Rules of
Department of Commerce and
Insurance
Division 700—Insurance Licensing
Chapter 1—Insurance Producers

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Chapter 1—Insurance Producers

20 CSR 700-1.005 Scope and Definitions

PURPOSE: This rule sets out the scope of the rules in this chapter and provides definitions to aid in the interpretation of the rules in this chapter.

(1) Applicability of Rules. The rules in this chapter apply to insurance producers transacting business in this state including those licensed under section 375.018, RSMo.

(2) Definitions.

(A) “Cash premium payment,” a premium payment made in the form of currency.

(B) “Certificate of Authority,” the whole or part of any certificate of approval or charter granted by the director for any insurance company, insurer, association, health services corporation, health maintenance organization, or other legal entity insuring risk.

(C) “ERISA,” the Employee Retirement and Income Security Act of 1974 (29 USC Section 1101 et seq.).

(D) “FINRA,” the Financial Industry Regulatory Authority.

(E) “Licensee,” a person licensed by Missouri to act as an insurance producer.

(F) “NAIC,” the National Association of Insurance Commissioners.

(G) “NIPR,” the National Insurance Producer Registry.

(H) “Personal insurance policy,” any liability or risk-assuming policy, contract, subscriber agreement, rider, or endorsement delivered or issued for delivery in this state by an insurer, for the purpose of providing personal, noncommercial insurance coverage to an individual or family on a nongroup basis, including individual or family automobile, homeowners, life, annuity, health, property, or casualty coverage.


20 CSR 700-1.010 Insurance Producers’ Examination and Licensing Procedures and Standards

PURPOSE: This rule specifies application forms and fees for insurance producers and explains insurance producer licensing standards and procedures.

(1) Application Forms. The following forms have been adopted and approved for filing with the department:

(A) The Uniform Application for Individual Insurance Producer License form (Form UA-IP), adopted by the NAIC on May 10, 2006, or any form which substantially comports with the specified form; and

(B) The Uniform Application for Business Entity Insurance Producer License form (Form UA-BEP), adopted by the NAIC on May 10, 2006, or any form which substantially comports with the specified form.

(2) Application and Fees. Application for licensure as an individual insurance producer or business entity producer shall contain the information/requirements outlined in sections 375.015 to 375.018, RSMo and this rule and may be submitted by electronic means to the National Insurance Producer Registry (NIPR) or other system(s) as the director may designate.

(A) Initial Licensure.

1. Individual Producers.

A. A completed Form UA-IP; and
B. One hundred dollar ($100) application fee.


A. A completed Form UA-IP; and
B. One hundred dollar ($100) application fee.


A. A completed Form UA-IP; and
B. One hundred dollar ($100) application fee.


A. A completed Form UA-BEP; and
B. One hundred dollar ($100) application fee;

C. List of Missouri-licensed producers conducting business on behalf of the business entity.

5. Organizational Credit Business Entity.

A. A completed Form UA-BEP; and
B. One hundred dollar ($100) application fee;

C. A list of employees to whom the business entity has paid, within the preceding twelve (12) months, any salary or commission for the sale, solicitation, or negotiation of credit insurance contracts; and

D. An additional fee of eighteen dollars ($18) per employee with whom the business entity has contracted to pay any salary or commission for the sale, solicitation, or negotiation of credit insurance contracts following licensure.

(B) Renewal Application.

1. Individual Producers.

A. An updated Form UA-IP. If applying for renewal through NIPR, the application is deemed submitted at the time of fee payment pursuant to the producer’s continuing duty to amend the application in sections 375.018 and 375.141, RSMo; and

B. One hundred dollar ($100) application fee.

2. Business Entity Producers.

A. An updated Form UA-BEP. If applying for renewal through NIPR, the application is deemed submitted at the time of fee payment pursuant to the producer’s continuing duty to amend the application in sections 375.018 and 375.141, RSMo; and

B. One hundred dollar ($100) application fee; and

C. List of Missouri-licensed producers conducting business on behalf of the business entity.

3. Organizational Credit Business Entity.

A. An updated Form UA-BEP. If applying for renewal through NIPR, the application is deemed submitted at the time of fee payment pursuant to the producer’s continuing duty to amend the application in sections 375.018 and 375.141, RSMo; and

B. One hundred dollar ($100) application fee; and

C. An updated list of employees to whom the business entity has paid, within the preceding twelve (12) months, any salary or commission for the sale, solicitation, or negotiation of credit insurance contracts; and

D. An additional fee of eighteen dollars ($18) per employee with whom the business entity has contracted to pay any salary or commission for the sale, solicitation, or negotiation of credit insurance contracts following
CODE OF STATE REGULATIONS

20 CSR 700-1—DEPARTMENT OF COMMERCE AND INSURANCE

20 CSR 700-0.1020 Transacting Business as an Insurance Producer

PURPOSE: This rule effectuates and aids in the interpretation of the definition of insurance producer as stated in section 375.012, RSMo by describing without limitation by enumeration activities for which licensure is required.

(1) Solicitation of an Insurance Contract.

(A) Unless otherwise specifically provided by section 375.012, RSMo, no person shall solicit an insurance contract in Missouri unless s/he is a licensed insurance company, its employee or an insurance producer.

(B) Solicitation of an insurance contract includes, but is not limited to, the following activities:

1. Disseminating information as to rates secured by reference to a published or printed list or computer database of standard rates;
2. Initiating sales over the telephone other than scheduling appointments with insurance producers to discuss insurance;
3. Advising an insured to purchase additional insurance when receiving payment for existing business;
4. Signing an application or an order for insurance; and
5. Advising a prospective purchaser on the terms of existing coverage.

(C) Solicitation of an insurance contract does not include the following activities:

20 CSR 700-1.012 Variable Life and Variable Annuity Contract Examination

PURPOSE: This rule prescribes the examination requirements for applicants for qualification for the variable life and variable annuity line of authority.

(1) No insurance producer is authorized to solicit, offer for sale, or sell any variable life or variable annuity contract in this state, unless prior to making any solicitation, offer, or sale of this contract, the producer is qualified under the variable life and variable annuity line of authority as required under section 375.018.1(5), RSMo.

(2) The applicant for qualification under the variable life and variable annuity line of authority shall have passed either the Series 6 or Series 7 examination administered by Financial Industry Regulatory Authority (FINRA).


20 CSR 700-1.020 Transacting Business as an Insurance Producer

PURPOSE: This rule effectuates and aids in the interpretation of the definition of insurance producer as stated in section 375.012, RSMo by describing without limitation by enumeration activities for which licensure is required.

(1) Solicitation of an Insurance Contract.

(A) Unless otherwise specifically provided by section 375.012, RSMo, no person shall solicit an insurance contract in Missouri unless s/he is a licensed insurance company, its employee or an insurance producer.

(B) Solicitation of an insurance contract includes, but is not limited to, the following activities:

1. Disseminating information as to rates secured by reference to a published or printed list or computer database of standard rates;
2. Initiating sales over the telephone other than scheduling appointments with insurance producers to discuss insurance;
3. Advising an insured to purchase additional insurance when receiving payment for existing business;
4. Signing an application or an order for insurance; and
5. Advising a prospective purchaser on the terms of existing coverage.

(C) Solicitation of an insurance contract does not include the following activities:

20 CSR 700-1.012 Variable Life and Variable Annuity Contract Examination

PURPOSE: This rule prescribes the examination requirements for applicants for qualification for the variable life and variable annuity line of authority.

(1) No insurance producer is authorized to solicit, offer for sale, or sell any variable life or variable annuity contract in this state, unless prior to making any solicitation, offer, or sale of this contract, the producer is qualified under the variable life and variable annuity line of authority as required under section 375.018.1(5), RSMo.

(2) The applicant for qualification under the variable life and variable annuity line of authority shall have passed either the Series 6 or Series 7 examination administered by Financial Industry Regulatory Authority (FINRA).


1. Dispensing brochures and other general information so long as there is no conversation relating to the terms of an insurance contract;

2. Disseminating buyer’s guides, applications for coverage, coverage selection forms, or other similar forms in response to a request from prospective or current policyholders so long as there is no conversation relating to the terms of an insurance contract;

3. Receiving and recording information from a policyholder to give to an insurance producer for his or her review and response;

4. Scheduling appointments with insurance producers to discuss insurance.

(2) Negotiation of an Insurance Contract.

(A) Unless otherwise specifically provided by section 375.012, RSMo, no person shall negotiate an insurance contract between an insured and a third party in Missouri unless he or she is a licensed insurance company, its employee or an insurance producer.

