



State of Utah

GARY R. HERBERT
Governor

SPENCER J. COX
Lieutenant Governor

Insurance Department

TODD E. KISER
Insurance Commissioner

February 12, 2014

PUBLIC LETTER OF ADMONITION

TAG Insurance Services
7167 S Alton Way
Centennial, Colorado 80112

E-Mail: gunderwood@tagins.net

Re: PUBLIC LETTER OF AMONITION – TAG Insurance Services

Gentlemen:

Based on the information contained in Utah Insurance Department files, TAG Insurance Services is hereby issued this Public Letter of Admonition. In failing to use the exact name appearing on the agency license on the following materials: letterhead, promotional materials and website, the following statutes and/or Rules were violated.

R590-154. Unfair Marketing Practices Rule.

R590-154-7. Sale, Solicitation, or Negotiation of Insurance states: “(1) An individual licensee and a producer, limited line producer or consultant agency licensee shall not mislead or deceive a person or organization through oral contact or through any letterhead, business cards, advertising, slogan, emblem, or other promotional material used or distributed in Utah by:

(c) using a name other than the exact name appearing on the producer, limited line producer or consultant agency license.”

At this time, the forfeiture of \$1,000.00 is waived on the condition that all current and future letterhead, business cards, advertising, slogan, emblem, or other promotional material used or distributed in the State of Utah use the exact name appearing on the agency license. You may also review information regarding R590-154 Unfair Marketing Practices on the Insurance Department website at www.insurance.utah.gov.

Evidence of any similar activities in the future may be just cause for commencement of an administrative proceeding that may result in the imposition of sanctions or penalties against TAG Insurance Services.

Any questions regarding this action should be directed to the examiner, Cathy Burton at (801) 537-9113, referencing Investigation # 62670.

Sincerely,

TODD E. KISER
UTAH INSURANCE COMMISSIONER

A handwritten signature in cursive script that reads "Suzette D. Green-Wright".

By: Suzette D. Green-Wright
Director, Market Conduct Division