

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

IN THE MATTER OF
MICHAEL BROOMFIELD

)
)

CONSENT ORDER

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

MICHAEL BROOMFIELD, whose address of record is PO Box 74, McCook, NE 69001, is a renewal applicant for a nonresident producer license in the State of South Dakota;

MICHAEL BROOMFIELD is aware the South Dakota Division of Insurance (“Division”) has conducted an investigation;

The Division alleges the following with regard to MICHAEL BROOMFIELD:

- 1) MICHAEL BROOMFIELD offered South Dakota consumers a “free” insurance policy as an illegal inducement under SDCL 58-33-14 and 58-33-15;
- 2) MICHAEL BROOMFIELD submitted a nonresident insurance producer renewal application on January 12, 2021;
- 3) Pursuant to SDCL 58-30-167(2), 58-33-14, and 58-33-15 the Director of Division may deny MICHAEL BROOMFIELD’s renewal application for any of the above-cited reasons

MICHAEL BROOMFIELD is aware of and understands the nature of the allegations and has been informed that he has the right to a Notice of Hearing, counsel and appeal and that by agreeing to sign this Consent Order, waives these rights;

In return for MICHAEL BROOMFIELD agreeing to and complying with the provisions of this Consent Order, the Division agrees not to proceed with the denial of MICHAEL BROOMFIELD’s renewal application and subsequent administrative hearing and agrees that this Consent Order will constitute an informal and complete disposition of this licensing matter and the prior period of non-registration pursuant to SDCL 1-26-20;

MICHAEL BROOMFIELD agrees to pay \$750 pursuant to SDCL 58-30-167, 58-33-14, 58-33-15 and 58-4-28.1, in lieu of an application denial, administrative hearing, and Final Decision;

MICHAEL BROOMFIELD further agrees to conduct himself in accordance with the insurance laws and regulations of the State of South Dakota;

MICHAEL BROOMFIELD further agrees that this Consent Order may be considered 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;

MICHAEL BROOMFIELD waives his 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 MICHAEL BROOMFIELD pay a monetary penalty in the amount of \$750 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further

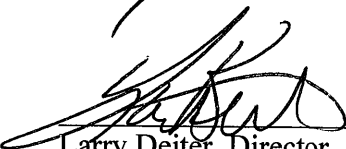
ORDERED that MICHAEL BROOMFIELD abide by the agreements made by him in this Consent Order; and it is further

ORDERED that the nonresident insurance producer renewal application from MICHAEL BROOMFIELD as amended to date is approved for licensure 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 13 day of May, 2021.



Larry Deiter, 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 13 day of May, 2021.



Signature
Mike W Broomfield

Printed Name