

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

IN THE MATTER OF ODYSSEY INSURANCE AGENCY	INS 25-1021984 CONSENT ORDER
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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:

ODYSSEY INSURANCE AGENCY, with an address of record is 200 West Palmetto Road, Suite 304, Boca Raton, FL 33442, holds a Business Entity License in the State of South Dakota;

ODYSSEY INSURANCE AGENCY 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 ODYSSEY INSURANCE AGENCY:

1. ODYSSEY INSURANCE AGENCY acted as an unlicensed Business Entity, sold to South Dakota consumers association plans under unapproved associations, utilizing unappointed producers, who misrepresented the terms of the insurance contracts, in violation of SDCL 58-30-143; 58-30-167(5)(8); 58-30-175; ARSD 20:06:42:01;
2. ODYSSEY INSURANCE AGENCY did not respond within 20 days the Division's requests for an explanation dated February 12, 2025, March 6, 2025, and April 30, 2025, in violation of SDCL 58-33-66(1);
3. The Director of the Division may revoke ODYSSEY INSURANCE AGENCY's Business Entity License for any one of the above-cited violations;

ODYSSEY INSURANCE AGENCY 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;

In return for ODYSSEY INSURANCE AGENCY 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;

ODYSSEY INSURANCE AGENCY waives their right to contest the allegations contained in this Consent Order in any future actions or licensing procedures;

ODYSSEY INSURANCE AGENCY agrees to a monetary penalty in the amount of \$20,000 pursuant to SDCL 58-4-28.1, in lieu of an administrative hearing and Final Decision;

ODYSSEY INSURANCE AGENCY further agrees to conduct business in accordance with the insurance laws and regulations of the State of South Dakota; and

ODYSSEY INSURANCE AGENCY 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;

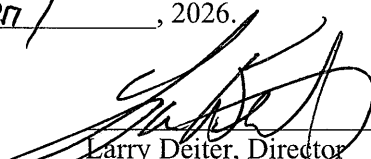
Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that ODYSSEY INSURANCE AGENCY pay a monetary penalty in the amount of \$20,000 payable to "South Dakota Division of Insurance" for deposit in the General Fund of the State of South Dakota, to be made in two payments of \$10,000 each on March 20, 2026 and April 20, 2026; and it is further

ORDERED that ODYSSEY INSURANCE AGENCY abide by the agreements made by them in 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 21st day of April, 2026.



Larry Deiter, Director
South Dakota Division of Insurance

The undersigned, on behalf of ODYSSEY INSURANCE AGENCY, represents it understands the terms of this Consent Order and the waiver of its due process rights and voluntarily enters into this Consent Order.

Dated this 17 day of March, 2026.



Signature of Authorized Representative
MICHAEL BATTISTA

Printed Name
AMBR

Title