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**BEFORE THE INSURANCE COMMISSIONER FOR THE
STATE OF UTAH, INSURANCE DEPARTMENT**

<p>UTAH INSURANCE DEPARTMENT, Complainant, vs. HERITAGE FINANCIAL PLACE, INC., License No. 91067, 9055 South 1300 East, #110 Sandy, Utah 84094 Respondent.</p>	<p>STIPULATION AND ORDER</p> <p>Docket No. 2014-029 LF Enforcement No. 3456 Mark E. Kleinfeld Administrative Law Judge</p>
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STIPULATION

Utah Insurance Department ("Department"), through its legal counsel, Gary D. Josephson, Assistant Attorney General, and Heritage Financial Place, Inc. ("Respondent"), through its legal counsel, Harold L. Reiser, hereby stipulate and agree as follows:

1. Since December 17, 2013, Respondent has held an active Utah Resident Insurance Agency License No. 91067. Respondent's address is 9055 South 1300 East #110, Sandy Utah.
2. The Department has jurisdiction over the parties and the subject matter of this administrative action.

3. Respondent acknowledges Notice of Agency Action pursuant to Ut. Code Sec. 63G-4-201; acknowledges that this Stipulation and Order is part of an informal administrative proceeding pursuant to Ut. Code Sec. 63G-4-202 and 203; and irrevocably waives the right to any hearing, review, or appeal concerning this matter.

4. When fully signed, this Stipulation, along with the Findings and Fact and Conclusions of Law and the Order shall not be subject to any reconsideration, renegotiation, modification, hearing or agency review or appeal.

5. The parties hereby agree to the Findings of Fact and Conclusions of Law presented below. Respondent's acceptance is not an admission of liability.

6. The issuance of the Order proposed below is solely for the purpose of disposing of the specific matter addressed herein.

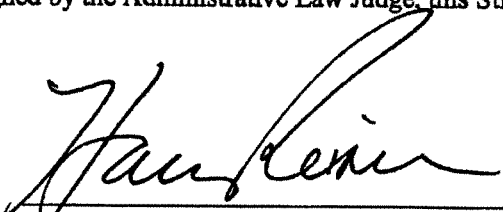
7. The only promises, agreements and understanding that the parties have regarding this matter are contained in this Stipulation.

8. Respondent enters into this Stipulation, voluntarily, knowingly, and free from coercion of any kind.

9. Those persons signing this Stipulation on behalf of the parties each hereby affirm that he represents the respective party and is authorized to sign and bind the party.

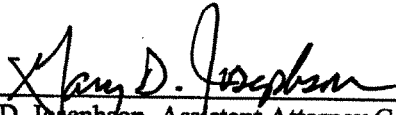
10. Until the Order below is signed by the Administrative Law Judge, this Stipulation is of no effect.

7/2/2014
Date



Harold L. Reiser, Attorney representing
Heritage Financial Place, Inc. License #91067

7/7/14
Date


Gary D. Josephson, Assistant Attorney General
Utah Insurance Department

Based upon the foregoing Stipulation and the Department's file, the Administrative Law Judge makes the following Findings of Fact:

FINDINGS OF FACT

1. Respondent, Heritage financial Place, Inc., is a business that sells life insurance, health insurance and annuity products as part of providing financial planning services to customers and clients. The selling of insurance is performed by Respondent's authorized agent, Blake John Taylor, a licensed insurance producer.
2. Before November 1, 2008, Respondent was licensed as an insurance agency through the Utah Insurance Department.
3. As of November 1, 2008, Respondent allowed its agency license to lapse, with the agency license being renewed by Respondent five years later, on December 12, 2013.
4. From November 1, 2008 to December 17, 2013, Respondent continued to advertise its business and sell insurance through its authorized agent, Blake John Taylor, a licensed insurance producer.
5. From November 1, 2008 to December 17, 2013, Respondent continued to receive compensation from income generated by commissions received for the sales of life insurance, health insurance, and annuities, which compensation Respondent received either directly or

indirectly from Mr. Taylor's appointing health and life insurers.

6. From 2008 to 2013, through the use of outdoor and indoor signs, letterhead and phone messages, and a website, Respondent continued advertised its financial planning business, which in effect, solicited insurance sales.

Based upon the foregoing Stipulation and Findings of Fact, the Administrative Law Judge enters the following Conclusions of Law:

CONCLUSIONS OF LAW

1. Respondent violated Ut. Code Sec. 31A-23a-301(1) in not being licensed as an insurance agency because, under Ut. Code Sec. 31A-1-301(6)(b), Respondent was an insurance organization required to be licensed in order to conduct insurance business.

2. Respondent also violated Ut. Code Sec. 31A-23a-301(1) in not being licensed as an insurance agency because, under Ut. Code Sec. 31A-1-301(91)(a) and (b), Respondent was a person who was required to be licensed in order to solicit and sell insurance and who received compensation either directly or indirectly from insurers.

3. Respondent also violated Ut. Code Sec. 31A-23a-301(1)) in not being licensed as an insurance agency because, under Ut. Code Sec. 31A-23a-102(12), in advertising its business, Respondent was, in effect, soliciting insurance.

4. Respondent violated Ut. Admin. Code R590-244-5 because it was not licensed as an insurance agency in order to solicit or sell insurance; and because, as a licensee whose license had lapsed, Respondent was not authorized to solicit or sell insurance until the license was renewed.

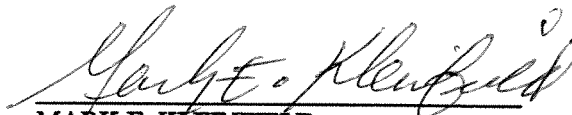
6. Respondent has agreed to a administrative forfeiture of \$1,500.00, which is determined appropriate under the facts of this matter.

ORDER

Based on the Stipulation, Findings of Fact, and Conclusions of Law, Respondent, Heritage is assessed an administrative forfeiture in the total amount of \$1,500.00 to be paid to the Department within thirty (30) days of the date of the signing of this Order.

DATED this 11th day of JULY, 2014.

TODD E KISER
UTAH INSURANCE COMMISSIONER



MARK E. KLEINFELD,
Administrative Law Judge
Utah Department of Insurance
State Office Building, Room 3110
Salt Lake City, UT 84114
Telephone (801) 538-3800

NOTIFICATION TO RESPONDENTS

You are hereby notified that a failure to obey an Order of the Commissioner may subject you to further penalties, including forfeitures of up to \$5,000 per violation and the suspension or revocation of your license and the filing of an action in district court, which may impose

forfeitures of up to \$10,000 per day for continued violation.


You are further notified that other jurisdictions in which you may be licensed may require that you report this action to them.

CERTIFICATE OF MAILING

The undersigned hereby certifies that on this date, a true and correct copy of the Stipulation and Order was mailed, postage prepaid, to the following:

HAROLD L. REISER , Esq.
PARSONS KINGHORN HARRIS
111 E BROADWAY STE 1100
SALT LAKE CITY UT 84111

Dated this 11 day of July, 2014.


LINDA HARDY
UTAH INSURANCE DEPARTMENT
STATE OFFICE BUILDING, ROOM 3110
SALT LAKE CITY, UT 84114-6901