

BEFORE THE DIVISION OF INSURANCE
DEPARTMENT OF LABOR AND REGULATION
STATE OF SOUTH DAKOTA

IN THE MATTER OF
ELLEN SERR

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)

CONSENT ORDER

In resolution of the above matter and in lieu of a formal hearing, the undersigned parties do hereby agree to the following:

ELLEN SERR, whose address of record 400 West 7th Avenue, Lennox, SD 57039, is a resident insurance producer licensed in the State of South Dakota;

ELLEN SERR is aware that the South Dakota Division of Insurance (“Division”) has conducted an investigation;

The Division alleges the following:

- 1) ELLEN SERR signed multiple insurance applications that she did not sell, solicit, or negotiate;
- 2) Pursuant to SDCL §§ 58-30-167(8), the Director of the Division may revoke ELLEN SERR’s resident insurance producer license for any one of the above-cited reasons.

ELLEN SERR is aware of and understands the nature of the charges and has been informed that she has the right to counsel, hearing, and appeal and that by agreeing to and signing this Consent Order, waives these rights;

In return for ELLEN SERR agreeing to the provisions of this Consent Order, the Division agrees not to proceed to administrative hearing and agrees that this Consent Order will constitute the final disposition pursuant to SDCL § 1-26-20;

ELLEN SERR agrees, in lieu of contesting this matter formally, to the revocation of her resident insurance producer’s license and to cease the transaction of insurance business in this state;

ELLEN SERR further agrees that this Consent Order may be considered in any future licensing procedures with the South Dakota Division of Insurance and for the purpose of determining the appropriate sanction in any future actions with the Division for any violations of the laws or regulations of the State of South Dakota or for failing to abide by any order of the Director;

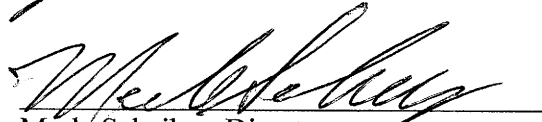
By the execution of this Consent Order, ELLEN SERR waives her right to contest the allegations contained in this Consent Order in any future licensing proceedings;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that the resident insurance producer’s license of ELLEN SERR is hereby revoked; 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 16th day of May, 2014.


Merle Scheiber, Director
South Dakota Division of Insurance

I have read and understand the terms of this Consent Order and the waiver of my due process rights and voluntarily enter into this Consent Order.

Dated this 5th day of May, 2014.


Signature
Ellen M. Serr
Name (Print)