

**STATE OF OHIO**  
**DEPARTMENT OF INSURANCE**  
2100 Stella Court  
Columbus, Ohio 43215-1067

IN RE:	:	
SUITABILITY OF RONALD J. PRIORE	:	NOTICE OF OPPORTUNITY
DOB 6/24/41	:	FOR HEARING
TO BE LICENSED AS AN	:	
INSURANCE AGENT IN THE	:	
STATE OF OHIO	:	

Ronald J. Priore ("Priore") currently holds an insurance agent license(s) in the State of Ohio.

The Ohio Department of Insurance ("Department"), on behalf of the Superintendent, has conducted an investigation of the insurance activities of Priore and, as a result of such investigation, alleges that Priore has committed violations of the insurance laws and regulations of this state and that he is not suitable to be an insurance agent.

In accordance with Chapter 119 and Title 39 of the Ohio Revised Code ("R.C."), Priore is hereby notified that the Superintendent of Insurance intends to revoke, suspend or refuse to renew his license as an insurance agent in the State of Ohio and/or impose any other penalty authorized pursuant to R.C. 3905.49(D). The grounds for such action are alleged below.

COUNT ONE

Prior to his termination from Victoria Insurance Group on or about January 21, 2002, it was discovered that Priore collected but failed to remit premium payments to Victoria Insurance Group totaling twenty-one thousand five hundred twenty-seven dollars and ninety-four cents (\$21,527.94). Subsequent to his termination, Victoria Insurance Group discovered an additional two thousand seven hundred sixty-five dollars and thirty-five cents (\$2,765.35) in missing premium payments, bringing the total amount to twenty-four thousand two hundred ninety-three dollars and twenty-nine cents (\$24,293.29). Pursuant to R.C. 3905.49(B)(3), the Superintendent may revoke, suspend or refuse to renew any license as an agent for misappropriating or converting to one's own use any moneys belonging to policyholders, prospective policyholders, beneficiaries, insurance companies, or others received in the course of the person's insurance business.

## COUNT TWO

Beginning on or about March 23, 2002, the Department, during its investigation of the above allegations contained in Count One, contacted Priore in writing at the last known address on file with the Department. Priore never responded in writing to the Department. Pursuant to R.C. 3905.49(B)(15) and (F)(2), the Superintendent may assess a civil forfeiture, assess administrative costs, order corrective actions or accept a surrender for cause for failing to respond in writing within thirty (30) days.

## COUNT THREE

On or about December 18, 2001, Priore solicited and sold a Financial Responsibility Bond from Cincinnati Equitable Insurance Company ("Cincinnati Equitable") to Brian Schuck. Priore never submitted the Financial Responsibility Bond to Cincinnati Equitable. Pursuant to R.C. 3905.49(B)(5), the Superintendent may suspend, revoke, or refuse to renew any license as an agent for knowingly misrepresenting the terms, benefits, value, cost, or effective dates of any actual or proposed insurance policy or contract.

## COUNT FOUR

On or about January 31, 2002, Priore agreed to cease placing business with Personal Service Insurance Company ("Personal Service"). On or about March 2, 2002, Priore's agency broker agreement with Personal Service was officially terminated. However, on or about April 10, 2002, Priore solicited and sold an automobile insurance policy purportedly from Personal Service to Lata White. Ms. White never had automobile insurance coverage with Personal Service. Pursuant to R.C. 3905.49(B)(5), the Superintendent may suspend, revoke, or refuse to renew any license as an agent for knowingly misrepresenting the terms, benefits, value, cost, or effective dates of any actual or proposed insurance policy or contract.

## COUNT FIVE

The allegations in Count Four are hereby incorporated by reference as if fully rewritten herein. Pursuant to R.C. 3905.49(B)(29), the Superintendent may suspend, revoke, or refuse to renew any license as an agent for soliciting, procuring an application for, or placing, either directly or indirectly, any insurance policy when that person is not authorized to engage in such activity. Priore was not authorized to represent Personal Service since he had been terminated in March of 2002.

## COUNT SIX

At all times relevant herein, Priore did business under the name "Advantage Insurance Agency." Priore never registered this trademark with the Department in violation of Ohio Administrative Code 3901-5-09(F)(6). Pursuant to R.C. 3905.49(B)(2), the Superintendent may suspend, revoke, or refuse to renew any

license as an agent for violating or failing to comply with any insurance law or rule.

COUNT SEVEN

The allegations contained in Counts One through Six are hereby incorporated by reference as if fully rewritten herein. By engaging in the above-incorporated activities, Priore has engaged in fraudulent or dishonest activities. Pursuant to R.C. 3905.49(B)(18), the Superintendent may suspend, revoke, or refuse to renew any license as an agent for engaging in fraudulent, coercive or dishonest practice in connection with the business of insurance.

Priore is hereby notified that he may request a hearing pursuant to R.C. Chapter 119. The request for a hearing must be made to and received by the Department within thirty (30) days of the mailing of this Notice. The request should be in writing and directed to:

Sharon Green  
Hearing Administrator  
Ohio Department of Insurance  
2100 Stella Court  
Columbus, Ohio 43215-1067

At the hearing, Priore may appear in person, by his attorney, or by such other representative as is permitted to practice before the agency, or he may present his position, arguments or contentions in writing and, at the hearing, he may present evidence and examine witnesses appearing for and against him.

If Priore does not timely request a hearing, an order revoking his license shall be issued.

J. LEE COVINGTON II  
Superintendent of Insurance

August 19, 2002  
Columbus, Ohio

By:

Melissa L. Hull  
Melissa L. Hull  
Staff Counsel