(B) Negotiation of an insurance contract includes, but is not limited to, the following activities:

1. Advising a prospective purchaser on obtaining coverage, analyzing exposures or policies, or other risk-related conditions with respect to purchasing a particular policy;

2. Advising a prospective purchaser to buy a particular policy;

3. Recommending or independently initiating additions or deletions to an insured’s policy;

4. Explaining the effect of age, health, or other risk-related conditions with respect to purchasing a particular policy;

5. Counseling, urging, or advising any prospective purchaser to buy a particular policy or to insure with a particular company; or

6. Explaining, discussing, or interpreting coverage, analyzing exposures or policies, or giving opinions or recommendations as to coverage.

(C) Negotiation of an insurance contract does not include communicating with the policyholder or prospective policyholder in order to obtain factual information necessary for an insurance producer to complete a review.

(3) Sale of an Insurance Contract.

(A) Unless otherwise specifically provided by section 375.012, RSMo, no person shall sell an insurance contract in Missouri unless he or she is a licensed insurance company, its employee or an insurance producer.

(B) Sale of an insurance contract includes, but is not limited to, the following activities:

1. Signing binders, certificates of insurance, commitments, endorsements, insurance identification cards and insurance policies;

2. Indicating that the requested coverage is or will be bound or issued;

3. Issuing certificates of insurance, endorsements, binders, commitments, insurance policies or insurance identification cards except when done by a group policyholder.

(C) Sale of an insurance contract does not include the following activities:

1. Receiving requests for coverage to transmit to a licensed insurance producer or for processing through an automated system developed and maintained under the supervision of an insurer or licensed insurance producer;

2. Receiving and recording information from an applicant or policyholder and preparing an application for insurance pursuant to instructions from and for the review of an insurance producer;

3. Obtaining underwriting information from credit agencies, the Department of Revenue, and other insurance agencies and companies;

4. Receiving and recording information from an applicant or policyholder and preparing an application for an insurance producer’s review and signature, all binders, certificates, endorsements, identification cards, or policies pursuant to instructions from the insurance producer; or

5. Receiving premiums at the recorded place of business where the payment is being made on a binder, endorsement, or existing policy.

(4) Duty to Have Insurance Producer at Each Place of Business.

(A) Each place of business of an insurance producer must contain the principal office of at least one (1) licensed insurance producer.

(B) A licensed insurance producer may be found to be materially aiding any acts in violation of law engaged in by an unlicensed individual under the supervision of that insurance producer.


20 CSR 700-1.030 Certification Letters Submitted With Insurance Producer’s License Applications

(Rescinded July 30, 2008)


20 CSR 700-1.040 Clearance Letters

(Rescinded September 30, 2019)

20 CSR 700-1.050 Payment of Earned Commissions (Rescinded September 30, 2019)


20 CSR 700-1.060 Retrospective Commission Contracts Prohibited

PURPOSE: This regulation specifies restrictions on the authority of insurance producers to settle claims when they profit directly from the refusal to pay claims. This regulation was adopted pursuant to the provisions of section 374.045, RSMo and implements sections 375.141 and 375.445, RSMo.

(1) Retrospective Commission Contracts Prohibited. No insurance company licensed or authorized to do business in Missouri may use any plan of payment to its insurance producers by which the company receives an agreed portion of its earned premium free from any normal claims and allows any insurance producer or other person to pay all normal claims from the remainder and retain as his/her compensation the money not paid to claimants.

(2) Profit Sharing Permitted. Commission agreements may contain a provision for varying the amount of commission paid an insurance producer with the loss experience of the policies s/he has written, provided the company is directly liable for and does pay claims the insurance producer has no authority to deny or refuse to pay or compromise any claim.

(3) Records Required. Copies of all these agreements shall be maintained as business records by both the company and the insurance producer for three (3) years for inspection by the director or his/her duly appointed agent.


20 CSR 700-1.070 Coverages Permitted to be Sold Under Credit License

PURPOSE: This regulation describes what coverages may be offered or sold under a limited credit insurance producer license.

(1) No credit life insurance may be offered or sold that—
(A) Is issued upon the life of any person other than the debtor(s);
(B) Exceeds the term of indebtedness it secures except as provided in section 385.035, RSMo; or
(C) Exceeds at any time the amount of the indebtedness it secures except when—
1. Caused by voluntary prepayment of a portion of the loan;
2. The insurance is written on agricultural credit transaction commitments;
3. The insurance is written on educational credit transaction commitments; or
4. Insurance is written on residential real estate-secured credit transaction commitments. In addition, no credit life insurance that contains a conversion privilege may be offered or sold.

(2) No credit accident and sickness insurance may be offered or sold unless that policy does not exceed the amount or term of the indebtedness it secures and is issued only upon the health of the debtor.

(3) No property insurance under section 385.020.1(5), RSMo may be offered or sold unless it—
(A) Covers only that tangible personal property pledged as collateral for a loan except as otherwise permitted by section 408.140, RSMo;
(B) Provides only physical damage coverage in the case of automobiles;
(C) Provides only the standard fire policy, with extended coverage, in the case of collateral other than automobiles; and
(D) Provides coverage no greater in amount than the total amount of the underlying indebtedness.


20 CSR 700-1.080 Representatives of Reciprocal and Interinsurance Exchanges to be Licensed

PURPOSE: This regulation requires representatives of reciprocal and interinsurance exchanges to be licensed. This regulation is adopted pursuant to the provisions of section 374.045, RSMo and implements sections 375.012, 375.014, 375.016 and 375.018, RSMo.

(1) All persons who represent interinsurance exchanges or the attorney-in-fact for the exchanges and whose compensation is in part or in whole paid in the form of commissions on the business written or a portion of the deposit shall be duly licensed by this department.

(2) This order shall not apply to salaried representatives of the attorney-in-fact.


20 CSR 700-1.090 Fiduciary Duty of Broker (Rescinded January 30, 2003)


20 CSR 700-1.100 Producer Service Agreements

PURPOSE: This regulation provides for Producer Service Agreements.

(1) A producer service agreement may be used to establish compensation. The form set forth in Exhibit A is approved for use as specified in section 375.116, RSMo. Substantially equivalent forms may be used where they contain other provisions and do not affect the content as provided in Exhibit A. The producer service agreement, which is included herein, must be a separate document from any other form or contract.

(2) Each producer service agreement may cover multiple contracts of insurance negotiated or procured for the same insured or prospective insured where the insurance producer’s compensation falls within the requirements of section 375.116.3, RSMo. Each insurance producer shall retain one (1) copy of the producer service agreement in the producer’s office for three (3) years and deliver one (1) copy to the insured.

(3) The producer service agreement shall contain a list of the policies it covers.
Exhibit A
Missouri Producer Service Agreement

1. The undersigned insured hereby engages the services of ___________________, a licensed Missouri insurance producer, license # __________________, for the purpose of securing, negotiating and procuring the placement of the following described insurance coverages and to assist the undersigned in the preparation of any and all applications, underwriting data, and other information required by an insurer for the purposes of issuing an insurance policy within this state. The insurance coverage requested is: (Here describe in detail the coverage to be effected.)

2. The undersigned insured authorizes the insurance producer to commit to a maximum premium of not more than ___________________ for the above-stated coverage(s). (If multiple contracts of insurance are to be procured for the same insured or prospective insured, a separate maximum may be stated for each contract covered by this agreement.)

The undersigned insured agrees to pay as compensation to the insurance producer, above and in addition to the commission received from the insurer, for the various services of the insurance producer a fee of not more than $ ___________________. (If multiple contracts of insurance are to be procured for the same insured or prospective insured, a separate producer fee may be stated for each contract covered by this agreement.)

3. A brief description of those services performed and not described in paragraph 1. above is:

_____________________________________________________________________________________________________________________
_____________________________________________________________________________________________________________________
_____________________________________________________________________________________________________________________

This agreement is in furtherance of section 375.116, RSMo, and Regulation 20 CSR 700-1.100.

Dated:____________________________________________________________________________________________________________________________

Dated: ______________________________________________________________________________________________________________________

(Insured)

(Insurance Producer)


Op. Atty. Gen. No. 177, Dill (5-2-68). “True name” as used in section 375.012, subsection (2), RSMo (Supp. 1967), means a person’s actual and not fictitious name and includes a surname, a first name and a middle name or initial.


20 CSR 700-1.20 Certain Representatives of Prepaid Dental Corporations to be Licensed

PURPOSE: This regulation requires representatives of prepaid dental corporations who solicit contracts on behalf of the corporation to be licensed as insurance producers with the Department of Commerce and Insurance pursuant to section 354.721, RSMo.

