



COMMONWEALTH OF KENTUCKY
PUBLIC PROTECTION CABINET
DEPARTMENT OF FINANCIAL INSTITUTIONS

**Kentucky Department of
Financial Institutions,**

Complainant;

v.

Plentiful Wealth, LLC and

Jeb Austin Jarrell;

Respondents.

DFI Administrative
Action Number:

2025-DFI-0011

Agreed Order

PARTIES

1. The Kentucky Department of Financial Institutions (the "Department") and its Commissioner are responsible for administering the provisions of Kentucky Revised Statutes ("KRS") Chapter 292, the Securities Act of Kentucky ("the Act"), as well as any applicable rules, regulations and orders entered pursuant to the Act, and are responsible under the Act for regulating investment advisers and investment adviser representatives in Kentucky.
2. Respondent Plentiful Wealth, LLC ("Plentiful Wealth") is registered with the Department as an investment adviser ("IA") with FINRA Central Registration

Depository (“CRD”) #312250. Plentiful Wealth is a Kentucky-domiciled and Kentucky-registered limited liability company with a principal office of 1627 Greenup Avenue, Suite 217, Ashland, Kentucky 41101 and a registered agent for service of process of Jeb Jarrell, 989 Vine Street, Louisville, Kentucky 40204.

3. Respondent Jeb Austin Jarrell is the managing principal of Plentiful Wealth. Jarrell has CRD #6362574. Respondent Jarrell is registered with the Department as an investment adviser representative (“IAR”) affiliated with Plentiful Wealth. Jarrell may be served at Plentiful Wealth’s offices, 989 Vine Street, Louisville, Kentucky 40204.

STATEMENT OF FACTS

4. On March 20–21, 2023, the Department’s Division of Securities, Compliance Branch conducted a routine compliance examination of Plentiful Wealth’s office in Ashland, Kentucky.

5. The Department’s review of a sample of client account files during the exam revealed that Plentiful Wealth lacked written and executed advisory agreements with several clients.

6. Respondent Jarrell is the managing principal and sole owner of Plentiful Wealth, as well as its sole registered IAR, and is vicariously liable for Plentiful Wealth’s actions or omissions.

7. The Department believes sufficient evidence exists to find that Plentiful Wealth and Jarrell violated 808 KAR 10:450, Section 2(18) by entering into advisory agreements not in writing.

STATUTORY AUTHORITY

8. KRS 292.336(4) authorizes the Commissioner (thus, the Department) to conduct examinations of investment advisers.

9. KRS 292.470 states, in pertinent part:

Whenever it appears to the commissioner that any person has engaged or is about to engage in any act or practice constituting a violation of any provision of this chapter or any rule or order under this chapter, the commissioner may in his or her discretion bring any or all of the following remedies: . . .

(3) Issue a final order, after notice and an opportunity for a hearing, containing findings of fact and conclusions of law, directing any person or persons found to have engaged in, or about to be engaged in, activity that constitutes a violation of this chapter or any rule or order under this chapter:

(a) To cease and desist from the activity;

(b) To perform any other reasonable mandates directed by the commissioner pursuant to an appropriate remedy fashioned by the commissioner and reasonably calculated to carry out the provisions of this chapter; or

(c) To pay fines assessed under KRS 292.500(14) and costs assessed under KRS 292.500(15).

10. KRS 292.500 states, in pertinent part:

(1) The administration of the provisions of this chapter shall be under the Department of Financial Institutions. . . .

(3) The commissioner may promulgate, amend, and repeal administrative regulations, forms, and orders as are necessary to carry out the provisions of this chapter. . . .

- (9) Every administrative hearing shall be conducted in accordance with KRS Chapter 13B and the provisions of this chapter, and shall be public unless the commissioner in his discretion grants a request joined in by all the respondents that the hearing be conducted privately. . . . [and]
- (14) The commissioner may impose civil fines against any person who violates any provision of this chapter or any rule or order or voluntary agreement entered into under this chapter. The fine shall not exceed twenty thousand dollars (\$20,000) per violation, except when the violation is directed at or results in monetary damage to one (1) or more individuals who are sixty (60) years of age or older, the commissioner may impose an additional fine not to exceed twenty thousand dollars (\$20,000) per violation. Each act or transaction which violates this chapter or administrative regulation, or orders or agreements entered into under this chapter, shall constitute a separate violation. Any employer or principal shall be jointly and severally liable for fines imposed in connection with the conduct of employees or agents.
11. 808 KAR 10:450, Section 2 states, in pertinent part:

A person who is an investment adviser or an investment adviser representative shall be a fiduciary and shall have a duty to act primarily for the benefit of the person's clients. An investment adviser or investment adviser representative shall not engage, either directly or indirectly, in unethical or dishonest practices. The following acts and practices shall constitute a breach of fiduciary duty or a dishonest and unethical practice, and violations may result in a fine, suspension, or revocation in proportion to the seriousness of the offense: . . .

