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STATE OF NEW HAMPSHIRE
INSURANCE DEPARTMENT

In re: Alan J. Becker, Daniel Muskat, Jeffery R. Herlicka
James S. Hunter and Herlicka Financial Group

Docket No.: INS No. 17-004-EP

CONSENT ORDER

The New Hampshire Insurance Department ("NHID") and Respondent Jeffery R. Herlicka ("Mr. Herlicka") enter into this Consent Order, the terms of which are as follows:

Findings of Fact

1. Mr. Herlicka was a resident New Hampshire insurance producer until his license expired on July 31, 2016.
2. In 2013, Mr. Herlicka was employed by Herlicka Financial Group.
3. Attached hereto and incorporated herein as NHID Exhibit 1 is an application for a deferred annuity contract issued by EquiTrust Life Insurance Company.¹
4. Mr. Herlicka makes the following admissions:
 - a. He signed NHID Exhibit 1 as the producer of record.
 - b. He has never met, spoken to, or otherwise communicated with the annuity applicant, Carol S., at any time.
 - c. He has never met, spoken to, or otherwise communicated with the annuity applicant's spouse, Yader S., at any time.
 - d. He has never reviewed any income tax returns or other financial records pertaining to the personal or business finances of the annuity applicant or her spouse.
 - e. Both Alan J. Becker and Daniel Muskat were affiliated with Herlicka Financial Group as insurance producers in March, 2013.

¹ Personally identifiable information has been redacted from NHID Exhibit 1.

Conclusions of Law

Based on the foregoing findings of fact, Mr. Herlicka violated RSA 402-J:12, I(h) and RSA 417:4, II.

Order

The NHID orders and Mr. Herlicka consents to the following:

A. Mr. Herlicka hereby waives all rights to a formal administrative hearing in this matter and agrees that this Consent Order shall have the full force and effect of an Order duly entered in accordance with the adjudicatory procedures provided for in RSA Chapter 541-A and Ins Part 200.

B. For the purposes of resolving this matter without a formal administrative hearing, Mr. Herlicka agrees to the permanent revocation of his New Hampshire insurance producer license.

C. The NHID waives any administrative fine that the Commissioner might have levied against Mr. Herlicka following the adjudicatory procedures provided for in RSA Chapter 541-A and Ins Part 200.

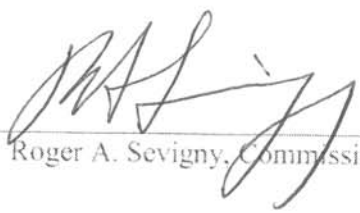
D. By entering into this Consent Order, the NHID and Mr. Herlicka intend to resolve all of the allegations against Mr. Herlicka as set forth in the Order to Show Cause in the matter of *In re: Alan J. Becker, et alia*, INS 17-004-EP.

E. This Consent Order shall be fully enforceable in any Superior Court in the State of New Hampshire and any action to enforce this Consent Order shall be governed by the laws of the State of New Hampshire.

It is **SO ORDERED**.

NEW HAMPSHIRE INSURANCE DEPARTMENT

Date: 5-8-17



Roger A. Sevigny, Commissioner

Date: 5-3-2017



Jeffrey R. Herlicka