(1) Any person who solicits membership contracts on behalf of prepaid dental corporations or offers or assumes to act in negotiation of the contracts, whether a salaried representative of the corporation or one whose compensation is in part or in whole paid in the form of commissions on the business written, shall be duly licensed by this department as an accident and health insurance producer.

(2) No person shall act in this state as an insurance producer for a prepaid dental corporation unless s/he is licensed by the director as provided in this regulation.

(3) Persons desiring to solicit contracts on behalf of prepaid dental corporations shall comply with 20 CSR 700-1.010 and 20 CSR 700-3.100 as the regulations relate to insurance producer’s examination and licensing procedures and standards.
(4) Persons desiring to solicit contracts on behalf of prepaid dental corporations, in addition, shall be subject to the provisions of sections 375.016–375.022, 375.046–375.051 and 375.081, RSMo.

(5) The director may revoke or suspend, for a period as s/he may determine, any license of any insurance producer, if it is determined as provided by sections 621.045–621.205, RSMo, that the licensee or applicant has violated, at any time, the provisions of section 375.141, RSMo.


20 CSR 700-1.130 Appointment and Termination of Insurance Producers

PURPOSE: The department defines appointment of an insurance producer, as used in section 375.022, RSMo, so an insurance company knows what act(s) constitutes appointment of an insurance producer to act for the insurance company.

(1) As used in section 375.022, RSMo, appointment of an insurance producer means the earliest date on which an insurance company, or its authorized agent does any of the following:

(A) Distributes an application form, which on its face requires submission of premium at the time of completing the application with a consumer, to the prospective insurance producer, unless the application form is marked in bold type as a specimen;

(B) Accepts premiums from the prospective insurance producer;

(C) Accepts for underwriting an application for insurance submitted by the prospective insurance producer;

(D) Executes a written or oral employment contract with the prospective insurance producer; or

(E) Grants binding authority given to the prospective insurance producer.

(2) An insurer may appoint insurance producers directly by appointing individual insurance producers, or by designating a licensed business entity, which designation shall be deemed to appoint all individual insurance producers employed by such licensed business entity to act for the insurance company in the lines for which the individual insurance producers are licensed and for which the licensed business entity has been designated by the insurance company.

(A) Any individual insurance producers listed or employed by a licensed business entity pursuant to section 375.015, RSMo after the designation of the licensed business entity by an insurer shall be deemed an appointment of such individual insurance producers for all insurers with existing designations of the licensed business entity.

(B) The appointment of an individual insurance producer pursuant to this subsection shall terminate upon the individual insurance producer’s termination or resignation from the licensed business entity with which the individual insurance producer is listed or employed, upon termination of the licensed business entity by the insurer, or upon non-renewal, suspension, revocation, or surrender of the individual insurance producer’s license.

(C) An insurer may also appoint an organizational credit business entity licensed pursuant to section 375.065, RSMo, in the manner described in subsections (2)(A) and (2)(B) of this rule.

(3) The notice of termination for one of the reasons set forth in section 375.141, RSMo, required by subsections 5 and 7 of section 375.015, RSMo, shall be accompanied by a report or summary of the acts of the insurance producer believed to violate section 375.141, RSMo, and copy of the documentation collected by the insurer that led to the termination.


20 CSR 700-1.135 Forms for Filing Notice of Appointment of Agents and Notice of Termination of Appointment of Agents

(Rescinded January 30, 2003)


20 CSR 700-1.140 Minimum Standards of Competency and Trustworthiness for Insurance Producers Concerning Personal Insurance Transactions

PURPOSE: This regulation effectuates and aids in the interpretation of the provisions of section 375.141.1(8), RSMo, which relates to the competence and trustworthiness of insurance producers. The regulation requires insurance producers to comply with certain minimum requirements in transactions involving personal insurance policies. It is promulgated pursuant to the provisions of section 374.045, RSMo and implements the provisions of section 375.141, RSMo.

(1) Document and Premium Handling Standards. When dealing with any personal insurance policy, every insurance producer shall comply with the following standards of promptness regarding securing and amending coverage, providing written evidence of insurance transactions, and handling premiums, except to the extent these actions are the responsibility of the insurer. Where it is the insurer's responsibility to take these actions, this responsibility shall be delineated in a written agreement, a copy of which shall be retained by the licensee and available for examination by the department.

(A) Every insurance producer shall handle every application for new coverage under a personal insurance policy and every request for amendments to an existing policy in a manner which will secure the new or amended coverage as soon as is reasonably possible, unless a longer time is permitted under a written agreement between the licensee and the insured or prospective insured. If within thirty (30) days of the original application for insurance the licensee has not yet secured an insurer willing to provide coverage, the licensee immediately shall inform the prospective insured of this fact in writing.

(B) Whenever an insurer requires additional information prior to issuing a new personal insurance policy, or prior to renewing, continuing, or amending an existing policy, the insurance producer through whom the insured or prospective insured applied for or procured the coverage shall inform, at the earliest reasonable opportunity, the insured or prospective insured of the need for the additional information from the insured or prospective insured.
(C) Every insurance producer shall provide every purchaser of a personal insurance policy with written evidence of coverage at the time coverage is bound or the policy is issued, whichever occurs earlier, or as soon after as is reasonably possible, but in no event later than thirty (30) days after the date the coverage is bound or the policy is issued. A written binder or insurance policy shall constitute written evidence of coverage for purposes of this subsection. Any application forms, riders, or endorsements associated with the policy which are not provided along with written evidence of coverage shall be provided to the insured as soon as is reasonably possible. When an insurer declines to cover a prospective insured, the insurer’s written denial of coverage shall be provided by the licensee to the prospective insured as soon as is reasonably possible, but in no event later than thirty (30) days after the date the coverage is denied.

(D) Insurance producers shall remit all premium payments associated with a personal insurance policy to those persons entitled to the premiums. In no event may be remitted at a later point in time if the insurer has not yet been selected and the premium payments if to do so will result in the failure to obtain or continue coverage on behalf of an insured or prospective insured.

(2) No insurance producer or a member of the insurance producer’s immediate family shall, at any time, be named as a beneficiary or contingent beneficiary or shall acquire any ownership interest in any insurance policy held by an insurance client or former or prospective insurance client. Such a prohibition would not apply if there exists a relationship between the insurance client or former or prospective insurance client and the insurance producer or immediate family of the insurance producer which gives rise to an insurable interest.

(3) No insurance producer shall obtain or solicit for a loan from an insurance client or former or prospective insurance client or any type of ownership interest in any insurance policy held by an insurance client or former or prospective insurance client. This prohibition shall not apply—

(A) When it is the usual occupation or practice of the insurance client or former or prospective insurance client to receive and process loan applications and to provide loans to the public as an owner, officer, director, or employee of an institution in the business of providing such loans; or

(B) When there exists a relationship between the insurance client or former or prospective insurance client and the insurance producer which gives rise to an insurable interest.

(4) Receipts for Cash Premiums Payments.

(A) Whenever a cash premium payment is received by an insurance producer for a personal insurance policy, a written receipt shall be executed by the licensee and given to the person making the premium payment. The receipt shall bear the words Receipt or Premium Receipt and shall include the following information:

1. The name of the insured;
2. The name of the insurer, where one (1) has been selected;
3. The date of the cash payment;
4. The amount of the cash payment;
5. The policy number, if available, or other information which will describe the insurance coverage for which the cash premium was paid;
6. The signature of the licensee or an employee of the licensee duly authorized in writing to accept these payments or to execute the receipts; and
7. Any comment required under subsection (4)(D) of this rule.

(B) Use of the form, Exhibit A, included herein, shall be deemed to satisfy the requirements of this section. Other receipt forms which contain the information required by this section may also be used. Methods of documenting the payment of premiums which do not satisfy all the requirements of this section, such as the use of premium payment books for debit plans, shall be deemed to satisfy this section only if their use for this purpose has been approved in writing by the director.

(C) A copy of the cash premium receipt shall be given to the person making the cash premium payment. An additional copy shall be retained by the licensee for the licensee’s records as provided in section (5) of this regulation, unless other records of the licensee and the insurer document the information required under subsections (4)(A) and (D) of this rule for purposes of inspections or examinations by the director.

(D) No insurance producer shall accept a cash premium payment for new coverage under a personal insurance policy where the licensee has not selected an insurer with whom to place the coverage unless the cash premium receipt bears a comment indicating that an insurer has not yet been selected and that coverage currently does not yet exist.

(5) Minimum Record Keeping Requirements for all Insurance Producers.

