

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

IN THE MATTER OF SAMUEL FARLEY	INS 26-34383 CONSENT ORDER ORDER TO CEASE AND DESIST
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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:

SAMUEL FARLEY, NPN 3621083, with a last-known address of 5251 110th Ave. N, Ste 114, Clearwater, FL 33762, is an unlicensed producer in the state of South Dakota;

SAMUEL FARLEY is aware that the South Dakota Division of Insurance (Division) has conducted an investigation into their insurance-related business;

The Division alleges the following with regard to SAMUEL FARLEY:

1. SAMUEL FARLEY operated as an insurance producer without a license, in violation of SDCL 58-30-143;
2. SAMUEL FARLEY was the subject of a complaint regarding a South Dakota consumer;
3. Due to SAMUEL FARLEY's violations and the evidence of their unlicensed activities in South Dakota, an Order to Cease and Desist is appropriate in these matters pursuant to SDCL 58-4-7 and 58-30-143;
4. The above-cited conduct constitutes grounds for the Division to unilaterally issue an Order to Cease and Desist pursuant to SDCL 58-4-7 and 58-30-143, and to seek further enforcement action as necessary to protect South Dakota consumers;

SAMUEL FARLEY is aware of and understands the nature of the allegations and has been informed that they have the right to a Notice of Hearing, counsel, and appeal, and that by signing this Consent Order, waives these rights;

By the execution of the Consent Order, SAMUEL FARLEY neither admits to nor denies any violation of the laws of the State of South Dakota but waives their right to contest the existence of this Consent Order in any future actions or licensing procedures with the Division;

In return for SAMUEL FARLEY agreeing to, signing, and complying with the provisions of this Consent Order, the Division agrees not to proceed to administrative hearing and agrees that this Consent Order will constitute an informal disposition of this licensing matter pursuant to SDCL 1-26-20;

SAMUEL FARLEY further agrees to the entry of this Consent Order and the Order to Cease and Desist below and to comply therewith in lieu of contesting this matter formally;

SAMUEL FARLEY 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;

ORDERS

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED pursuant to SDCL 58-4-7 and 58-30-143 that SAMUEL FARLEY shall PERMANENTLY CEASE AND DESIST from acting as an insurance producer in the State of South Dakota, effective the date of this Consent Order; and it is further

ORDERED that SAMUEL FARLEY abide by the agreements made by them in this Consent Order; and it is further

ORDERED should SAMUEL FARLEY fail to comply with the provisions of this Consent Order or the Order to Cease and Desist as contained herein, the Division may seek any and all remedies available at law; and it is further

ORDERED that the provisions of this Consent Order, including the Order to Cease and Desist, shall be effective from the date the Director signs this Order.

Dated at Pierre, South Dakota this 15th day of October, 2026.



Larry Deiter, Director
South Dakota Division of Insurance

The undersigned represents they understand the terms of this Consent Order and the waiver of their due process rights and voluntarily enter into this Consent Order.

Dated this 1 day of October, 2026.



SAMUEL FARLEY