

STATE OF NEW JERSEY  
DEPARTMENT OF BANKING AND INSURANCE

IN THE MATTER OF:

Proceeding by the Commissioner of Banking )  
and Insurance, State of New Jersey, to fine ) CONSENT  
INS Solutions Center LLC, Reference No., ) ORDER  
1522780, Ramon Gil-Samaniego, Reference )  
No. 1522590, as DRLP )

TO: INS Solutions Center LLC Ramon Gil-Samaniego  
3067 W. Ina Road, Suite 105 6907 E. Dorado Ct.  
Tucson, AZ 85741 Tucson, AZ 85715

This matter, having been opened by the Commissioner of Banking and Insurance (“Commissioner”), State of New Jersey, upon information that INS Solutions Center LLC (“INS”), licensed as a non-resident organizational producer, pursuant to N.J.S.A. 17:22A-34 (“Respondent”), and its designated responsible licensed producer, Ramon Gil-Samaniego (“Gil-Samaniego”), licensed as a non-resident individual insurance producer, pursuant to N.J.S.A. 17:22A-34, may have violated various provisions of the insurance laws of the State of New Jersey; and

WHEREAS, the Respondent and Ramon are subject to the provisions of New Jersey Insurance Producer Licensing Act of 2001, N.J.S.A. 17:22A-26, et seq.; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40a (2), an insurance producer shall not violate any insurance laws, or violate any regulation, subpoena or order of the Commissioner or of another state’s insurance regulator; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40a (8), an insurance producer shall not use fraudulent, coercive, or dishonest practices, or demonstrate incompetence, untrustworthiness or financial irresponsibility in the conduct of insurance business in this State; and

WHEREAS, pursuant to N.J.S.A. 17:29B-4(2), an insurance producer shall not make, publish, disseminate, circulate, or placed before the public, or causing directly or indirectly, to be made, publish, disseminate, circulate, or placed before the public, in a newspaper, magazine or other publication, or in the form of a notice, circular, pamphlet, letter or poster, or over any radio station, or in any other way, an advertisement or announcement or statement containing any assertion, representation or statement with respect to the business of insurance or with respect to any person in the conduct of his insurance business, which is untrue, deceptive or misleading; and

WHEREAS, pursuant to N.J.S.A. 17B:30-6, no person shall make any misleading misrepresentation or incomplete or fraudulent comparison of any insurance policies or annuity contracts or insurers for the purpose of inducing, or tending to induce, any person to lapse, forfeit, surrender, terminate, retain, or convert any insurance policy of insurance or annuity contract in another insurer.

WHEREAS, pursuant to N.J.A.C. 11:2-23.6 (a), the name of the insurer shall be clearly identified, and if any specific individual policy is advertised it shall be identified either by form number or other appropriate description. An advertisement shall not use a trade name, an insurance group designation, name of a parent company of the insurer, name of a particular division of the insurer, service mark, slogan, symbol, or other device

or reference without disclosing the name of the insurer, if the advertisement would have the capacity or tendency to mislead or deceive as to the true identity of the insurer or create the impression that a company other than the insurer would have any responsibility for the financial obligation under a policy; and

WHEREAS, the Respondent prepared and issued an advertisement via the internet which failed to identify the name of the insurer and the type of plan and/or the name of annuity product relative to guaranteed income withdrawals of up to 8%, which were represented as being 20 to 40 percent above the competition, in violation of N.J.S.A. 17:22A-40a (2) and (8), N.J.S.A. 17:29B-4 (2), N.J.S.A. 17B:30-6, and N.J.A.C. 11:2-23.6 (a); and

WHEREAS, Respondent:

- 1) Has admitted responsibility for the aforementioned violation;
- 2) Has cooperated with the investigation conducted by the New Jersey Department of Banking and Insurance; and
- 3) Has removed the text which is the subject of the within Consent Order; and

WHEREAS, cause does exist under N.J.S.A. 17:22A-40(a) and N.J.S.A. 17:22A-45c to impose a fine; and

WHEREAS, the Respondent has waived his right to a hearing on the aforementioned violations and consented to the payment of a fine in the amount of \$1,000.00; and

WHEREAS, this matter should be resolved upon the consent of the parties without resort to a formal hearing; and

NOW, THEREFORE, IT IS on this 10<sup>th</sup> day of August 2015

ORDERED and AGREED, that the Respondent shall pay a fine in the amount of \$1,000.00 to the Department by certified check, cashier's check or money order, made payable to the State of New Jersey, General Treasury in one payment of \$1,000.00, which shall be paid immediately upon the execution of this Consent Order by the Respondent; and

IT IS FURTHER ORDERED AND AGREED, that the signed Consent Order together with the fine payment of \$1,000.00 shall be remitted to:

New Jersey Department of Banking and Insurance  
Attention: Virgil Downtin, Chief of Investigations  
20 West State Street  
9th Floor, Consumer Protection Services, Enforcement  
P O Box 329  
Trenton, New Jersey 08625-0329

IT IS FURTHER ORDERED AND AGREED, that in the event full payment of the fine is not made, the Commissioner may exercise any and all remedies available by law, including but not limited to, recovery of any unpaid penalties in summary proceedings, in accordance with the penalty enforcement law, N.J.S.A. 2A:58-10 et seq.; and

IT IS FURTHER ORDERED AND AGREED, that the provisions of this Consent Order represent a final agency decision and constitute a final resolution of the violations contained herein; and

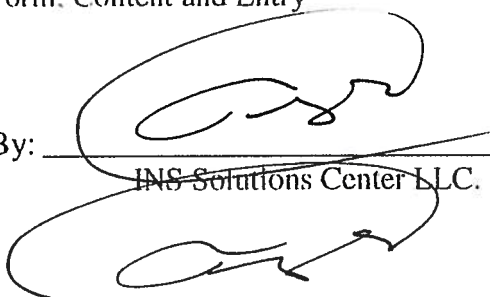
IT IS FURTHER ORDERED AND AGREED that the Respondent shall cease and desist from engaging in the conduct that gave rise to this Consent Order.



Peter L. Hart  
Director

Consented to as to  
Form, Content and Entry

By: \_\_\_\_\_



INS Solutions Center LLC.

Ramon Gil-Samaniego – As DRLP

August 5, 2015

Date