(A) Every insurance producer shall maintain a complete set of records for each personal insurance policy applied for or procured through the licensee, except to the extent the maintenance of these records is, in whole or in part, the responsibility of the insurer. Where it is the insurer’s responsibility to maintain these records, this responsibility shall be delineated in a written document(s), a copy of which shall be retained by the licensee. The records which must be maintained shall include, but not be limited to, the following:

1. Any policy applications, declaration pages, endorsements, riders, or binders associated with the policy;
2. Any written correspondence or copies of records transmitted to or received by the licensee concerning the policy;
3. Any documents associated with any claims filed with the licensee under the policy; and
4. Any receipts or other documents associated with any premium payments made to the licensee under the policy, including receipts for cash premium payments required under section (4) of this regulation.

(B) The records required to be maintained under this section shall be open to the inspection or examination of the director or his/her agents, and shall be maintained in an orderly manner so that the information in the records is readily available during the inspection or examination. The requirement of this subsection shall be deemed satisfied whenever a requested record can be retrieved from its storage location within five (5) business days of a request by the director or the director’s designee.

(C) An insurance producer operating under an exclusive contract with an insurer, including one (1) insurer and its subsidiaries or affiliates, upon termination of the agency appointment, shall be required to maintain only those records as the contract authorizes him/her to retain, provided that the insurer shall bear responsibility for maintaining all other records which otherwise would have been required to be maintained by the insurance producer.
(D) All records required to be maintained under this section shall be maintained for as long as the personal insurance policy in question is in force and for at least three (3) years thereafter.

(6) It shall be a dishonest or unethical practice in the business of insurance for an insurance producer to use a senior-specific certification or professional designation that indicates or implies in such a way as to mislead a purchaser or prospective purchaser that the insurance producer has special certification or training in advising or servicing seniors in connection with the solicitation, sale, or negotiation of an insurance product, or in the provision of advice as to the value of or the advisability of purchasing or selling an insurance product, either directly or indirectly through publications or writings, or by issuing or promulgating analyses or reports related to an insurance product.

(A) The prohibited use of such certifications or professional designation includes, but is not limited to, the following:

1. Use of a certification or professional designation by a person who has not actually earned or is otherwise ineligible to use such certification or designation;
2. Use of a nonexistent or self-conferred certification or professional designation;
3. Use of a certification or professional designation that indicates or implies a level of occupational qualifications obtained through education, training, or experience that the insurance producer using the certification or professional designation does not have; and
4. Use of a certification or professional designation that was obtained from a designating or certifying organization that:

   A. Is primarily engaged in the business of instruction in sales or marketing;
   B. Does not have reasonable standards or procedures for assuring the competency of its certificants or designees;
   C. Does not have reasonable standards or procedures for monitoring and disciplining its certificants or designees for improper or unethical conduct; or
   D. Does not have reasonable education requirements for its certificants or designees in order to maintain the certificate or designation.

(B) There is a rebuttable presumption that a designating or certifying organization is not disqualified solely for purposes of paragraph (6)(A)4. above, when the designation or certification from the organization does not primarily apply to sales or marketing and when the organization has been accredited by:

1. The American National Standards Institute (ANSI);
2. The National Commission for Certifying Agencies; or
3. Any organization that is on the United States Department of Education’s list entitled “Accrediting Agencies Recognized for Title IV Purposes.”

(C) In determining whether a combination of words (or an acronym standing for a combination of words) constitutes a certification or professional designation, the manner in which those words are combined.

1. Use of one or more words, such as “senior,” “retirement,” “elder,” or like words, combined with one or more words, such as “certified,” “registered,” “chartered,” “adviser,” “specialist,” “consultant,” “planner,” or like words, in the name of the certification or professional designation; and
2. The manner in which those words are combined.

(D) For purposes of this rule—

1. “Certification or professional designation” does not include a job title within an organization that is licensed or registered by a state or federal financial services regulatory agency, when that job title:
   A. Indicates seniority or standing within the organization; or
   B. Specifies an individual’s area of specialization within the organization;
2. “Elderly or senior person” is a person sixty (60) years of age or older; and
3. “Federal financial services regulatory agency” includes, but is not limited to, any agency that regulates—
   A. Insurers;
   B. Insurance producers;
   C. Broker-dealers;
   D. Investment advisers; or
   E. Investment companies as defined under the Investment Company Act of 1940.

(E) Nothing in this rule shall limit the director’s authority to enforce existing provisions of law.

(F) This section shall take effect on January 1, 2009.

EXHIBIT A

PREMIUM RECEIPT

Amount of payment: $________________________ Date of Payment:__________/__________/_________

Name of Insurance Company: ________________________________________________________________

Policy Number or Description: ________________________________________________________________

Name of Insured: _____________________________________________________________

Comment: _________________________________________________________________________________

Insurance Producer’s Signature: __________________________________________________________________________

______________________________________________

KEEP THIS RECEIPT AS PART OF YOUR RECORDS FOR YOUR OWN PROTECTION.


20 CSR 700-1.145 Standards of Commercial Honor and Principles of Trade in Life, Annuity, and Long-Term Care Insurance Sales

PURPOSE: This rule implements the requirements of section 375.141.1(8), RSMo, with respect to the demonstration of incompetence, untrustworthiness or financial irresponsibility of producers in the offer, sale or exchange of life insurance, annuities, and long-term care insurance.

(1) Grounds for the discipline or disqualification of producers shall include, in addition to other grounds specified in section 375.141, RSMo, failure to comply with or violation of the following professional standards of conduct:

(A) Producers, in the conduct of variable life, annuity, and long-term care insurance business, shall observe high standards of commercial honor and just and equitable principles of trade. Implicit in a producer’s relationship with customers is the fundamental responsibility of fair dealing. Practices that violate this responsibility of fair dealing include, but are not limited to, the following:

1. Inducing an exchange or replacement of variable life, annuity, or long-term care insurance contract with insignificant benefit to the consumer, but for the purpose of accumulating commissions by the producer; and

2. Causing the execution of transactions that are not authorized by customers or the sending of confirmations in order to cause customers to accept transactions not actually agreed upon; and

(B) Producers shall not materially aid any other person in any violation or failure to comply with any standard set forth in this rule.


20 CSR 700-1.146 Recommendations of Variable Life Insurance to Customers (Suitability)

PURPOSE: This rule effectuates and aids in the interpretation of section 375.141.1(8), RSMo, with respect to the codification of professional standards of conduct in the recommendation of variable life insurance contracts. Failure to meet these standards constitutes the demonstration of incompetence, untrustworthiness, or financial irresponsibility of producers in the offer, sale, or exchange of variable life contracts.

(1) The standards of conduct codified in this rule reflect the professionalism of a licensed insurance producer. Grounds for the discipline or disqualification of producers shall include, in addition to other grounds specified in section 375.141, RSMo, failure to comply with or violation of the following professional standards of conduct:

A. In recommending to an individual customer the purchase, sale, or exchange of any variable life product, a producer shall have reasonable grounds for believing that the recommendation is suitable for such customer upon the basis of the facts, if any, disclosed by such customer as to his other investment holdings and as to his financial situation and needs;

B. Prior to the execution of a variable life transaction recommended to an individual customer, a producer shall make reasonable efforts to obtain information concerning—

1. The customer’s financial status, including annual income, financial situation and needs, and existing assets;

2. The customer’s tax status;

3. The customer’s financial objectives, including investment objectives, reasonably anticipated income needs, and risk tolerance;

4. The customer’s investment time horizon, liquid net worth, and current and reasonably anticipated needs for liquidity; and

5. Such other information used or considered to be reasonable by such producer in making recommendations to the customer;

C. Interpretation of subsection (1)(A) of this rule shall be guided by judicial and administrative opinions and decisions construing substantially similar requirements of the Financial Industry Regulatory Authority (FINRA) or its predecessor or successor organizations.

(2) Record Keeping. The determinations required by this rule shall be documented by the producer recommending the transaction.

(3) No person shall materially aid any other person in any violation or failure to comply with any standard set forth in this rule.

AUTHORITY: sections 374.045, 375.013, 375.141, and 375.143, RSMo 2016.*


20 CSR 700-1.147 Reasonable Supervision in Variable Life Sales

PURPOSE: This rule effectuates and aids in the interpretation of section 375.141.1(8), RSMo, with respect to the demonstration of incompetence, untrustworthiness, or financial irresponsibility by producers in the offer, sale, or exchange of variable life products.

