

STATE OF NEW JERSEY  
DEPARTMENT OF BANKING AND INSURANCE

IN THE MATTER OF:

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Proceedings by the Commissioner )  
of Banking and Insurance, State )  
of New Jersey, to fine, suspend )  
and/or revoke the insurance license )  
of Larry R. Weinbaum, Reference )  
No. 9697869. )

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**CONSENT ORDER**

To: Larry R. Weinbaum  
2 Wendi Way  
Manalapan, NJ 07726

THIS MATTER, having been opened by the Commissioner of Banking and Insurance (“Commissioner”), State of New Jersey, upon issuance of Order to Show Cause No. E22-35 (“Order to Show Cause”) alleging that Larry R. Weinbaum (“Respondent”) may have violated various provisions of the insurance laws of the State of New Jersey; and

WHEREAS, Respondent was formerly licensed as a resident insurance producer in the State of New Jersey, pursuant to N.J.S.A. 17:22A-32(a), from March 22, 1996 until his license expired on August 31, 2020; and

WHEREAS, Respondent is subject to the provisions of the New Jersey Insurance Producer Licensing Act of 2001, N.J.S.A. 17:22A-26 to -48 (“Producer Act”), and the regulations governing Insurance Producer Standards of Conduct, N.J.A.C. 11:17A-1.1 to 11:17D-2.8; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(d), the Commissioner shall retain the authority to enforce the provisions of and impose any penalty or remedy authorized by the Producer Act and Title 17 of the Revised Statutes or Title 17B of the New Jersey Statutes against any person who is under investigation for or charged with a violation of the Producer Act or Title 17 of the Revised Statutes or Title 17B of the New Jersey Statutes even if the person's license or registration has been surrendered or has lapsed by operation of law; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(a)(2), an insurance producer shall not violate any insurance law, regulation, subpoena, or order of the Commissioner or of another state's insurance regulator; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(a)(5), an insurance producer shall not intentionally misrepresent the terms of an actual or proposed insurance contract, policy or application for insurance; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(a)(8), an insurance producer shall not use fraudulent, coercive, or dishonest business practices, or demonstrate incompetence, untrustworthiness, or financial irresponsibility in the conduct of insurance business in this State or elsewhere; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(a)(16), an insurance producer shall not commit any fraudulent act; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(a)(19), an insurance producer shall not fail to notify the Commissioner within 30 days of the final disposition of any formal disciplinary proceedings initiated against the insurance producer, or disciplinary action taken against the producer, by the Financial Industry Regulatory Authority ("FINRA"), any successor organization, or other similar non-governmental regulatory authority with statutory authority to create and

enforce industry standards of conduct, or of any other administrative actions or criminal prosecutions, as required by N.J.S.A. 17:22A-40 and N.J.S.A. 17:22A-47, or fail to supply any documentation the Commissioner may request in connection therewith; and

WHEREAS, pursuant to N.J.S.A. 17:22A-47(c), an insurance producer shall report to the Commissioner any disciplinary action taken against the insurance producer, or any formal disciplinary proceedings initiated against the producer, by FINRA, any successor organization, or other similar non-governmental regulatory authority with statutory authority to create and enforce industry standards of conduct, within 30 days of the final disposition of the matter, which report shall include a copy of the order, consent order or other relevant legal documents; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40(a), the Commissioner may place on probation, suspend, revoke, or refuse to issue or renew an insurance producer's license, and may levy a civil penalty, for a violation of the Producer Act; and

WHEREAS, pursuant to N.J.S.A. 17:22A-45(c), any person violating the Producer Act is subject to fines of up to \$5,000.00 for the first offense, and up to \$10,000.00 for each subsequent offense; moreover, the Commissioner may order restitution of moneys owed any person and reimbursement of costs of the investigation and prosecution; and

WHEREAS, on April 13, 2022, the Commissioner issued the Order to Show Cause alleging violations of New Jersey's insurance laws by Respondent as set forth in the following Counts:

**COUNT 1**

Respondent falsified information on Prudential annuity applications submitted for Allstate employees, and improperly obtained unearned advanced commission payments, each constituting a separate violation, in violation of N.J.S.A. 17:22A-40(a)(2), (5), (8), and (16); and

**COUNT 2**

Respondent did not report the AWC or the administrative action taken by FINRA to the Commissioner within 30 days of the final disposition of the matter, in violation of N.J.S.A. 17:22A-40(a)(19) and N.J.S.A. 17:22A-47(c).  
and

WHEREAS, Respondent was given notice of the allegations contained in the Order to Show Cause and an opportunity to be heard; and

WHEREAS, on or about May 26, 2022, Respondent submitted a Response to the Order to Show Cause and a Request for a Hearing, and this matter was transmitted to the Office of Administrative Law as a contested matter; and

WHEREAS, this Consent Order encompasses and resolves the violations described in the Order to Show Cause; and

WHEREAS, Respondent acknowledges and agrees to take responsibility for the violations described in the Order to Show Cause and this Consent Order; and