- (18) Entering into, extending, or renewing an advisory contract unless the contract is in writing [. . .].

FINDINGS OF FACT AND CONCLUSIONS OF LAW

12. The Commissioner finds as follows:

12.1. That Respondents Plentiful Wealth, CRD #312250, and Jeb Jarrell, CRD #6362574 violated 808 KAR 10:450, Section 2(18).

12.2. That it is in the public interest that Plentiful Wealth and Jarrell be jointly and severally fined \$3,000.00 for that regulatory violation.

AGREEMENT AND ORDER

13. To resolve this matter without further litigation or other adversary proceedings, the Department, Plentiful Wealth, and Jarrell agree to compromise and settle all claims arising from the above-referenced factual background in accordance with the terms set forth herein.

14. In the interest of economically and efficiently resolving the violations described herein, the Department, Plentiful Wealth, and Jarrell hereby agree as follows:

15. Plentiful Wealth and Jarrell agree to pay, jointly and severally, a civil fine in the amount of \$3,000.00, due and payable immediately upon entry of this Agreed Order by the Commissioner.

16. All fine payments under this Agreed Order shall be in the form of an ACH payment made via secure website, pursuant to instructions provided to Jarrell by the Department, or via certified check or money order made payable to "Kentucky State Treasurer" and mailed to the Department of Financial Institutions, Securities Division, 2025-DFI-0011, 500 Mero Street, 2 SW 19, Frankfort, Kentucky 40601.

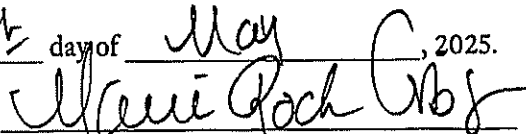
17. Jarrell consents to and acknowledges the jurisdiction of the Department over this matter and recognizes that this Agreed Order is a matter of public record and may be disseminated as such.

18. In consideration of the execution of this Agreed Order, Jarrell for himself and for his successors and assigns, hereby releases and forever discharges the Commonwealth of Kentucky, the Department, the 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 Jarrell or Plaintiff ever had, now has, may have, or may claim to have against any or all of the persons or entities identified in this paragraph arising out of or by reason of this investigation, this disciplinary action, this settlement, or its administration.

19. By signing below, the parties acknowledge they have read the foregoing Agreed Order, know and fully understand its contents, and that they are authorized to enter into and execute this Agreed Order and legally bind their respective parties.

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

IT IS SO ORDERED on this the 19th day of May, 2025.


MARNI ROCK GIBSON
Commissioner

Consented to by:

On behalf of the Kentucky Department of Financial Institutions,

This 31st day of March, 2025.

Chad Harlan

CHAD HARLAN

Assistant Director, Division of Securities

Kentucky Department of Financial Institutions

and by:

On behalf of himself individually and on behalf of Plentiful Wealth, LLC;

This 22nd day of April, 2025.

Jeb Austin Jarrell
JEB AUSTIN JARRELL
Respondent

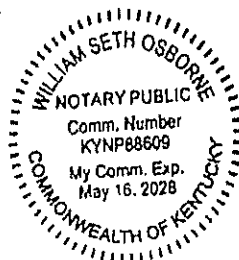
ACKNOWLEDGEMENT

STATE OF Kentucky }
COUNTY OF Jefferson }

On this the 22nd day of April, 2025, before me William Osborne, Jeb Austin Jarrell personally appeared, acknowledged himself to be the Respondent named herein, acknowledged he had the authority to bind Plentiful Wealth, LLC to the foregoing Agreed Order, and acknowledged that he entered into and executed the foregoing Agreed Order for the purposes therein contained.

My commission expires: May 16th 2028

William J. Osborne
Notary Public

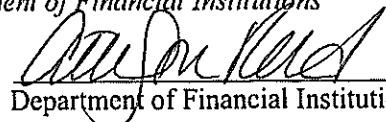


CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing was served by electronic delivery to the following on the 20th day of May, 2025:

W. Eric Branco
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Counsel for Respondent

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Counsel for the Kentucky Department of Financial Institutions


Department of Financial Institutions

Name: Allison Reed

Title: Executive Staff Advisor