

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2014043542405**

TO: Department of Enforcement
Financial Industry Regulatory Authority (“FINRA”)

RE: James Alexander Torres
Registered Representative
CRD No. 5565288

Pursuant to FINRA Rule 9216 of FINRA’s Code of Procedure, I submit this Letter of Acceptance, Waiver and Consent (“AWC”) for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against me alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. I hereby accept and consent, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

James Alexander Torres entered the securities industry in June 2008 and was first registered as a General Securities Representative on October 22, 2008. Since September 27, 2011, he has also been registered as a General Securities Principal. From October 29, 2013 to June 5, 2015, he was registered as a General Securities Representative and General Securities Principal with Global Arena Capital Corp. (“Global Arena” or the “firm”), working at its branch office located at 1350 Sixth Avenue and, later, 880 Third Avenue, New York, NY (the “Sixth Avenue Branch”).

Torres is currently registered with a FINRA member firm.

OVERVIEW

During the period November 2013 to June 2015 (the “relevant period”), Torres made material misrepresentations and omitted material facts in connection with securities transactions, churned and excessively traded customer accounts, and made unsuitable recommendations of securities. He thereby willfully violated Section 10(b) of the Securities Exchange Act of 1934 and SEC Rule 10b-5 promulgated thereunder, and

violated FINRA Rules 2020, 2111, and 2010.

FACTS AND VIOLATIVE CONDUCT

Facts

The Sixth Avenue Branch of Global Arena

Global Arena was a retail broker-dealer with offices in New York and Florida. The firm filed an application to withdraw from FINRA membership on June 5, 2015 and is no longer in business. On July 20, 2015, FINRA cancelled its registration.

On October 24, 2013, Global Arena opened the Sixth Avenue Branch to register certain brokers, including Torres, who had been discharged by another FINRA member firm. The branch's business model involved daily calls to thousands of potential and existing customers, including senior citizens, to make solicited recommendations of securities. Because the branch typically charged its customers a 3.9% markup or markdown per trade, the purchase and sale of a single security would typically cost a customer 7.8%.

Torres's Misconduct

During the relevant period, Torres made material misrepresentations and omitted material facts in connection with securities he recommended to customers. For example, when recommending to customers that they invest in junk bonds that were trading at substantial discounts to par value, he made baseless predictions that the bonds would be called or bought back at par. He also made specific price predictions about certain securities without a reasonable basis for doing so. Torres and another broker with whom he sometimes shared commissions also directed junior brokers, often recent college graduates, to cold call potential customers from lead sheets and recommend junk bonds using sales scripts that contained misleading statements and omissions. He also directed the junior brokers to use scripts of misleading and high-pressure "rebuttals" when customers expressed reservations about purchasing recommended securities.

Torres also churned and excessively traded numerous customer accounts over which he exercised de facto control in order to generate commissions and markups. Torres's recommendations to these customers were also unsuitable, and misleading, because the extremely high level of trading, combined with the significant fees charged, made it virtually certain that the customers would lose money over time, which most did.

Torres also improperly recommended to customers unsuitable options purchases, the use of margin, and short-term trading of zero-coupon Puerto Rican bonds and U.S. Treasury securities, even though he did not understand these securities and strategies and did not have a reasonable basis for recommending them to his customers.

Violations

Section 10(b) of the Securities Exchange Act makes it unlawful for any person to employ “any manipulative or deceptive device or contrivance in contravention of such rules and regulations as the Commission may prescribe.”

Rule 10b-5 of the Exchange Act makes it unlawful for any person directly or indirectly, in connection with the sale or purchase of any security, to: (a) “employ any device, scheme, or artifice to defraud,” (b) “make any untrue statement of a material fact or omit to state a material fact necessary in order to make the statements made ... not misleading,” or (c) “engage in any act, practice, or course of business which operates or would operate as a fraud or deceit upon any person.”

FINRA Rule 2020 is similar to Rule 10b-5 and provides that a member may not “effect any transaction in, or induce the purchase or sale of, any security by any manipulative, deceptive or other fraudulent device or contrivance.”

FINRA Rule 2010 provides that a member, in the conduct of its business, shall observe high standards of commercial honor and just and equitable principles of trade.

Material misstatements and omissions in connection with the sale or purchase of any security violate Section 10(b) and Rule 10b-5 as well as FINRA Rules 2020 and 2010.

Churning also violates Section 10(b) and Rule 10b-5 of the Exchange Act, and FINRA Rules 2020 and 2010. Churning occurs when a broker buys and sells securities for a customer's account, without regard to the customer's investment interests, for the purpose of generating commissions.

FINRA Rule 2111 requires that associated persons have a reasonable basis to believe that a recommended transaction or investment strategy involving a security or securities is suitable for the customer. The associated person must have a reasonable basis to believe, based on reasonable diligence, (i) that the recommendation is suitable for at least some investors; (ii) that the recommendation is suitable for a particular customer based on that customer's investment profile; and, (iii) that, for accounts over which the associated person has actual or de facto control, a series of recommended transactions, even if suitable when viewed in isolation, are not excessive and unsuitable for the customer when taken together in light of the customer's investment profile.

As a result of the conduct described above, Torres willfully violated Section 10(b) of the Securities Exchange Act of 1934 and Rule 10b-5 promulgated thereunder, and violated FINRA Rules 2020, 2111, and 2010.

B. I also consent to the imposition of the following sanctions:

- A bar from associating with any FINRA member.

The sanctions imposed herein shall be effective on a date set by FINRA staff. A bar or expulsion shall become effective upon approval or acceptance of this AWC.

I understand that if I am barred or suspended from associating with any FINRA member, I become subject to a statutory disqualification as that term is defined in Article III, Section 4 of FINRA's By-Laws, incorporating Section 3(a)(39) of the Securities Exchange Act of 1934. Accordingly, I may not be associated with any FINRA member in any capacity, including clerical or ministerial functions, during the period of the bar or suspension (see FINRA Rules 8310 and 8311).

I understand that this settlement includes a finding that I willfully violated Section 10(b) and Rule 10b-5 of the Securities Exchange Act of 1934 and that under Article III, Section 4 of FINRA's By-Laws, this makes me subject to a statutory disqualification with respect to association with a member.

II.

WAIVER OF PROCEDURAL RIGHTS

I specifically and voluntarily waive the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against me;
- B. To be notified of the Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, I specifically and voluntarily waive any right to claim bias or prejudgment of the Chief Legal Officer, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

I further specifically and voluntarily waive any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.

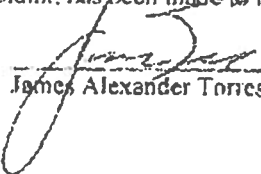
OTHER MATTERS

I understand that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against me, and
- C. If accepted:
 - 1. this AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against me;
 - 2. this AWC will be made available through FINRA's public disclosure program in accordance with FINRA Rule 8313;
 - 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
 - 4. I may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. I may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects my: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party

I certify that I have read and understand all of the provisions of this AWC and have been given a full opportunity to ask questions about it, that I have agreed to its provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce me to submit it.

08/20/2015
Date (mm/dd/yyyy)


James Alexander Torres, Respondent

Reviewed by:

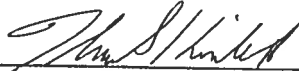


~~Loren Schechter~~ Justin D'Elia
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Accepted by FINRA:

9/14/15
Date

Signed on behalf of the
Director of ODA, by delegated authority



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