

State of Idaho
DEPARTMENT OF INSURANCE

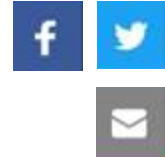
BRAD LITTLE
Governor

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Idaho Department of Insurance News Release

For immediate release: May 10, 2021
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Idaho Insurance Agent's License Revoked After Making False Statements

Boise, ID (May 10, 2021) – Effective May 3, the Idaho Department of Insurance revoked the Resident Producer License of Rochelle Horton Lund after the department discovered instances of false statements in insurance applications she filed, violating Idaho Code 41-1016 (1)(h). Lund admitted to falsely stating in two separate instances that applicants did not have other existing accident coverage. Her statements allowed the applicants to be approved for duplicate coverage by a second company, which may have denied coverage had that information been disclosed. The applicants then filed 820 claims and received \$92,250.00 in insurance benefits from the company.

Lund will be ineligible to reapply for a license for at least one year, at which point she would need to convincingly demonstrate to the Department of Insurance why the previous revocation of her license should not bar her from receiving a new license. In addition to revoking Lund's license, the Idaho Department of Insurance imposed an administrative penalty of \$2000 against Lund, \$1000 for each of the two violations. The full order can be read on the [Department of Insurance website](#).

“When agents make false statements, it can really harm consumers,” said Dean Cameron, Director of the Department of Insurance. “All agents need to take care to make true and accurate statements to prevent loss and injury or they may face consequences.”

Idaho Department of Insurance Consumer Affairs Office accepts submissions of complaints at (208) 334-4250 or www.doi.idaho.gov.

About the Department of Insurance

The Idaho Department of Insurance has been regulating the business of insurance in Idaho since 1901. The mission of the Department is to serve and protect Idahoans by equitably, effectively and efficiently administering the Idaho Insurance Code and the International Fire Code. For more information, please visit us at doi.idaho.gov.

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