(1) Grounds for the discipline or disqualification of producers shall include, in addition to other grounds specified in section 375.141, RSMo, failure to comply with or violation of the following professional standards of conduct:

A. Individual Producers. Each individual producer licensed to sell variable life products shall be supervised by a member of the Financial Industry Regulatory Authority (FINRA), which member shall also be licensed as a business entity producer with the director (supervising member);

B. Supervising Members.

1. Supervisory system.

A. Each supervising member shall establish and maintain a system to supervise the activities of each individual producer that is reasonably designed to achieve compliance with applicable state insurance laws and regulations, federal securities laws and regulations, and with applicable FINRA rules. Final responsibility for proper supervision shall rest with the supervising member. A supervising member’s supervisory system shall provide, at a minimum, for the following:

1. The establishment and maintenance of written procedures as required by paragraphs (1)(B)(2) and 3. of this rule;
(II) The designation, where applicable, of an appropriately qualified and registered FINRA principal(s) with authority to carry out the supervisory responsibilities of the supervising member for variable life producers;

(III) The designation of an office of supervisory jurisdiction (OSJ) of each location that meets the definition contained in FINRA Rule 3110(f), effective July 31, 2015. The supervising member shall also designate such other OSJs as it determines to be necessary in order to supervise its producers and employees in accordance with the standards set forth in this rule, taking into consideration the following factors:

(a) Whether the individual producers or employees engage in retail sales or other activities involving regular conduct with public customers;
(b) Whether a substantial number of individual producers conduct sales activities at, or are otherwise supervised from, such location;
(c) Whether the location is geographically distant from another OSJ of the supervising member;
(d) Whether the individual producers are geographically dispersed; and
(e) Whether the investment or insurance activities at such location are diverse and/or complex;

(IV) The designation of one (1) or more appropriately qualified and registered FINRA principal(s) in each OSJ, including the main office, and one (1) or more appropriately FINRA qualified and licensed producers in each non-OSJ branch office (as defined in FINRA Rule 3110(f), effective July 31, 2015) with authority to carry out the supervisory responsibilities assigned to that office by the supervising member;

(V) The assignment of each individual producer to an appropriately FINRA qualified and licensed producer who shall be responsible for supervising that person’s activities;

(VI) Reasonable efforts to determine that all supervisory personnel are qualified by virtue of experience or training to carry out their assigned responsibilities;

(VII) The participation of each producer, either individually or collectively, no less than annually, in an interview or meeting conducted by persons designated by the supervising member at which compliance matters relevant to the activities of the individual producer(s) are discussed. Such interview or meeting may occur in conjunction with the discussion of other matters and may be conducted at a central or regional location or at the individual producer’s place of business.

(II) Each supervising member shall inspect at least annually every office of supervisory jurisdiction and any branch office that supervises one (1) or more non-branch locations.

(II) Each supervising member shall inspect at least every three (3) years every branch office that does not supervise one (1) or more non-branch locations. In establishing how often to inspect each non-supervisory branch office, the firm shall consider whether the nature and complexity of the variable life sales activities for which the location is responsible, the volume of business done, and the number of individual producers assigned to the location require the non-supervisory branch office to be inspected more frequently than every three (3) years. If a supervising member establishes a more frequent inspection cycle, the supervising member must ensure that at least every three (3) years, the inspection requirements enumerated in subparagraph (1)(B)3.B. have been met. The non-supervisory branch office examination cycle, an explanation of the factors the supervising member used in determining the frequency of the examinations in the cycle, and the manner in which a supervising member will comply with subparagraph (1)(B)3.B. if using more frequent inspections than every three (3) years, shall be set forth in the supervising member’s written supervisory and inspection procedures.

(III) Each supervising member shall inspect on a regular periodic schedule every non-branch location. In establishing such schedule, the firm shall consider the nature and complexity of the variable life activities for which the location is responsible and the nature and extent of contact with customers. The schedule and an explanation regarding how the supervising member determined the frequency of the examination schedule shall be set forth in the supervising member’s written supervisory and inspection procedures.

(IV) Each supervising member shall retain a written record of the dates upon which each review and inspection is conducted.

B. An office inspection and review by a supervising member pursuant to subparagraph (1)(B)3.A. must be reduced to a written report and kept on file by the supervising member for a minimum of three (3) years, unless the inspection is being conducted pursuant to part (1)(B)3.A.(III) and the regular periodic schedule is longer than a three- (3-) year cycle, in which case the report must be kept on file at least until the next inspection report has been written. The written inspection report must also include, without limitation, the testing and verification of the supervising
member’s policies and procedures, including supervisory policies and procedures in the following areas:

(I) Safeguarding of customer funds;
(II) Maintaining of books and records;
(III) Supervision of customer accounts serviced by branch office managers;
(IV) Transmittal of funds between customers and individual producers;
(V) Validation of customer address changes; and
(VI) Validation of changes in customer account information.

If a supervising member does not engage in all of the activities enumerated above, the supervising member must identify those activities in which it does not engage in the written inspection report and document in the report that supervisory policies and procedures for such activities must be in place before the supervising member can engage in them.

C. An office inspection by a supervising member pursuant to subparagraph (1)(B)3.A. may not be conducted by the branch office manager or any person within that office who has supervisory responsibilities or by any individual who is supervised by such person(s). However, if a supervising member is so limited in size and resources that it cannot comply with this limitation (e.g., a supervising member with only one (1) office or a supervising member has a business model where small or single-person offices report directly to an office of supervisory jurisdiction manager who is also considered the office’s branch office manager), the supervising member may have a principal who has the requisite knowledge to conduct an office inspection perform the inspections. The supervising member, however, must document in the office inspection reports the factors it has relied upon in determining that it is so limited in size and resources that it has no other alternative than to comply in this manner. A supervising member must have in place procedures that are reasonably designed to provide heightened office inspections if the person conducting the inspection reports to the branch office manager’s supervisor or works in an office supervised by the branch manager’s supervisor and the branch office manager generates twenty percent (20%) or more of the revenue of the business units supervised by the branch office manager’s supervisor. For the purposes of this paragraph only, the term “heightened inspection” shall mean those inspection procedures that are designed to avoid conflicts of interest that serve to undermine complete and effective inspection because of the economic, commercial, or financial interests that the branch manager’s supervisor holds in the associated persons and businesses being inspected. In addition, for the purpose of this paragraph only, when calculating the twenty percent (20%) threshold, all of the revenue generated by or credited to the branch office or branch office manager shall be attributed as revenue generated by the business units supervised by the branch office manager’s supervisor irrespective of a supervising member’s internal allocation of such revenue. A supervising member must calculate the twenty percent (20%) threshold on a rolling, twelve- (12-) month basis.

4. Review of transactions and correspondence.

A. Supervision of individual producers. Each supervising member shall establish procedures for the review and endorsement by a FINRA qualified principal in writing, on an internal record, of all transactions and for the review by a registered principal of incoming and outgoing written and electronic correspondence of its individual producers with the public relating to the variable life business of such supervising member. Such procedures should be in writing and be designed to reasonably supervise each individual producer. Evidence that these supervisory procedures have been implemented and carried out must be maintained and made available to the director upon request.

B. Review of correspondence. Each supervising member shall develop written procedures that are appropriate to its business, size, structure, and customers for the review of incoming and outgoing written (i.e., non-electronic) and electronic correspondence with the public relating to its variable life business, including procedures to review incoming, written correspondence directed to individual producers and related to the supervising member’s variable life business to properly identify and handle customer complaints and to ensure that customer funds and variable life business are handled in accordance with supervising member’s procedures. Where such procedures for the review of correspondence do not require review of all correspondence prior to use or distribution, they must include provision for the education and training of associated persons as to the supervising member’s procedures governing correspondence, documentation of such education and training, and surveillance and follow-up to ensure that such procedures are implemented and adhered to.

C. Each supervising member shall retain correspondence of producers relating to its variable life business in accordance with Rules 17a-3 and 17a-4 under the Securities and Exchange Act of 1934. The names of the persons who prepared outgoing correspondence and who reviewed the correspondence shall be ascertainable from the retained records and the retained records shall be readily available to the director, upon request.

5. Qualifications investigated.

A. Each supervising member shall have the responsibility and duty to ascertain by investigation the good character, business repute, qualifications, and experience of any individual producer prior to assisting in the application of such person for a variable life line with the department.

B. Where an applicant for license has previously been licensed with the department, the supervising member shall review a copy of the Uniform Termination Notice of Securities Industry Registration (Form U-5) filed with the FINRA by such person’s most recent previous FINRA member employer, together with any amendments thereto that may have been filed pursuant to Article V, Section 3 of the FINRA’s By-Laws. The supervising member shall review the Form U-5 as required by this rule no later than sixty (60) days following the filing of the application for license or demonstrate to the department that it has made reasonable efforts to comply with the requirement. In conducting its review of the Form U-5 and any amendments thereto, a supervising member shall take such action as may be deemed appropriate.