WHEREAS, Respondent waives his right to a hearing on the above violations, consents to the revocation of his insurance producer license, and consents to the payment of a civil penalty in the amount of five thousand dollars (\$5,000.00); and

WHEREAS, it appearing that this matter should be resolved upon the consent of the parties without resort to a formal hearing; and

WHEREAS, good cause exists to enter into this Consent Order, to revoke Respondent's insurance producer license pursuant to N.J.S.A. 17:22A-40(a), and to impose a civil penalty pursuant to N.J.S.A. 17:22A-45(c); and

NOW, THEREFORE, IT IS on this 11<sup>th</sup> day of JUNE, 2024

ORDERED AND AGREED, that Respondent acknowledges and agrees to take responsibility for the aforementioned violations of the Producer Act described in the Order to Show Cause and this Consent Order; and

IT IS FURTHER ORDERED AND AGREED, that pursuant to N.J.S.A. 17:22A-40, the New Jersey insurance producer license of Respondent is hereby REVOKED; and

IT IS FURTHER ORDERED AND AGREED, that Respondent shall pay a civil penalty in the amount of \$5,000.00 for the violations referred to herein; and

IT IS FURTHER ORDERED AND AGREED, that said civil penalty shall be paid by certified check, cashier's check or money order made payable to "**State of New Jersey, General Treasury,**" with an initial payment of \$500.00 due and payable on or before May 17, 2024, and with forty-five (45) subsequent monthly payments of \$100.00 due and payable on or before the 17<sup>th</sup> day of each month thereafter; and

IT IS FURTHER ORDERED AND AGREED, that the signed Consent Order and Respondent's initial payment of \$500.00 due on or before May 17, 2024 by certified check, cashier's check, or money order made payable to the "**State of New Jersey, General Treasury**" shall be remitted to:

Jeffrey S. Posta, DAG  
State of New Jersey, Division of Law  
R.J. Hughes Justice Complex  
25 Market Street  
P.O. Box 117  
Trenton, New Jersey 08625-0117

and

IT IS FURTHER ORDERED AND AGREED, that the forty-five (45) subsequent monthly payments of \$100.00 are due and payable, and are to be received by the Department of Banking and Insurance, on or before the 17<sup>th</sup> day of each month thereafter. The monthly payments shall be

remitted to the Department of Banking and Insurance by certified check, cashier's check, or money order made payable to the "State of New Jersey, General Treasury" and sent to:

Collections Department  
New Jersey Department of Banking and Insurance  
20 West State Street, 10th Floor  
P.O. Box 325  
Trenton, New Jersey 08625

and

IT IS FURTHER ORDERED AND AGREED, that if Respondent does not pay any payment when due, the entire unpaid balance of the civil penalty shall be immediately due and payable at the election of the Commissioner, upon written notice by the Commissioner. Such notice shall be given to Respondent by: (a) delivery in person; (b) a nationally recognized courier service; or (c) regular or certified mail. Notice so given shall be effective upon: (a) receipt; or (b) on the fifth (5<sup>th</sup>) day following mailing, whichever occurs first. Respondent shall have the opportunity to pay the unpaid balance of the civil penalty within fifteen (15) calendar days from the date of the notice; and

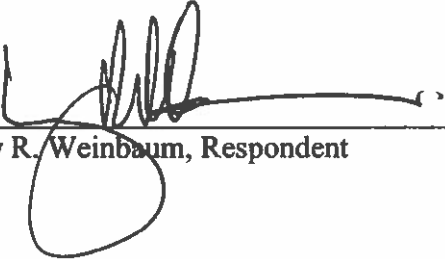
IT IS FURTHER ORDERED AND AGREED, that in the event that payment of the civil penalty is not made in accordance with this Consent Order, the Commissioner may exercise any and all remedies available by law, including, but not limited to, the recovery of any unpaid penalty, and reasonable attorneys' fees and costs of collection, in a summary proceeding, pursuant to the Penalty Enforcement Law, N.J.S.A. 2A:58-10 to -12; and

IT IS FURTHER ORDERED AND AGREED, that the civil penalty imposed herein is pursuant to the police powers of the State of New Jersey for the enforcement of the law and the protection of the public health, safety and welfare, and is not intended to constitute a debt that may be limited or discharged in a bankruptcy proceeding; and

IT IS FURTHER ORDERED AND AGREED, that the provisions of this Consent Order represent a final agency decision and constitute final resolution of the violations contained in the Order to Show Cause and this Consent Order.


  
Justin Zimmerman  
Acting Commissioner

**Consented to as to Form, Content and Entry:**

  
Larry R. Weinbaum, Respondent

Date: 4-16-24, 2024

MATTHEW J. PLATKIN  
ATTORNEY GENERAL OF NEW JERSEY  
Attorney for the New Jersey  
Department of Banking and Insurance

By:   
Jeffrey S. Posta  
Deputy Attorney General

Date: May 3, 2024