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JAN 29 2008

NATIONAL FUTURES ASSOCIATION
LEGAL DOCKETING

NATIONAL FUTURES ASSOCIATION
BEFORE THE HEARING PANEL

In the Matter of:	)	
	)	
ADVANCED MARKETS, INC.	)	
(NFA ID #368125),	)	
	)	
ANTHONY P. BROCCO	)	NFA Case No. 07-BCC-025
(NFA ID #309263),	)	
	)	
and	)	
	)	
GEOFFREY GOOCH	)	
(NFA ID #309684),	)	
	)	
Respondents.	)	

DECISION

Having reviewed all matters relevant to the Complaint issued by the Business Conduct Committee of National Futures Association ("NFA") against Advanced Markets, Inc. ("AMI"), Anthony P. Brocco ("Brocco") and Geoffrey Gooch ("Gooch") (collectively "the Respondents") in the above-captioned matter and having considered the Offer of Settlement ("Offer") submitted by AMI, Brocco and Gooch and having accepted the Offer, the Panel designated by the Hearing Committee ("Panel") to consider the matter issues this Decision.

I

ALLEGED VIOLATIONS OF NFA REQUIREMENTS

On June 28, 2007, the Committee issued a Complaint charging AMI with including deceptive information on its own website and with using unregistered solicitors

that presented deceptive information on their websites to solicit the public for AMI, in violation of NFA Compliance Rules 2-36(b)(1) and (c) .

The Complaint also charged AMI with failure to maintain required adjusted net capital; failure to take required charges; failure to collect and maintain required security deposits; failure to file accurate weekly reports; and failure to maintain accurate records, in violation of NFA Financial Requirements Sections 11(a), 11(b), 12 and 13 and NFA Compliance Rule 2-10. In addition, the Complaint charged AMI, Brocco and Gooch with failure to diligently supervise the firm's financial and recordkeeping activities and the content of promotional material used by AMI's unregistered solicitors, in violation of NFA Compliance Rule 2-36(e).

II

RESPONSE

AMI, Brocco and Gooch submitted their Offer in which they agreed to pay a fine of $150,000 to NFA. In addition, they agreed that AMI and any NFA Member of which Brocco and/or Gooch are or become principals shall only accept accounts that are introduced by solicitors that are registered with the Commodity Futures Trading Commission ("CFTC") and are NFA Members. Although the Respondents neither admit nor deny the allegations made against them in the Complaint, they consent to the inclusion of findings in this Decision that Brocco and Gooch committed the violations alleged.

III

FINDINGS

Brocco and Gooch have consented to the inclusion of findings in this Decision that they committed the violations alleged against them in the Committee's Complaint. Therefore, the Panel finds that Brocco and Gooch violated NFA Compliance Rule 2-36(e).

IV

PENALTIES

The Panel, having considered this matter and having accepted the Offer made by AMI, Brocco and Gooch, orders as follows:

1. AMI, Brocco and Gooch shall be joint and severally liable for the payment of a fine to NFA in the total amount of $150,000, payable in six equal monthly payments of $25,000 each with the initial payment due within 30 days of the issuance of a Decision accepting the Offer and the five succeeding payments due 30, 60, 90, 120 and 150 days after the initial payment is due; and

2. AMI and any NFA Member of which Brocco and/or Gooch are or become principals shall only accept accounts that are introduced by solicitors that are registered with the CFTC and are NFA Members, or would otherwise be exempt from such registration (1) for reason, and to the extent that such business relates to eligible contract participants as that term is defined in 7 USC Sec.1a(12); or (2) to the extent that such solicitor would be otherwise exempt for the introduction of regulated exchange traded futures business pursuant to the Commodities Exchange Act, CFTC Regulations and NFA Rules.

This Decision shall operate to bar any future NFA complaints against AMI, Brocco and/or Gooch for any conduct occurring, of which NFA had corporate knowledge, up to the date of their Offer, including the most recent NFA audit conducted

in 2007. The Offer and this Decision accepting the Offer shall not be used as the sole basis for any other action or proceeding by NFA against AMI, Brocco and/or Gooch, including any registration matter, except in an action to enforce the terms hereof.

V

INELIGIBILITY

Pursuant to the provisions of CFTC Regulation 1.63, this Decision and the sanctions imposed herein render Brocco and Gooch ineligible to serve on a disciplinary committee, arbitration panel, oversight panel or governing board of any self-regulatory organization, as that term is defined in CFTC Regulation 1.63, until the later of three years after the effective date of this Decision, or until they have satisfied all the sanctions and conditions imposed by this Decision.

NATIONAL FUTURES ASSOCIATION
HEARING COMMITTEE PANEL

Date: 01-29-08

By: _____
Chairman

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AFFIDAVIT OF SERVICE

I, Nancy Miskovich-Paschen, on oath state that on January 29, 2008, I served copies of the attached Decision, by sending such copies in the United States Mail, postage prepaid, certified mail, return receipt requested, and by regular mail, in envelopes addressed as follows:

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and also by hand delivery to:

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Nancy Miskovich-Paschen

Nancy Miskovich-Paschen

Subscribed and sworn to before me
on this 29th day of January 2008.

Mary A. Patton

Notary Public

OFFICIAL SEAL
Mary A. Patton
Notary Public, State of Illinois
MY COMMISSION EXPIRES 7-17-09