

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 4866 / March 7, 2018**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-18390**

**In the Matter of**

**DMS ADVISORS, INC.,**

**Respondent.**

**ORDER INSTITUTING**  
**ADMINISTRATIVE PROCEEDINGS**  
**PURSUANT TO SECTION 203(e) OF THE**  
**INVESTMENT ADVISERS ACT OF 1940,**  
**MAKING FINDINGS, AND IMPOSING**  
**REMEDIAL SANCTIONS**

**I.**

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 203(e) of the Investment Advisers Act of 1940 (“Advisers Act”) against DMS Advisors, Inc. (“DMS Advisors” or “Respondent”).

**II.**

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over it and the subject matter of these proceedings and the findings contained in paragraph III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 203(e) of the Investment Advisers Act of 1940, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

**III.**

On the basis of this Order and Respondent's Offer, the Commission finds that

1. Respondent DMS Advisors is a Pennsylvania corporation with its principal place of business in Leesport, Pennsylvania. Peter R. Kohli ("Kohli") is the president and CEO of DMS Advisors. DMS Advisors has been registered with the Commission as an investment adviser since 2012. During the relevant time period, DMS Advisors served as investment advisor to the four mutual funds administered by The DMS Funds, another company operated by Kohli.

2. On November 16, 2017, a final judgment was entered by consent against Respondent DMS Advisors, permanently enjoining it from future violations of Sections 17(a) of the Securities Act of 1933 ("Securities Act"), Section 10(b) of the Securities Exchange Act of 1934 ("Exchange Act") and Rule 10b-5 thereunder, and Sections 206(1), 206(2) and 206(4) of the Advisers Act and Rule 206(4)-8 thereunder, in the civil action entitled Securities and Exchange Commission v. Peter R. Kohli, et al., Civil Action Number 5:16-cv-05143-JLS, in the United States District Court for the Eastern District of Pennsylvania.

3. The Commission's complaint alleged that while DMS Advisors and Kohli solicited investors to invest in the four mutual funds run by The DMS Funds, they instead used the money for other purposes. The complaint also alleges that to conceal this fraud, Kohli sent investors fake financial statements purporting to show their investments in the mutual funds.

#### IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent DMS Advisors' Offer.

Accordingly, it is hereby ORDERED pursuant to Section 203(e) of the Advisers Act that the registration of Respondent DMS Advisors be, and hereby is, revoked.

By the Commission.

Brent J. Fields  
Secretary