6. Supervisory control system.

A. General requirements.

(I) Each supervising member shall designate and specifically identify one (1) or more principals who shall establish, maintain, and enforce a system of supervisory control policies and procedures that—

(a) Test and verify that the supervising member’s supervisory procedures are reasonably designed with respect to its activities and the activities of its employees, to achieve compliance with applicable state insurance laws and regulations, applicable federal securities laws and regulations, and with applicable FINRA rules; and

(b) Create additional or amend supervisory procedures where the need is identified by such testing and verification.

(II) The designated principal or principals must submit to the supervising member’s senior management no less than annually, a report detailing each supervising member’s system of supervisory controls, the summary of the test results and significant identified exceptions, and any additional or amended supervisory procedures created in response to the test results.
(III) The establishment, maintenance, and enforcement of written supervisory control policies and procedures pursuant to part (1)(B)6.A.(I) shall include:

(a) Procedures that are reasonably designed to review and supervise the customer account activity conducted by the supervising member’s branch office managers, sales managers, regional or district sales managers, or any person performing a similar supervisory function.

I. A person who is either senior to, or otherwise independent of, the producing manager must perform such supervisory reviews. For purposes of this rule, an “otherwise independent” person: may not report either directly or indirectly to the producing manager under review; must be situated in an office other than the office of the producing manager; must not otherwise have supervisory responsibility over the activity being reviewed (including not being directly compensated based in whole or in part on the revenues accruing for those activities); and must alternate such review responsibility with another qualified person every two (2) years or less.

II. If a supervising member is so limited in size and resources that there is no qualified person senior to, or otherwise independent of, the producing manager to conduct the reviews pursuant to item (1)(B)6.A.(II)(a) above (e.g., a supervising member has only one (1) office or an insufficient number of qualified personnel who can conduct reviews on a two- (2-) year rotation), the reviews may be conducted by a principal who is sufficiently knowledgeable of the supervising member’s supervisory control procedures, provided that the reviews are in compliance with item (1)(B)6.A.(II)(a). to the extent practicable.

III. A supervising member relying on item (1)(B)6.A.(II)(a) above must document in its supervisory control procedures the factors used to determine that complete compliance with all of the provisions of item (1)(B)6.A.(II)(a) is not possible and that the required supervisory systems and procedures in place with respect to any producing manager comply with the provisions of item (1)(B)6.A.(II)(a) above to the extent practicable;

(b) Procedures that are reasonably designed to review and monitor the following activities:

I. All transmittals of funds (e.g., wires or checks, etc.) from customers to third party accounts (i.e., a transmittal that would result in a change of beneficial ownership); from customer accounts to outside entities (e.g., banks, investment companies, etc.); from customer accounts to locations other than a customer’s primary residence (e.g., post office box, “in care of” accounts, alternate address, etc.); and between customers and registered representatives, including the hand-delivery of checks;

II. Customer changes of address and the validation of such changes of address; and

III. Customer changes of investment objectives and the validation of such changes of investment objectives;

(c) The policies and procedures established pursuant to subpart (1)(B)6.A.(II)(b) must include a means or method of customer confirmation, notification, or follow-up that can be documented. If a supervising member does not engage in all of the activities enumerated above, the supervising member must identify those activities in which it does not engage in its written supervisory control policies and procedures and document in those policies and procedures that additional supervisory policies and procedures for such activities must be in place before the supervising member can engage in them; and

(d) Procedures that are reasonably designed to provide heightened supervision over the activities of each producing manager who is responsible for generating twenty percent (20%) or more of the revenue of the business units supervised by the producing manager’s supervisor. For the purposes of this part only, the term “heightened supervision” shall mean those supervisory procedures that evidence supervisory activities that are designed to avoid conflicts of interest that serve to undermine complete and effective supervision because of the economic, commercial, or financial interests that the supervisor holds in the associated persons and businesses being supervised. In addition, for the purpose of this part only, when calculating the twenty percent (20%) threshold, all of the revenue generated by or credited to the producing manager or the producing manager’s office shall be attributed as revenue generated by the business units supervised by the producing manager’s supervisor irrespective of a supervising member’s internal allocation of such revenue. A supervising member must calculate the twenty percent (20%) threshold on a rolling, twelve- (12-) month basis.

(2) No person shall materially aid any other person in any violation or failure to comply with any standard set forth in this rule.

(3) Interpretation of this rule shall be guided by judicial and administrative opinions and decisions construing substantially similar requirements of the FINRA or its predecessor or successor organizations. Any person in compliance with substantially similar requirements of the FINRA shall be deemed to be in compliance with the provisions of this rule.

AUTHORITY: sections 374.045, 375.013, 375.141, and 375.143, RSMo 2016. *


20 CSR 700-1.148 Reasonable Supervision in Indexed and Fixed Annuity Sales

(Rescinded March 30, 2017)


20 CSR 700-1.150 Incidental Fees Charged by Insurance Producers

PURPOSE: This regulation implements the provisions of sections 375.052 and 379.356.2, RSMo Supp. 2001, with regard to insurance producers charging incidental fees in addition to premium.

(1) As used in sections 375.052 and 379.356.2, RSMo, and in these rules—

(A) “Incidental fee” means an amount equal to the cost of providing a service that is charged in addition to the receipt of premium from an insured or an applicant for insurance.

(B) “Other similar services” includes payment by credit card, processing insufficient funds checks, obtaining records, reports, appraisals, inventories and other like documentation and making regulatory filings for an insured or applicant for insurance.

(2) In order to charge an incidental fee, the insurer or insurance producer is required to actually perform a service or incur a cost.

(3) Incidental fee shall include a charge for premium installments, late payments, policy reinstatements or other similar services. In the case of the fee for permitting insureds or applicants for insurance to make a premium
payment by credit card, the insurer or insurance producer shall charge only the amount charged to the insurer or insurance producer by the credit card company. Any other fees not considered incidental fees shall only be charged by an insurance producer when there is in place a written contract between the insured or applicant for insurance and the insurance producer as permitted in section 375.116, RSMo, 20 CSR 700-1.100 and the form attached thereto as Exhibit A.

(4) All incidental fees charged by the insurer or insurance producer shall be disclosed in writing to the insured or the applicant for insurance at or before the time the fee is charged. The insurer or insurance producer charging the fee shall provide to the insured or applicant for insurance a written disclosure. The disclosure may be contained in an itemized bill, invoice or an application that sets out the amount of the fee and the service for which it is being charged.

(5) The amount of the incidental fees charged by the insurance producer shall be posted conspicuously at any location wherein the insurance producer markets or negotiates the sale or renewal of insurance policies with insureds or applicants for insurance.

(6) All incidental fees charged to the insured or applicant for insurance by the insurer shall be considered premium for purposes of the premium tax imposed pursuant to section 148.320, RSMo.

(7) The provisions of sections 375.052 and 379.356.2, RSMo, and this rule do not include or apply to any other fees specifically permitted by law.


20 CSR 700-1.152 Recommendations of Long-Term Care Insurance to Customers (Suitability)

PURPOSE: This rule implements the requirements of sections 375.141.18(8) and 375.143, RSMo, with respect to the codification of professional standards in the recommendation of long-term care contracts. Failure to meet these standards would constitute the demonstration of incompetence, untrustworthiness or financial irresponsibility of producers in the offer, sale or exchange of long-term care contracts.

(1) The professional standards of conduct codified in this rule reflect standards of a licensed insurance producer. Grounds for the discipline or disqualification of producers shall include, in addition to other grounds specified in section 375.141, RSMo, failure to comply with or violation of the following professional standards of conduct:

(A) Long-Term Care Insurance.

1. In recommending to an individual customer the purchase, sale, or exchange of a long-term care insurance contract, a producer shall have reasonable grounds for believing that the recommendation is suitable for such customer upon the basis of the facts, if any, disclosed by such customer as to his insurance and investments and as to his current and reasonably anticipated financial situation and needs.

2. Prior to the execution of a long-term care insurance transaction recommended to an individual customer, a producer shall make reasonable efforts to obtain information concerning—

A. The customer’s financial status, including annual income, financial situation and needs, and existing assets;
B. The customer’s tax status;
C. The customer’s financial objectives;
D. The customer’s long-term care objectives; and
E. Such other information used or considered to be reasonable by such producer in making recommendations to the customer;

(B) The standards and systems designed by insurers under 20 CSR 400-4.100 shall comply with the professional standards codified in this rule; and

(C) No person shall materially aid any other person in any violation or failure to comply with any standard set forth in this rule.


20 CSR 700-1.160 Licensing and Authorization of Portable Electronics Insurance Producers and Related Entities

PURPOSE: This rule effectuates and aids in the interpretation of sections 379.1500 to 379.1550, RSMo, by providing definitions and license application procedures.

