

The Brochure Hoax: The Feds' Premeditated Frame-Job of Joe LaForte

This piece is about 3 counts in the Federal Indictment against Joseph LaForte regarding a brochure intended for marketing purposes.

The federal government's case against Joe LaForte is not just weak; it is a verified hoax. In a fair system, "discovery" (the evidence both sides share) is supposed to reveal the truth. In this case, the discovery proves that the U.S. Attorney's Office is knowingly pushing a lie.

They are in possession of the exact same evidence as the defense, yet they are choosing to manufacture a narrative that the facts flat-out destroy.

They Knew Joe LaForte Said "No"

The prosecution knows that when Joe LaForte saw that marketing brochure, his response was immediate and clear. The emails are in the government's files. Joe LaForte did not just dislike the content; he flagged it as a failure:

“This needs to be fixed. It is antiquated and inaccurate... and ugly... I would not send this to my guys.”

He called the brochure **“Campbell’s Soup and white bread.”** In other words: it was plain, it was lazy, and most importantly, it was **wrong**. He explicitly told his team it was not good enough for his people. How does a direct order to *stop* using an inaccurate document turn into a criminal overt act?

EXHIBIT- EMAIL FROM JOE LAFORTE SAYING THAT HE DOES NOT LIKE THE BROCHURE AND NOT SEND IT

Message

From: Joe Mack [joe@parfunding.com]
Sent: 4/12/2018 3:05:26 PM
To: Alexis Abbonizio [alexis@parfunding.com]
CC: Perry Abbonizio [perry@parfunding.com]
Subject: RE: CBSG Investor Material

No love in it.. Campbell soup and white bread..Not a reflection of who we are. Disappointed in the image we are portraying

Joe Macki
PAR
FUNDING
Client Services Manager
Office: 215-922-2636
Fax: 888-803-4886
Email: joe@parfunding.com

From: Alexis Abbonizio <alexis@parfunding.com>
Sent: Thursday, April 12, 2018 10:52 AM
To: Joe Mack <joe@parfunding.com>
Cc: Perry Abbonizio <perry@parfunding.com>
Subject: Re: CBSG Investor Material

Hi Joe,

Revisions are being addressed immediately.

Thank you,
Lex

On Apr 11, 2018, at 5:09 PM, Joe Mack <joe@parfunding.com> wrote:

This needs to be fixed. It is antiquated and inaccurate.. and ugly.. I wouldn't send this to my guys

Joe Macki
<image001.png>
Client Services Manager
Office: 215-922-2636
Fax: 888-803-4886
Email: joe@parfunding.com

**Disclaimer- Joe LaForte used the pseudonym Joe Macki for internal communication and sales. This moniker was never used in the capacity for investor relations. Another piece is coming out regarding this topic!*

The Reality Check: Claim vs. Fact

To see how deep this hoax goes, you have to look at how the Feds twisted the truth in the indictment. They took one non-event and "stacked" it into three separate crimes.

The Government's Claim (Overt Act #5): They say Joe emailed a "misleading brochure" to be printed in July 2017 to kickstart a fraud.

The Truth: Joe ordered those prints for one reason: **His review.** He needed to see the physical copies so he could find the errors. His immediate reaction upon seeing them was to trash the project, calling it "inaccurate" and "ugly." Printing a document to find its flaws is not a crime; it is called due diligence.

The Government's Claim (Overt Act #11): They claim that in April 2018, Joe directed "revisions" that failed to fix the misleading parts.

The Truth: Joe was the one screaming that the brochure was "**antiquated.**" He was trying to force a lazy team to get it right. While Joe was demanding accuracy, his own employees were sending internal emails warning, "*Please note this marketing piece is not for client distribution.*" The company knew it was not ready—Joe knew it was not ready—regardless of the disclaimer it should have never been released from the Par Funding offices to the PPM Managers.

EXHIBIT- EMAIL FROM ALEXIS ABBONIZIO TO PPM MANAGERS

----- Original message -----

From: Alexis Abbonizio <alexis@parfunding.com>
Date: 1/5/18 12:06 PM (GMT-05:00)
To: Dean Vagnozzi <dean@abetterfinancialplan.com>
Cc: 'Perry Abbonizio' <perry@parfunding.com>
Subject: CBSG/ Par Funding Material

Hi Dean,

Attached is our current company overview and sample advance.

In addition, I have included our new corporate overview. Please note this marketing piece is not for client distribution yet, but can be utilized for data.

Thank you,

Alexis Abbonizio
Investor Relations

PAR
FUNDING

141 N 2nd St
Philadelphia, PA 19106

Cell: (215) 740-9258

alexis@parfunding.com

The Government's Claim (Overt Act #14): They claim Joe "caused" a revised version to be circulated in May 2018 that was still misleading.

