



MIKE CHANEY
Commissioner of Insurance
State Fire Marshal

MARK HAIRE
Deputy Commissioner of Insurance

RICKY DAVIS
State Chief Deputy Fire Marshal

MISSISSIPPI INSURANCE DEPARTMENT

501 N. WEST STREET, SUITE 1001
WOOLFOLK BUILDING
JACKSON, MISSISSIPPI 39201
www.mid.ms.gov

MAILING ADDRESS
Post Office Box 79
Jackson, Mississippi 39205-0079
TELEPHONE: (601) 359-3569
FAX: (601) 359-2474

BEFORE THE COMMISSIONER OF INSURANCE OF THE STATE OF MISSISSIPPI

MISSISSIPPI INSURANCE DEPARTMENT

PETITIONER

VS.

CAUSE NUMBER: 18-7296

**JAMES MICHAEL BRAND and
BRAND INSURANCE SERVICES d/b/a
GULF COAST INSURANCE AGENCY**

RESPONDENTS

AMENDED CEASE AND DESIST ORDER

WHEREAS, the Mississippi Insurance Department (“MID”) has received evidence that indicates James Michael Brand, (hereinafter "Respondent") has violated the Mississippi Insurance Code while acting as a resident insurance producer in this state and also as the owner/operator of Brand Insurance Services d/b/a/ Gulf Coast Insurance.

WHEREAS, the MID has received complaints and significant documented evidence from insureds and insurance companies that Respondent developed and pursued a scheme whereby premiums received from insureds were not forwarded to the respective insurance companies, but were instead misappropriated or converted by Respondent for his personal use in violation of Miss. Code Ann. § 83-17-71(1)(d).

THEREFORE, on June 7, 2018, pursuant to the authority granted to the Commissioner of Insurance to enjoin any licensed person, company, corporation or association who has engaged in improper or unauthorized activity, James Michael Brand was ordered to Cease and Desist conducting the business of insurance in this State pending a final determination by the Commissioner. Furthermore, the business of insurance could not be conducted in this State by Brand Insurance Services, LLC d/b/a/ Gulf Coast Insurance pending a final determination by the Commissioner.

HOWEVER, Respondent is retroactively granted a limited waiver from the terms of the Cease and Desist Order for the limited purpose of accepting any premium monies he may receive from insureds and forwarding said premium monies to the respective insurance companies.

FURTHERMORE that as a condition to the granting of this limited waiver, Respondent shall receive prior approval from the Department before depositing or writing any checks on Charter Bank Account Number 200303196.

FURTHERMORE, the Respondent shall provide weekly reports to the Department summarizing all actions taken by Respondent with regard to the receiving and forwarding of insurance premiums;

IT IS FURTHER ORDERED that all other terms and conditions of the Cease and Desist Order not addressed by this order are unaffected and shall remain in full force and effect until further order of the Commissioner of Insurance, and the Parties do not waive any rights to which they are entitled under Federal or State law;

SO ORDERED AND ISSUED this the 15th day of June, 2018.

MIKE CHANEY
COMMISSIONER OF INSURANCE



BY: _____

MIKE CHANEY
Commissioner of Insurance
Mississippi Department of Insurance