(1) Definitions. As used in sections 379.1500 to 379.1550, RSMo and this rule—

(A) “Authorized representative,” means any person with written authorization from a vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license; and

(B) “Employee,” means any individual who is employed part-time or full-time by a vendor and is authorized by the vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license.

(2) Application and Fees. Application for a portable electronics insurance license shall include a certification that each authorized representative and employee has the brochures and policy documents described in section 379.1510, RSMo in addition to the following, as applicable:

(A) Initial Licensure.

1. Vendor with ten (10) or fewer locations.

A. A completed application form, as prescribed by the director.
B. One thousand dollar- ($1,000-) application fee.

2. Vendor with more than ten (10) locations.

A. A completed application form, as prescribed by the director.
B. One thousand dollar- ($1,000-) application fee; and
B. “Employee,” means any individual who is employed part-time or full-time by a vendor and is authorized by the vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license.

20 CSR 700-1.160 Licensing and Authorization of Portable Electronics Insurance Producers and Related Entities

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(A) “Authorized representative,” means any person with written authorization from a vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license; and

(B) “Employee,” means any individual who is employed part-time or full-time by a vendor and is authorized by the vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license.

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(A) “Authorized representative,” means any person with written authorization from a vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license; and

(B) “Employee,” means any individual who is employed part-time or full-time by a vendor and is authorized by the vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license.

20 CSR 700-1.160 Licensing and Authorization of Portable Electronics Insurance Producers and Related Entities

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(1) Definitions. As used in sections 379.1500 to 379.1550, RSMo and this rule—

(A) “Authorized representative,” means any person with written authorization from a vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license; and

(B) “Employee,” means any individual who is employed part-time or full-time by a vendor and is authorized by the vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license.

20 CSR 700-1.160 Licensing and Authorization of Portable Electronics Insurance Producers and Related Entities

PURPOSE: This rule effectuates and aids in the interpretation of sections 379.1500 to 379.1550, RSMo, by providing definitions and license application procedures.

(1) Definitions. As used in sections 379.1500 to 379.1550, RSMo and this rule—

(A) “Authorized representative,” means any person with written authorization from a vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license; and

(B) “Employee,” means any individual who is employed part-time or full-time by a vendor and is authorized by the vendor to sell, solicit, or negotiate portable electronics insurance on behalf of the vendor, under the authority of the vendor’s portable electronics insurance producer license.
20 CSR 700-1.170 Licensing Procedures and Standards for Limited Lines Self-Service Storage Insurance Producers

PURPOSE: This rule prescribes the license application process, fee, and initial training for limited lines self-service storage insurance producers. This rule also prescribes the register for listing individuals that offer self-service storage insurance on the behalf of the licensed limited lines self-service storage insurance producer. Any form referenced in this regulation may be accessed at the department’s website at www.insurance.mo.gov.

(1) Applicants for a limited lines self-service storage insurance producer license shall submit to the department a completed application form, included herein as Exhibit 1 of this rule, and a one hundred dollar ($100) application fee.

(2) Applicants for a limited lines self-service storage insurance producer license shall complete a training course approved by the director pursuant to section 379.1640.2(d), RSMo, as listed on the department’s limited lines self-service storage insurance producer webpage at www.insurance.mo.gov, except that any individual licensed in Missouri as an insurance producer with the property and casualty insurance line of authority is deemed to have completed a qualified training program.

(3) Pursuant to section 379.1640.2(b), RSMo, the director specifies the form included herein as Exhibit 2 of this rule for the purpose of identifying each individual that offers self-service storage insurance on behalf of the limited lines self-service storage insurance producer.

(4) Applicants for renewal of their limited lines self-service storage insurance producer license shall submit to the department a completed application form, included herein as Exhibit 3 of this rule, and a one hundred dollar ($100) application fee.
MISSOURI DEPARTMENT OF INSURANCE, FINANCIAL INSTITUTIONS AND PROFESSIONAL REGISTRATION

APPLICATION FOR LIMITED LINES SELF-SERVICE STORAGE INSURANCE PRODUCER LICENSE

PLEASE PRINT OR TYPE

1. SOCIAL SECURITY NUMBER

2. DATE OF BIRTH

3. LAST NAME

4. FIRST NAME

5. MIDDLE NAME

6. RESIDENCE ADDRESS (PHYSICAL STREET)

7. P.O. BOX

8. CITY

9. STATE

10. ZIP CODE

11. COUNTRY

12. HOME TELEPHONE NUMBER

13. MOBILE TELEPHONE NUMBER

14. PERSONAL EMAIL ADDRESS

15. GENDER (CHECK ONE)

16. ARE YOU A CITIZEN OF THE UNITED STATES (CHECK ONE) OR NO. IF NO, ATTACH DOCUMENTATION THAT PROVES YOUR ELIGIBILITY TO WORK IN THE UNITED STATES.

17. BUSINESS ENTITY NAME

18. BUSINESS ADDRESS (PHYSICAL STREET)

19. P.O. BOX

20. CITY

21. STATE

22. ZIP CODE

23. COUNTRY

24. BUSINESS TELEPHONE NUMBER (INCLUDE EXT.)

25. BUSINESS FAX NUMBER

26. BUSINESS EMAIL ADDRESS

27. BUSINESS WEBSITE/ADDRESS

28. APPLICANT'S MAILING ADDRESS

29. CITY

30. STATE

31. ZIP CODE

32. COUNTRY

33. LIST ALL OTHER ASSUMED, BEARING, USING, OR TRADE NAMES YOU HAVE USED IN THE PAST.

34. LIST ALL TRADE NAMES UNDER WHICH YOU ARE CURRENTLY DOING BUSINESS OR INTEND TO DO BUSINESS.

EMPLOYMENT HISTORY

35. Account for all time for the past five years. List all employment experience starting with your current employer working back five years, including full and part-time work, self-employment, military service, unemployment, and full-time education.

<table>
<thead>
<tr>
<th>NAME</th>
<th>FROM</th>
<th>TO</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>MONTH</td>
<td>YEAR</td>
</tr>
<tr>
<td></td>
<td>MONTH</td>
<td>YEAR</td>
</tr>
</tbody>
</table>

POSITION HELD

BACKGROUND INFORMATION

36. The Applicant must read the following very carefully and answer every question. All written statements submitted by the Applicant must include an original signature.

1. Have you ever been convicted of a crime, had a judgment withheld or deferred, received a suspended imposition of sentence ("SIS") or suspended execution of sentence ("SES"), or are you currently charged with committing a crime? ☐ YES ☐ NO

"Crime" includes a misdemeanor, felony, or military offense. You may exclude any of the following if they are/are misdemeanor traffic offenses or misdemeanors: driving under the influence (DUI), driving while intoxicated (DWI), driving without a license, reckless driving, or driving with a suspended or revoked license. You may also exclude misdemeanor juvenile convictions. You must include felony DUI and DWI convictions.

"Convicted" includes, but is not limited to, having been found guilty by verdict of a judge or jury, having entered a plea of guilty or nolo contendere, having entered an Alford Plea, or having been given probation, a suspended sentence, or a fine.
### BACKGROUND INFORMATION

"Had a judgment withheld or deferred" includes circumstances in which a guilty plea was entered and/or a finding of guilt was made, but imposition or execution of the sentence was suspended (for instance, the defendant was given a suspended imposition of sentence or a suspended execution of sentence—sometimes called on "SIS" or "SES").

Unless excluded by the language above, you must disclose convictions that have been expunged.

If you answer yes, you must attach to this application:

- a written statement explaining the circumstances of each incident,
- a certified copy of the charging document, and
- a certified copy of the official document that demonstrates the resolution of the charges or any final judgment.

2. Have you ever been named or involved as a party in an administrative proceeding or action regarding any professional or occupational license or registration, or regarding the lack of such license or registration?

   □ YES □ NO

"Involved" means having a license censured, suspended, revoked, canceled, terminated or being assessed a fine, a voluntary forfeiture, a cease and desist order, a prohibition order, a consent order, or being placed on probation. "Involved" also includes the act of surrendering a license to resolve an administrative proceeding or action. "Involved" also means being named as a party to an administrative or arbitration proceeding that is related to a professional or occupational license or is related to the lack of such license. "Involved" also means having a license application denied or the act of withdrawing an application to avoid a denial. You must INCLUDE any business so named because of your actions or because of your capacity as an owner, partner, officer, director, or member or manager of a Limited Liability Company. You may EXCLUDE terminations due solely to noncompliance with continuing education requirements or failure to pay a renewal fee.

