisville, Kentucky location.

4. During the examination, it was discovered that, on numerous occasions, Respondent's representatives failed to sign loan documents or failed to have documents properly notarized.

STATUTORY AUTHORITY

5. KRS 286.4-600 states, in part, "Each licensee shall keep and use in his business and shall preserve for at least two (2) years after making the final entry therein, such books, accounts, records, or card systems in accordance with sound accounting principles and practices to enable the commissioner to determine whether the licensee is complying with the provisions of this chapter, and with the regulations made pursuant thereto. . . ."

6. KRS 286.4-990 (1) states, in part, "(a) For any repetitive violation of this subtitle ...the commissioner may levy a civil penalty against any licensee," and "(b) The civil penalty shall not be less than two hundred fifty dollars (\$250) or more than two thousand five hundred dollars (\$2,500) per violation..."

VIOLATIONS

7. Respondent violated KRS 286.4-600 by failing to sign loan documents and to have documents properly notarized.

AGREEMENT AND ORDER

8. Respondent neither admits nor denies violating any provision of KRS 286.4 or any regulations promulgated thereunder.

9. To resolve this matter without litigation or other adversarial proceedings, DFI and Respondent agree to compromise and settle all claims arising from the above-referenced factual background in accordance with the terms set forth herein.

10. In the interest of economically and efficiently resolving the violations described herein, DFI and Respondent agree as follows:

a. Respondent agrees to pay a civil penalty assessment in the amount of seven hundred and fifty dollars (\$750) for the violations described herein which shall be payable upon entry of this order;

b. All payments shall be made electronically through the NMLS system;

c. Respondent shall cease and desist from any future violations of the Kentucky Financial Services Code;

d. Respondent waives its right to demand a hearing at which it would be entitled to legal representation, to confront and cross-examine witnesses, and to present evidence on its own behalf, or to otherwise appeal or set aside this Order;

e. Respondent consents to and acknowledges the jurisdiction of DFI over this matter and that this Agreed Order is a matter of public record and may be disseminated as such;

f. In consideration of execution of this Agreed Order, Respondent hereby releases and forever discharges the Commonwealth of Kentucky, The Department of Financial Institutions, Office of Legal Services, and each of their members, agents, and employees in their individual capacities, from any and all manner of actions, causes of action, suits, debts, judgments, executions, claims and demands whatsoever, known and unknown, in law or equity, that Respondent ever had, now has, may have or claim to have against any or all of the persons or entities named in this paragraph arising out of or by reason of this investigation, this disciplinary action, this settlement or its administration;

g. By signing below, Respondent acknowledges it has read the foregoing Agreed Order and knows and fully understands its contents; and

h. This Agreed Order shall constitute the Final Order in this matter.

SO ORDERED on this the 14th day of October, 2026.


MARNI ROCK GIBSON,
COMMISSIONER

Consented to:

On behalf of the Department of Financial Institutions,

This 8 day of October, 2026.

Jim Carl

Director, Division of Non-Depository Institutions
Department of Financial Institutions

and

On behalf of First Financial Credit, Inc.

This 5TH day of OCTOBER, 2026.

Tom Hourigan Pres/CEO

First Financial Credit, Inc.

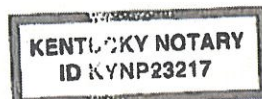
ACKNOWLEDGEMENT

STATE OF KENTUCKY)
COUNTY OF FAYETTE)

On this the 5 day of OCTOBER, 2026, Tom Hourigan, in my presence,
acknowledged him/her self to be the authorized representative of First Financial Credit, Inc.,
and, being authorized to do so, did enter into and execute the foregoing instrument, on behalf of
First Financial Credit, Inc., for the purposes therein contained, acknowledging the same.

My Commission Expires: March 28, 2029

Karen Hackney Rasick
Notary Public



CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing **Agreed Order** was sent on this the 14
day of October, 2026, by certified mail, return receipt requested, to:

Ellison Haygood
American Consumer Financial Services of KY, LLC
3440 Preston Ridge Rd. Ste 500
Alpharetta, GA 30005

Via hand-delivery to:

Gary A. Stephens
Assistant General Counsel
Department of Financial Institutions
500 Mero Street 2SW19
Frankfort, Kentucky 40601
gary.stephens@ky.gov

Kentucky Department of Financial Institutions

Name: *Michael Ruck*

Title: *Executive Staff Advisor*