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BEFORE THE ARKANSAS SECURITIES COMMISSIONER
CASE NO. S-12-0134
ORDER NO. S-12-0134-20-OR02

ARKANSAS SECURITIES DEPT.

IN THE MATTER OF:

**BANKERS LIFE AND CASUALTY COMPANY
AND BLC FINANCIAL SERVICES, INC.**

RESPONDENTS

AMENDED CONSENT ORDER

WHEREAS, following a multi-jurisdictional investigation of Bankers Life and Casualty Company and BLC Financial Services, Inc. (“Bankers”) relative to certain unlicensed business activities, the Arkansas Securities Commissioner (“Commissioner”) and Bankers entered a Consent Order dated September 18, 2012, Order No. S-12-0134-12-OR01 (the “Consent Order”); and

WHEREAS, Bankers has made substantial efforts to revise its business practices to improve compliance; and

NOW THEREFORE, the Commissioner with consent by Bankers hereby amends the Consent Order by removing the existing paragraph numbered 10 of the Order on page 12 of the Consent Order and replacing it in its entirety with the following:

10. Bankers Life shall comply with the following practices:

- a. An insurance producer who is not licensed to give advice concerning securities products (an “Insurance Producer”) may gather all financial information necessary to complete a Bankers Factfinder or similar document or tool required to determine insurance product suitability and may provide the consumer with a business card of, and pre-addressed stamped envelope to, a person properly licensed/registered to provide advice concerning securities products. The Insurance Producer may obtain a copy of the consumer’s statement(s) for securities products as part of the insurance factfinding process and to the extent that the information is used for the Insurance Producer to determine whether certain recommendations for insurance-only products are suitable for the consumer. The Insurance Producer may not make recommendations concerning the consumer’s specific securities products, compare the consumer’s specific securities or investment performance with other financial products, including annuities or life insurance, or recommend specific securities be liquidated or used to fund an annuity or life insurance product. Upon the consumer’s request, the Insurance Producer may arrange for the consumer to meet with a person properly registered to provide advice concerning securities products. The Insurance Producer shall explain to the consumer that the Insurance Producer is not registered to discuss securities products and shall not use any terms or titles that tend to indicate to the consumer that the Insurance Producer is licensed or otherwise qualified to provide investment advice or sell securities. The Insurance

Producer may attend any meeting, including meetings attended by securities licensed individuals, so long as: the meeting is scheduled, at least in part, to discuss insurance products; the Insurance Producer clearly states in the meeting they are only licensed to sell insurance products; and the Insurance Producer does not engage in any prohibited activities for insurance-only licensed individuals.

- b. Bankers shall train its Arkansas licensed Insurance Producers in accordance with this Amended Consent Order and Joint Bulletin No. 14-209 issued September 18, 2009 by the Arkansas Insurance and Securities Commissioners. This training shall be completed within thirty (30) days of the issuance of this Amended Consent Order and, prospectively, within thirty (30) days of licensure of newly licensed Arkansas Insurance Producers.
- c. No commissions or other compensation derived from a securities transaction shall be paid to or split with an Insurance Producer.

The Consent Order shall remain in full force and effect in all other respects.

IT IS HEREBY ORDERED on this 11th day of February 2020.



B. Edmond Waters
Arkansas Securities Commissioner

CONSENT TO ENTRY OF AMENDED CONSENT ORDER

Bankers states that it has entered into this Amended Consent Order voluntarily. Bankers expressly acknowledges that other than the removal and replacement of the existing paragraph numbered 10 of the Order on page 12 of the Consent Order, the Consent Order shall remain in full force and effect.

WILLIAM D. FRITTS, JR. represents they have been authorized to enter into this Amended Consent Order on behalf of Bankers Life and Casualty Company.

Bankers Life and Casualty Company

By: William D. Fritts, Jr.

Title: SVP, REGULATORY & GOVT AFFAIRS

Date: FEBRUARY 7, 2020