

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

IN THE MATTER OF  
ERIC REUER

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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:

ERIC REUER, whose address of record is 47936 Copperwood Crt, Harrisburg, South Dakota 57032, is an individual who is currently licensed as a resident insurance producer in the State of South Dakota;

ERIC REUER ("REUER") is aware the South Dakota Division of Insurance ("Division") has conducted an investigation;

The Division alleges the following with regard to REUER:

1. REUER was terminated for cause from an insurer;
2. REUER misrepresented the terms of an actual or proposed insurance contract or application for insurance, in violation of SDCL 58-30-167(5) and 58-33-37;
3. REUER made, issued, circulated, or allowed to be made, issued, or circulated, estimates misrepresenting the benefits or advantages promised of a policy issued, in violation of SDCL 58-33-5.
4. REUER used fraudulent, coercive, or dishonest practices, or demonstrated incompetence, untrustworthiness, or financial irresponsibility in the conduct of business in this state or elsewhere, in violation of SDCL 58-30-167(8);
5. Pursuant to SDCL 58-30-167(2), (5), (7), & (8), 58-33-5, and 58-33-37, the Director of the Division may revoke ERIC REUER's insurance producer license for violating the insurance laws of South Dakota.

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

By the execution of this Consent Order REUER neither admits to nor denies any violations of the laws of the State of South Dakota, but waives his right to contest the allegations contained in this Consent Order;

In return for REUER 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;

REUER agrees, in lieu of contesting this matter formally, to the revocation of his resident insurance producer's license respectively, and agrees to cease the transaction of insurance business in this state;

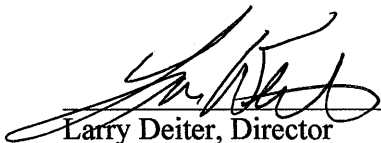
REUER further agrees this Consent Order may be considered in any future licensing procedures with the South Dakota Division of Insurance and for the purpose of determining the appropriate sanction in any future actions with the Division for any violations of the laws or regulations of the State of South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

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that the resident insurance producer's license of ERIC REUER 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

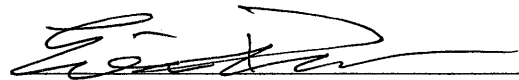
ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.

Dated at Pierre, South Dakota this 29<sup>th</sup> day of February, 2024.

  
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Larry Deiter, Director  
South Dakota Division of Insurance

The undersigned represents that he understands the terms of this Consent Order and the waiver of his due process rights and voluntarily enters into this Consent Order.

Dated this 27<sup>th</sup> day of February, 2024.

  
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Eric Reuer