

EQUIS FINANCIAL, LLC waives its right to contest the allegations contained in this Consent Order in any future actions or licensing procedures;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that EQUIS FINANCIAL, LLC pay a monetary penalty in the amount of \$17,000 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further

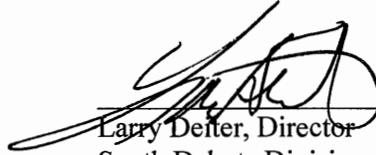
ORDERED that EQUIS FINANCIAL, LLC abide by the agreements made in this Consent Order; and it is further

ORDERED that the pending business entity application from EQUIS FINANCIAL, LLC is approved as of the effective date of this Consent Order; and it is further

ORDERED that the use of this Consent Order for competitive purposes by an insurance agent or third-party administrator holding a license in the State of South Dakota, or by any company holding a Certificate of Authority, or by anyone on their behalf, may be deemed unfair competition and be grounds for suspension or revocation of said license or authority; and it is further

ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.


Dated at Pierre, South Dakota this 19th day of December, 2022.



Larry Deiter, Director
South Dakota Division of Insurance

The undersigned, on behalf of EQUIS FINANCIAL, LLC, represents it understands the terms of this Consent Order and the waiver of its due process rights and voluntarily enters into this Consent Order.

Dated this 5th day of December, 2022.



Signature of Authorized Representative

Robert Jones

Printed Name

Executive Vice President, Agency Development

Title