

CERTIFIED MAIL  
RETURN RECEIPT REQUESTED

STATE OF ALASKA  
DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC  
DEVELOPMENT

DIVISION OF INSURANCE

550 W. 7<sup>th</sup> AVENUE, SUITE 1560

ANCHORAGE, ALASKA 99501-3567

Order No. SR 24-01 ) Revocation of Insurance  
In the Matter of ) Producer License Pursuant  
**LATITUDE INSURANCE** ) to AS 21.27.440  
NPN# 20507312 )  
\_\_\_\_\_)

**ACCUSATION AND ORDER OF REVOCATION**

1. On November 7<sup>th</sup>, 2022, the Alaska Department of Commerce, Community and Economic Development, Division of Insurance (Division) issued **LATITUDE INSURANCE (LATITUDE)**, domiciled in the State of Colorado an Insurance Producer license number 3002245469 to transact the business of Property and Casualty insurance. The license has an expiration date of November 7<sup>th</sup> on even numbered years.
2. On May 17<sup>th</sup>, 2023, in a routine review the Division discovered that **LATITUDE** issued a policy on October 31<sup>st</sup>, 2022, before the licensed was issued. This activity was not reported at initial licensure.

LATITUDE INSURANCE  
Accusation and Order of Revocation  
SR24-01

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DEVELOPMENT  
DIVISION OF INSURANCE  
550 W. 7<sup>th</sup> AVENUE SUITE 1560  
ANCHORAGE, ALASKA 99513-3567  
PHONE: (907) 269-7900

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- 1                   3. On June 26<sup>th</sup>, 2023, correspondence was issued to **LATITUDE** requesting  
2                   clarification of business transacted without a valid license. The Division  
3                   requested the firm provide a complete Business Transaction Form and a response  
4                   by July 14<sup>th</sup>, 2023. No response was received from **LATITUDE**.
- 5
- 6                   4. On August 10<sup>th</sup>, 2023, the Division issued another correspondence  
7                   indicating the Division’s intent of license revocation if **LATITUDE** did  
8                   not respond by August 31<sup>st</sup>, 2023. **LATITUDE** did not respond.
- 9
- 10                  5. Failure to comply with Alaska Statute (AS) 21.27.010 subjects  
11                  **LATITUDE** to civil penalties pursuant to AS 21.27.440(a) “in addition to  
12                  any other penalties provided by law, a person that the director (director)  
13                  determines under AS 21.06.170-21.06.240 has violated the provisions of  
14                  this chapter is subject to (1) a civil penalty equal to the compensation  
15                  promised, paid, or to be paid, directly or indirectly, to a person in regard to  
16                  each violation; (2) either a civil penalty of not more than \$10,000 for each  
17                  violation or a civil penalty of not more than \$25,000 for each violation if  
18                  the director determines that the person willfully violated the provisions of  
19                  this chapter; and (3) denial, nonrenewal, suspension, or revocation of a  
20                  license.” The director has the latitude to impose civil penalties against a  
21                  person who has violated Alaska’s insurance law.
- 22
- 23
- 24                  6. AS 21.27.040(a) states that “(a) Application for a license shall be made to  
25                  the director upon forms prescribed by the director. As a part of or in  
26                  connection with the application, the applicant shall furnish information  
27                  concerning the applicant's identity, personal history, experience, business  
28                  concerning the applicant's identity, personal history, experience, business

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record, purposes, and other pertinent facts that the director may reasonably require. The applicant shall declare, subject to penalty of denial, nonrenewal, suspension, or revocation of a license issued by the director, that the statements made in or in connection with the application are true, correct, and complete to the best of the applicant's knowledge and belief..."

- 7. AS 21.27.020(a) provides: "For the protection of the people of this state, the director may not issue or renew a license except in compliance with this chapter and not issue a license to a person, or to be exercised by a person, found by the director to be untrustworthy, incompetent, or who has not established to the satisfaction of the director that the person is qualified under this chapter."
- 8. AS 21.27.020(b)(4) provides: "To qualify for issuance or renewal of an individual license, an applicant or licensee shall (4) be a trustworthy person."
- 9. AS 21.27.025(b) states that "(b) In addition to any other penalty provided by law, a failure to notify the director as required by this section is cause for denial, nonrenewal, suspension, or revocation of a license."

**IT IS HEREBY ORDERED**, under the provisions of AS 21.27.440, that **LATITUDE's** Insurance Producer license number 3002245469 is **REVOKED** for a period of one year.

This Order is effective dated this 12.00 day of March 2024.

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DocuSigned by:  
*Lori Wing-Heier*  
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LORI WING-HEIER, DIRECTOR  
DIVISION OF INSURANCE

I hereby certify that, on the 13<sup>th</sup> day of March, 2024, I mailed copies of the accusation to:

LATITUDE INSURANCE  
PO BOX 3541  
TELLURIDE, COLORADO 81435  
United States

*Marnellie Rembulat*  
Marnellie Rembulat

**FINAL ORDER**

IT IS ORDERED that this license revocation is adopted in full resolution of the issues in the case and shall constitute the final order of this matter. **LATITUDE INSURANCE** is REVOKED for a period of one year following the effective date of this order.

This Order is effective the 27<sup>th</sup> of March 2024.

DocuSigned by:  
*Lori Wing-Heier*  
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LORI WING-HEIER, DIRECTOR  
DIVISION OF INSURANCE