STATE OF ARIZONA

Department of Insurance and Financial Institutions **FILED** January 4, 2021 by AS

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STATE OF ARIZONA DEPARTMENT OF INSURANCE AND FINANCIAL INSTIT

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In the Matter of:

WILLOUGHBY, RONALD RAY JR.

Respondent.

(National Producer No. 2778934)

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No. 20A- 083

CONSENT ORDER

The Arizona Department of Insurance and Financial Institutions ("Department") has received evidence that Ronald Ray Willoughby Jr. ("Respondent") violated provisions of Title 20, Arizona Revised Statutes ("A.R.S"). Respondent wishes to resolve this matter without the commencement of formal proceedings, and admits the following Findings of Fact are true, and consents to the entry of the following Conclusions of Law and Order.

FINDINGS OF FACT

- Respondent is, and was at all material times, licensed as an Arizona resident insurance producer.
- 2. The Department issued a license to Respondent, National Producer Number 2778934, on March 29, 1996. The current license encompasses two (2) lines of authority: life and variable life / variable annuity. The license was last renewed effective May 1, 2019 and is scheduled to expire on February 28, 2023.
- Respondent's business and mailing address of record with the Department is 6929 East Greenway Parkway, Suite 180, Scottsdale, Arizona, 85254-2143. Respondent's business e-mail address of record with the Department is ron@claritywr23.com.

4. On or about May 4, 2020, Integrity Life Insurance Company notified the Department that the company had terminated Respondent's employment "for cause" based upon the Louisiana Department of Insurance's ("LA DOI") revocation of Respondent's insurance producer license. Upon receipt of the termination letter, the Department conducted an independent investigation into Respondent's license revocation.

Louisiana Department of Insurance Action

- 5. On or about June 6, 2019, the Financial Industry Regulatory Authority, Inc. ("FINRA") issued a "Letter of Acceptance, Waiver and Consent No. 201705569230" against Respondent, suspending him "from association in any and all capacities with any FINRA member firm for a period of three months; and" imposing "a \$5,000 fine."
- 6. On January 14, 2020, the ("LA DOI") issued a "Notice of Revocation Order Producer License #261606" stating that Respondent's "Louisiana Insurance Producer license "is hereby **REVOKED** effective thirty (30) days from issuance of this Notice" (emphasis in original). The LA DOI's Order resulted from Respondent's violations of LA DOI statutes relating to Respondent's FINRA action and Respondent's failure to report the action to the LA DOI.
- 7. Respondent failed to report both the LA DOI and FINRA actions to the Department.

California Department of Insurance Action

8. On April 1, 2020, the California Department of Insurance ("CA DOI") issued an "Order of Summary Revocation," File No. OBS 3839-A, revoking Respondent's "license and licensing rights." The CA DOI action also resulted from FINRA's action and

Respondent's failure to respond to the CA DOI's inquiry.

9. Respondent failed to report the CA DOI action to the Department.

CONCLUSIONS OF LAW

- 1. The Director has jurisdiction over this matter.
- 2. Respondent's conduct, as described above, constitutes violating any provision of this title (Title 20) or any rule, subpoena or order of the Director, within the meaning of A.R.S. § 20-295(A)(2).
- 3. Respondent's conduct, as described above, constitutes failing to report an administrative action taken in another jurisdiction within thirty (30) days after final disposition of the matter, within the meaning of A.R.S. § 20-301(A).
- 4. Grounds exist for the Director to suspend for not more than twelve months or revoke Respondent's insurance producer license, within the meaning of A.R.S. § 20-295(A).
- 5. Grounds exist for the Director to impose a civil penalty of not more than two hundred fifty dollars (\$250.00) for each unintentional failure or violation, up to an aggregate civil penalty of two thousand five hundred dollars (\$2,500.00), or impose a civil penalty of not more than two thousand five hundred dollars (\$2,500.00) for each intentional failure or violation, up to an aggregate civil penalty of fifteen thousand dollars (\$15,000.00), within the meaning of A.R.S. § 20-295(F).

ORDER

IT IS HEREBY ORDERED THAT:

1. Ronald Ray Willoughby, Jr.'s Arizona insurance producer license, National Producer Number 2778934, is suspended for sixty (60) days, effective immediately.

1	2. Respondent shall immediately pay to the Department a civil penalty of three
2	hundred dollars (\$300.00) for deposit into the State General Fund.
3	WAT TO SKOINTONOO
4	Effective this4th day of January, 2020.
noizive5	Com of Damis and Damis
6	Evan G. Daniels, Director
7	Arizona Department of Insurance and Financial Institutions
8	8 Respondent's conduct, as described above, constitutes failing to
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10	1. Respondent has reviewed the foregoing Findings of Fact, Conclusions of Law
70 20 11	and Order. It storm for not breezes to suspend for not more if.
12	2. Respondent admits to the jurisdiction of the Director of the Arizona
13	Department of Insurance and Financial Institutions and admits the foregoing Findings of Fact
14	and consents to the entry of the foregoing Conclusions of Law and Order.
15	3. Respondent is aware of his right to notice and to a hearing, at which he may be
16	represented by counsel, present evidence and examine witnesses.
17	4. Respondent irrevocably waives his right to such notice and hearing and to any
18	court appeals relating to this Consent Order.
19	Respondent states that no promise of any kind or nature whatsoever, except as
20	expressly contained in this Consent Order, was made to induce him to enter into this Consent
21	Order and that he has entered into this Consent Order voluntarily.
22	 22 [¿Produce Number 271 593 e le suspendent Au si la (50) day au diference immedian. In.

7. Respondent acknowledges that this Consent Order is an administrative action that the Department will report to the National Association of Insurance Commissioners (NAIC). Respondent further acknowledges that he must report this administrative action to any and all states in which he holds an insurance license and must disclose this administrative action on any license application.

12 18 2020 Date

Ronald Ray Willoughby, Jr., NPN 2778934

COPY of the foregoing E-mailed

this 4th day of January , 2020, to:

20 Ronald Ray Willoughby, Jr.

6929 E. Greenway Pkwy., Ste-180 Scottsdale, AZ 85254-2143

ron@claritywr23.com

Respondent

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el 1	COPY of the foregoing delivered/emailed same date, to:	
2	Deian Ousounov, Regulatory Legal Affairs Officer	
3	Ana Starcevic, Paralegal Project Specialist Catherine M. O'Neil, Consumer Legal Affairs Office	
4	Steven Fromholtz, Licensing Division Manager Aqueelah Currie, Licensing Supervisor	
	Wendy Greenwood, Investigator	
5	Linda Lutz, Consumer Protection Division Arizona Department of Insurance and Financial Institutions	
6	100 North 15th Avenue, Suite 261 Phoenix, Arizona 85007-2630	
7	(INAIC). Respondent further acknowledges that he must report this administrative	
8	Francine Juarez Francine Juarez	
9	administrative action on any liceuse application.	
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11	Date Romald Ray Willoughley Jr.; NPN 2778934	
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19	COP's of the foregoing E-crafted this day of	
20	Ronald Ray Willoughby, Ir.	
21	6929 E. Gazenway Physic, 582-180 Scottshife, AZ 85234-2147	
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22	Technogodii	