



Division of Insurance  
Tel: 605.773.3563  
Fax: 605.773.5369  
www.dlr.sd.gov/insurance

October 9, 2014

**SENT VIA CERTIFIED MAIL**

Mark Davidson  
Davidson Insurance Agency, Inc.  
5604 South 48<sup>th</sup> Street, Suite 6  
Lincoln, NE 68516

RE: Application for Business Entity License

Dear Mr. Davidson,

This letter is to notify you that your firm's application for licensure as a business entity in South Dakota has been denied. The reasons for the denial are as follows:

You submitted an application for a business entity license to the South Dakota Division of Insurance ("Division") on June 20, 2014. On your answer to the application question concerning firm ownership and officers, you repeated the firm's name rather than the owners of the firm and provided no ownership information. According to your firm's website, you are listed as "president," and in your NIPR submission of the 2011 South Dakota administrative action, you state that your title is "owner" of Davidson Insurance Agency, Inc. These facts were not disclosed.

Regarding administrative actions, you failed to provide information and documentation concerning the following actions at the time of application as required:

- 2011 Nebraska administrative action against you individually; and
- 2013 Nebraska administrative action against the firm.

In your July 21, 2014 letter to the Division regarding the application, you indicated the administrative actions regarding you and the business entity were available via NIPR, but only the 2011 South Dakota revocation action was available. The 2011 Nebraska action against you individually was never provided by the firm.

Further, it appears you have falsely claimed in your report to NIPR that the 2011 South Dakota action taken against your individual license was a "settlement agreement" entered into as "the prudent solution to [the] issue." In fact, your individual license was revoked in South Dakota at administrative hearing in 2011, where you did not appear. There was no settlement in that matter.

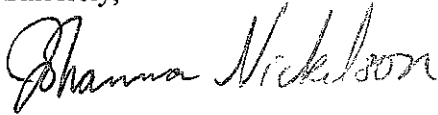
Based on the above information, your application is denied based upon SDCL § 58-30-167(1), (2), (3) and (8) for incompleteness, violating South Dakota and another state's insurance laws, attempting to obtain a license through misrepresentation or fraud, for using fraudulent or dishonest practices, or demonstrating incompetence, untrustworthiness, or financial irresponsibility in the conduct of business in this state or elsewhere.

Please note that this denial 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 days of the date of this denial for a hearing to determine the reasonableness of this decision to deny your application for licensure.

Sincerely,

A handwritten signature in cursive script that reads "Johanna Nickelson".

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