

BEFORE THE
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES
STATE OF WISCONSIN

In the Matter of
HOLLAND FINANCIAL SERVICES LLC

ORDER OF SUSPENSION OF
INVESTMENT ADVISER
REGISTRATION, CONDITIONS
AND LATE FILING FEE

File No. S-222961-LX

Based upon the attached Petition for Order, I find that this action is necessary and appropriate in the public interest and for the protection of investors;

NOW THEREFORE, pursuant to s. 551.406(4) and 551.605, Wis. Stats.,

IT IS HEREBY ORDERED that:

The investment adviser registration of Holland Financial Services LLC is suspended until good funds payment of the 2012 investment adviser and investment adviser representative fees due is remitted to the IARD and received in good order and clears HFS' bank account; and

The outstanding examination fee of \$100 is received by the Division in good funds and clears HFS' bank account; and

HFS pays a late filing fee of \$200 to the Division in good funds and clears HFS' bank account pursuant to section DFI-Sec 7.01(6)(i), Wis. Adm. Code; and

Should HFS continue to be registered as an investment adviser, all renewal payments must be made in the form of a cashiers check, credit card or other electronic funds transfer no later than November 20th of each year in order to provide time for such payments to clear.

EXECUTED THIS 23^d Day of January, 2012.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

Under §551.604(2), Wis. Stats., this Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in § DFI-Sec 8.01, Wis. Adm. Code. If no hearing is requested within 30 days of service, this Order will become final by operation of law. Further, any willful violation of an Order issued under Ch. 551, Wis. Stats., is a criminal offense punishable under §551.508, Wis. Stats.