



SOUTH DAKOTA
DEPT. OF **LABOR**
& **REGULATION**

DIVISION OF INSURANCE

Tel: 605.773.3563 | Fax: 605.773.5369 | dlr.sd.gov/Insurance

August 11, 2021

SENT VIA CERTIFIED MAIL

Pick a Policy
13340 West Colonial Dr, Ste 250
Winter Garden, FL 34787

RE: Application for Insurance Producer License

Dear Pick a Policy:

This letter is to notify you that your application for licensure as a nonresident business entity in South Dakota has been denied. The reason for the denial is as follows:

Your firm ("Pick a Policy") was granted a nonresident insurance producer license by the South Dakota Division of Insurance ("Division") on February 27, 2018. On July 1, 2020, Pick a Policy failed to renew its license, but submitted a reinstatement application on August 18, 2020. On this application, Pick a Policy answered "Yes" to having an owner who had been convicted of a felony, contrary to the first application. In a written statement accompanying the application, it was explained that owner Alexander Reece had been convicted of felony Conspiracy to Distribute a Controlled Substance, but he had failed to disclose this to others involved with the entity. The Division conducted an investigation that confirmed the felony conviction. Litigation has been commenced in connection to his alleged misrepresentations on the felony conviction, as well as on a bankruptcy and alleged misappropriation of funds.

Based on the above information, the application is denied based upon SDCL 58-30-167(1), (2), (3), (8), and (9) for providing incorrect, misleading, incomplete, or materially untrue information in a license application, violating another state's insurance laws, attempting to obtain a license through misrepresentation or fraud, having using fraudulent, coercive, or dishonest practices, demonstrating incompetence and untrustworthiness in the conduct of business in this state or elsewhere, and having licenses denied and revoked in other states. Any one of the foregoing reasons constitutes grounds to deny the license.

Please note that this denial letter is considered an administrative action which will be reported to the database maintained by the National Association of Insurance Commissioners. If an administrative action occurs, an insurance producer may be required to report the action to any and all states in which an insurance license is held and in accordance with the timeframes and requirements of each state.



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Pursuant to SDCL 58-30-168, you may make a written request to the Division of Insurance within thirty days of the date of this denial for a hearing to determine the reasonableness of this decision to deny your application for licensure.

Sincerely,

Maggie Dell,
Assistant Director
South Dakota Division of Insurance
Department of Labor and Regulation