If you answer yes, you must attach to this application:

- a written statement identifying the type of license and explaining the circumstances of each incident,
- a copy of the Notice of Hearing or other document that states the charges and allegations, and
- a certified copy of the official document that demonstrates the resolution of the charges and/or a final judgment.

3. Have any demand been made or judgment rendered against you or any business of which you are or were an owner, partner, officer or director, or member or manager of a Limited Liability Company, for overdue monies by a provider, an administrator, an insurer, an insured, an insured, a provider?

   □ YES □ NO

Have you or any business of which you are or were an owner, partner, officer or director, or member or manager of a Limited Liability Company ever been subject to a bankruptcy proceeding?

   □ YES □ NO

If you answer yes, you must attach to this application:

- a written statement explaining the circumstances of the demand or judgment,
- a certified copy of the judgment, a copy of the demand, and copies of any other relevant documents,
- a certified copy of the official document that demonstrates the resolution of the demand or judgment,
- a written statement detailing the case number, type of bankruptcy, the court it was filed before, and summarizing the details of the indebtedness and arrangements for repayment,
- a certified copy of the "Notice of Bankruptcy" or its equivalent, and
- a certified copy of the "Order Discharging Debtor" or its equivalent.

4. Have you failed to pay state or federal income tax?

   □ YES □ NO

Have you failed to comply with an administrative or court order directing payment of state or federal income tax?

   □ YES □ NO

If you answer yes, you must attach to this application:

- a written statement explaining the circumstances of each administrative or court order,
- copies of all relevant documents (i.e. demand letter from the Department of Revenue or Internal Revenue Service, etc.),
- a certified copy of each administrative or court order, judgment, and/or lien, and
- a certified copy of the official document that demonstrates the resolution of the tax delinquency (i.e. tax compliance letter, etc.).

5. Are you currently a party to, or ever been found liable in, any lawsuit, arbitration or mediation proceeding involving allegations of fraud, misappropriation or conversion of funds, misrepresentation or breach of fiduciary duty?

   □ YES □ NO

If you answer yes, you must attach to this application:

- a written statement summarizing the details of each incident,
- a certified copy of the Petition, Complaint or other document that commenced the lawsuit and/or arbitration, or mediation proceedings, and
- a certified copy of the official document that demonstrates the resolution of the charges and/or a final judgment.
BACKGROUND INFORMATION

8. Have you ever had an insurance agency contract or any other business relationship with an insurance company terminated for any alleged misconduct?
   □ YES □ NO
   Has any business in which you are or were an owner, partner, officer or director ever had an insurance agency contract or any other business relationship with an insurance company terminated for any alleged misconduct?
   □ YES □ NO
   Have you or any business in which you are or were a member or manager of a Limited Liability Company, ever had an insurance agency contract or any other business relationship with an insurance company terminated for any alleged misconduct?
   □ YES □ NO
   If you answer yes, you must attach to this application:
   a) a written statement summarizing the details of each incident and explaining why you feel this incident should not prevent you from receiving a motor vehicle extended service contract producer license, and
   b) copies of all relevant documents.

7. Do you currently have or have you had a child support obligation?
   □ YES □ NO
   If you answer yes:
   a) are you in arrears?
   □ YES □ NO
   b) by how many months are you in arrears? ___________ months
   c) what is the total amount of your arrears?
   □ YES □ NO
d) are you currently subject to a repayment agreement to cure the arrears? (If you answer yes, provide documentation showing an approved repayment plan from the appropriate state child support agency.)
   □ YES □ NO
e) are you in compliance with said repayment agreement? (If you answer yes, provide documentation showing proof of current payments from the appropriate state child support agency)
   □ YES □ NO
f) are you the subject of a child support related subpoena/warrant? (If you answer yes, provide documentation showing proof of current payments or an approved repayment plan from the appropriate state child support agency)
   □ YES □ NO
g) have you ever been convicted of a misdemeanor or felony for failure to pay child support?
   □ YES □ NO

APPLICANT'S CERTIFICATION AND ATTESTATION

37. The Applicant must read the following very carefully:

1. I hereby certify, under penalty of perjury, that all of the information submitted in this application and attachments is true and complete. I am aware that submitting false information or omitting pertinent or material information in connection with this application is ground for license revocation or denial of the license and may subject me to civil or criminal penalties.

2. I further certify that I grant permission to the Director to verify my information with any federal, state and/or local government agency, current or former employer, or insurance company.

3. I further certify, under penalty of perjury, that a) I have no outstanding state or federal income tax obligations, or b) I have an outstanding state or federal income tax obligation and I have provided all information and documentation requested in Background Information Question 36.4.

4. I further certify, under penalty of perjury, that a) I have no child support obligation, b) I have a child support obligation and I am currently in compliance with that obligation, or c) I have a child support obligation that is in arrears, and I have provided all information and documentation requested in Background Information Question 36.7.

5. I authorize the Director to give any information concerning me, as permitted by law, to any federal, state or municipal agency, or any other governmental organization. I further release the Director and all persons acting on the Director's behalf from any and all liability of whatever nature by reason of furnishing such information.

6. I acknowledge that I understand and will comply with the self-service storage laws and regulations of Missouri and any other jurisdiction to which I apply for licensure.

7. Non-Resident License Applicants: I certify that I am licensed and in good standing in my home state/resident state for the lines of authority requested from Missouri. (Applies only if Applicant's home state/resident state issues licenses that authorize the marketing of limited lines self-storage insurance.)

(10/31/19)  JOHN R. ASHCROFT
Secretary of State
## Chapter 1—Insurance Producers

### APPLICANT’S CERTIFICATION AND ATTESTATION (CONTINUED)

**APPLICANT’S ORIGINAL SIGNATURE**

**FULL LEGAL NAME (PRINTED OR TYPED)**

**MONTH-DAY-YEAR**

---

**NOTARY**

**NOTARY PUBLIC EMBOSSED ON BLACK INK RUBBER STAMP SEAL**

**STATE**

**COUNTY (OR CITY OR ST. LOUIS)**

**SUBSCRIBED AND SWORN BEFORE ME THIS DAY OF YEAR**

**NOTARY PUBLIC SIGNATURE**

**MY COMMISSION EXPIRES**

**NOTARY PUBLIC NAME (TYPED OR PRINTED)**

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### INSTRUCTIONS

1. All applicants must submit a nonrefundable $100 application fee in the form of a check or money order, made payable to DIPP — Insurance.

2. Mail completed application to: MO DIPP — Insurance
   
   P.O. Box 4001
   
   Jefferson City, MO 65102-4001
As required by § 379.1640 RSMo, every limited lines self-service storage insurance producer shall establish and maintain a register of each individual who offers self-service storage insurance on the insurance producer’s behalf. This register shall be maintained and updated annually by the limited lines self-service storage insurance producer and is open to inspection and audit by the Director of Insurance upon request. This form may be duplicated as needed.

<table>
<thead>
<tr>
<th>NAME OF LIMITED LINES SELF-SERVICE STORAGE INSURANCE PRODUCER</th>
<th>ADDRESS</th>
<th>TELEPHONE NUMBER</th>
<th>EMAIL ADDRESS</th>
</tr>
</thead>
</table>

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<tr>
<th>MISSOURI LIMITED LINES SELF-SERVICE STORAGE INSURANCE PRODUCER LICENSE NUMBER</th>
<th>NATIONAL PRODUCER NUMBER (IF APPLICABLE)</th>
<th>ADDRESS OF OFFICE/DIRECTOR OF OPERATIONS</th>
<th>EMAIL OF OFFICE/DIRECTOR OF OPERATIONS</th>
</tr>
</thead>
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<tr>
<th>BUSINESS NAME</th>
<th>FEIN</th>
<th>STREET ADDRESS, CITY, STATE, ZIP CODE</th>
<th>TELEPHONE NUMBER</th>
<th>EMAIL ADDRESS</th>
</tr>
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</table>

<table>
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<tr>
<th>NAME OF INDIVIDUAL OFFEROR</th>
<th>STREET ADDRESS, CITY, STATE, ZIP CODE</th>
<th>TELEPHONE NUMBER</th>
<th>EMAIL ADDRESS</th>
</tr>
</thead>
</table>

Certification – As the Limited Lines Self-Service Storage Insurance Producer, I hereby certify under penalty of perjury that the listing above represents all individuals, including names and contact information, who offer or disseminate self-service storage insurance on my behalf. I further certify that each individual has received appropriate training and instruction on the types of insurance offered, ethical sales practices, and required disclosures to prospective customers. I further certify that each individual listed above complies with 18 U.S.C. § 1033.

SIGNATURE OF LIMITED LINES SELF-SERVICE STORAGE INSURANCE PRODUCER

DATE