

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

IN THE MATTER OF
BENEFITS NOW, LLC

INS 25-31093-B
**ORDER REVOKING
INSURANCE PRODUCER LICENSE**

TO: BENEFITS NOW, LLC
40600 ANN ARBOR ROAD EAST
SUITE 201
PLYMOUTH, MI 48170

Larry Deiter, Director of the South Dakota Division of Insurance (Director), in accordance with SDCL 58-30-167.2 and 58-30-167.3, hereby gives notice that BENEFITS NOW, LLC (Respondent) has violated the Insurance Code of the State of South Dakota and has failed to timely respond to the South Dakota Division of Insurance (Division). Respondent is expressly notified that they are entitled to a hearing pursuant to SDCL 58-30-167.3.

RESPONDENT'S INSURANCE PRODUCER LICENSE WILL BE REVOKED UNLESS A HEARING IS REQUESTED IN WRITING WITHIN 60 DAYS OF THIS ORDER.

Therefore, supported by the Exhibits attached hereto, the Director makes the following Findings of Fact, Conclusions of Law, and Order:

FINDINGS OF FACT

1. Respondent, whose address of record is shown above, is an individual who is a licensed insurance producer in the State of South Dakota. (Exhibit 1).
2. Respondent has been subject to administrative action(s) in other jurisdictions, in violation of SDCL 58-30-167(2). (Exhibit 2).
3. The Division sent inquiries to Respondent at their address of record regarding licensure matters. (Exhibit 3-4).
4. Respondent did not respond to the Division's inquiries.
5. To the extent any of the foregoing are improperly designated and are instead conclusions of law, they are hereby redesignated and incorporated herein as conclusions of law.

CONCLUSIONS OF LAW

1. The Director of the Division has jurisdiction over Respondent and the subject matter of this contested case pursuant to SDCL Chs. 1-26 and 58-30.
2. Due to the loss of livelihood from lack of licensure, the Division bears the burden of establishing the alleged statutory violations by clear and convincing evidence. *In re Zar*, 434 N.W.2d 598, 602 (S.D. 1989) and *Brown v. Warner*, 107 N.W.2d 1, 4 (S.D. 1961).
3. The Division established by clear and convincing evidence as attached in Exhibits hereto that Respondent violated SDCL 58-30-193 and 58-33-66.
4. The Division established by clear and convincing evidence that the Respondent's South Dakota Insurance Producer License is subject to revocation pursuant to SDCL 58-30-167(2) & (9).
5. The Division is authorized to issue this Order revoking Respondent's producer license without a hearing pursuant to SDCL 58-30-167.2, and 58-30-167.3.
6. To the extent any of the foregoing are improperly designated and are instead findings of fact, they are hereby redesignated and incorporated herein as Findings of Fact.

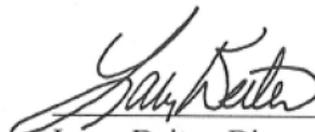
ORDER

Now therefore, good cause appearing from the foregoing, IT IS HEREBY ORDERED, pursuant to SDCL 58-30-167(2) & (9), 58-30-167.2, 58-30-167.3, 58-30-193, and 58-33-66, the South Dakota Insurance Producer License of BENEFITS NOW, LLC is hereby REVOKED, unless a hearing is requested in writing within 60 days of this Order; and it is further

ORDERED that the Respondent may request a hearing on this Order within 60 days of the date of this Order; and it is further

ORDERED that the Division will issue a Notice of Hearing on this matter within 30 days of a timely written request from the Respondent to schedule a hearing in this matter pursuant to SDCL 58-30-167.3, which shall be conducted according to procedures for contested cases as prescribed in SDCL Chs. 1-26 and 1-26D.

Dated at Pierre, South Dakota this 12th day of November, 2025.



Larry Deiter, Director
South Dakota Division of Insurance

CERTIFICATE OF SERVICE

I, the undersigned attorney, pursuant to SDCL 58-4-17 and 58-30-157 do hereby certify that on the date shown below, a true and correct copy of the Order Revoking Insurance Producer License with respect to the above-entitled action was sent via certified mail and first-class mail to the following:

BENEFITS NOW, LLC
40600 ANN ARBOR ROAD EAST
SUITE 201
PLYMOUTH, MI 48170



Dated this 14 day of November, 2025 in Rapid City, South Dakota.

/s/ Clayton Grueb
Clayton Grueb, Legal Counsel
Division of Insurance
South Dakota Dept. of Labor and Regulation
2330 N. Maple Ave, Suite 1
Rapid City, SD 57701
Phone (605) 773-3563

STATE OF SOUTH DAKOTA
DEPARTMENT OF LABOR AND REGULATION

IN THE MATTER OF
BENEFITS NOW, LLC

INS 25-31093-B

NOTICE OF ENTRY OF
ORDER REVOKING INSURANCE
PRODUCER LICENSE

NOTICE IS HEREBY GIVEN, that attached hereto, is a true and correct copy of the Order Revoking Insurance Producer License entered by Larry Deiter, Director South Dakota Division of Insurance, on November 12, 2025.

Dated this 8th day of January, 2026.



Clayton Grueb
Legal Counsel
South Dakota Division of Insurance
2330 N. Maple Ave. Suite 1
Rapid City, SD 57701
(605) 394-3396

CERTIFICATE OF SERVICE

I, the undersigned, do hereby certify that on the date shown below, a true and correct copy of the Notice of Entry of Order Revoking Insurance Producer License and the Order Revoking Insurance Producer License with respect to the above-entitled action was sent U.S. Certified Mail, U.S. First Class Mail, and electronic thereon, to the following:

BENEFITS NOW, LLC
40600 ANN ARBOR ROAD EAST
SUITE 201
PLYMOUTH, MI 48170



Dated this 8th day of January, 2026 in Rapid City, South Dakota.

A handwritten signature in cursive script that reads "Clayton Grueb".

Clayton Grueb
Legal Counsel
South Dakota Division of Insurance
2330 N. Maple Ave. Suite 1
Rapid City, SD 57701
(605) 394-3396