



Division of Insurance
Tel: 605.773.3563
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www.dlr.sd.gov/insurance

October 26, 2016

SENT VIA U.S. FIRST CLASS MAIL

Laurel Cruz
6601 NW 14 St, Suite 11
Plantation, FL 33313

RE: Nonrenewal of Insurance Producer License

Dear Ms. Cruz,

This letter is to notify you that your renewal application for licensure as a nonresident insurance producer in South Dakota has been denied. The reason for the denial is as follows:

You submitted a renewal application for an individual nonresident insurance producer license to the Division on June 29, 2016.

On your application, you indicated that you were not subject to any prior administrative actions. However, you were subject to a Wisconsin administrative action in 2014. This was not reported to the Division within 30 days of the final disposition, a violation of SDCL § 58-30-193. The Division attempted to contact you on multiple occasions regarding the answers on your application and the Wisconsin administrative action. You failed to respond to these inquiries in violation of SDCL §§ 58-33-66 and 58-33-68.

Due to the above, your license is nonrenewed pursuant to SDCL § 58-30-167(1), (2) and (9) for providing incorrect, misleading, incomplete or materially untrue information on your renewal application, having your license denied by another jurisdiction, and violating the insurance laws of South Dakota.

Please note that this nonrenewal is considered an administrative action which will be reported to the database maintained by the National Association of Insurance Commissioners. If an administrative action occurs, an insurance producer may be required to report the action to any and all states in which an insurance license is held and in accordance with the timeframes and requirements of each state.

Pursuant to SDCL § 58-30-168, you may make a written request to the Division of Insurance within thirty (30) days of the date of this denial for a hearing to determine the reasonableness of this decision to deny the renewal of your license.

Sincerely,

A handwritten signature in black ink that reads 'Johanna Nickelson'. The signature is written in a cursive, flowing style.

Johanna Nickelson, CPA
*Assistant Director – Solvency & Licensing
South Dakota Division of Insurance
Department of Labor and Regulation*

cc: Laurel Cruz
2423 24th Lane
Greenacres, FL 33463