The Truth: Joe did not "cause" anything. The evidence shows this was done behind his back. This leads us to the man the Feds are desperately trying to protect.

Perry Abbonizio: The Feds' Perfect Fall Guy

To make this hoax stick, the government is leaning on Perry Abbonizio—a man whose entire career was built on deception. Abbonizio is the "perfect informant" for the Feds because he has everything to lose and a history of playing both sides.

While Joe LaForte was upfront about his history, Abbonizio was a professional at "**selling away**" - the illegal practice of selling investment products without his firm's knowledge. He had already lost his broker license at Oppenheimer for this very reason, but he hid that violation from Par Funding and continued his "selling away" schemes in the dark.

The Smoking Gun: The Deposition

The most insane part of this brochure charge? The government has the deposition where defense counsel cornered Abbonizio. Under oath, the truth finally came out:

- **The Confession:** Abbonizio admitted he **never checked with Par Funding's compliance division** before moving forward with the brochure.
- **The Rogue Mission:** He confessed that he and his daughter, Alexis Abbonizio handled the brochure and distributed it without ever getting approval from Joe or the management team.

EXHIBIT-DEPOSITION/ SWORN TESTIMONY OF PERRY ABBONIZIO

04:18 20 BY MR. HYMAN:
21 Q. Did you review that with management prior to its being
22 printed as part of the brochure?
23 A. I would say, no, I didn't. Not to the best of my
24 knowledge, no.

The government has this testimony. They know LaForte did not authorize it. They know Abbonizio bypassed every safety net Par Funding had in place. Yet, they are charging Joe LaForte for the very actions Abbonizio admitted to doing behind his back.

EXHIBIT- PERRY ABBONIZIO'S BROKER LICENSE SUSPENDED AND LATER REVOKED FOR TRADING AWAY AT OPPENHEIMER

Sonn Law Group Investigating Claims Involving Former Oppenheimer Broker Perry Abbonizio

Written by Jeffrey Sonn | Published March 2015 | [Investor Complaint Resolution](#) | [The "Charge Stacking" Trap](#) | [Perry Abbonizio](#)

Sonn Law Group is investigating claims regarding Perry Stephen Abbonizio (EIN #23-09702, Worcester, Massachusetts). Abbonizio recently admitted an AWC in which he was assessed a deferred fine of \$10,000 and suspended from association with any FINRA member in any capacity for four months. See FINRA Case #2010020152103. The suspension is in effect from March 2, 2015, through July 1, 2015. Abbonizio was associated with Oppenheimer & Co. (April 2013-January 2015) and Wells Fargo Advisory, LLC (March 2008-April 2013).

FINRA found that Abbonizio participated in private securities transactions by soliciting customers of Wells Fargo to invest in private placements, without the firm's knowledge or permission. The findings stated that Abbonizio engaged in an outside business activity by soliciting individuals who were listed by a company involved in the private placements, and receiving compensation from the company, in the form of shares, without providing notice to Wells Fargo. During the investigation, Abbonizio subsequently terminated his employment with Wells Fargo and commenced employment with Oppenheimer. In entering into the AWC, Abbonizio admitted our desired FINRA findings.

FINRA Rule 2210, formerly NASD Rule 3040, provides that a broker may only sell securities with the knowledge and approval of his or her firm. When a broker sells securities without receiving the order through the firm and without the firm's permission or knowledge, this violates FINRA rules and is known as "touting away." Federal and state law define securities broadly. Therefore, even products such as leasing arrangements or promissory notes, may be securities which require firm approval. [Selling away often includes investments in securities that are in the form of a private placement or other non-public investment.](#)

Pursuant to FINRA rules, member firms are responsible for supervising a broker's activities during the time the broker is registered with the firm. Therefore, Oppenheimer or Wells Fargo may be liable for investment or other losses suffered by Abbonizio's customers.

If you were a client of Oppenheimer, Wells Fargo or Abbonizio, and have suffered investment losses or financial hardships or invested in necessary items or limited partnership agreements, please contact Sonn Law Group to explore your legal options. Sonn Law Group is a nationally recognized law firm representing individuals, trusts, corporations and institutions in claims against brokerage firms, banks and insurance companies. To learn more, please call us at 844-489-4794 or complete our [Contact Us](#) form.

Comments are closed.

The "Charge Stacking" Trap

Why would the U.S. Attorney's Office ignore their own evidence? It is a strategy called **Charge Stacking**. By repeating the same lie three different ways, they "load the indictment" to make Joe LaForte look like a criminal. They want to create so much "smoke" that a jury assumes there must be a fire.

This is a classic "witch hunt." They have the proof that Joe LaForte tried to stop the brochure, and they have the confession from the man who sent it.

In a world of weaponized justice, this is the ultimate example of a man being forced to pay for the actions of a government informant. But when the government informant gets exposed for being a compulsive liar the case should be dismissed.