

**STATE OF MICHIGAN  
DEPARTMENT OF INSURANCE AND FINANCIAL SERVICES**

**Before the Director of the Department of Insurance and Financial Services**

In the matter of:

**Rhonda Marie Hendrix**  
Unlicensed

**Enforcement Case No. 20-16099**

Respondent.

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**Issued and entered  
on July 1, 2020  
by Randall S. Gregg  
Senior Deputy Director**

**ORDER TO CEASE AND DESIST WITH STATEMENT OF FINDINGS  
AND NOTICE OF OPPORTUNITY FOR HEARING**

Pursuant to Section 251 of the Michigan Insurance Code (Code), MCL 500.251, and after reviewing evidence of the conduct described in the attached Statement of Findings, and

**WHEREAS**, the Director of the Department of Insurance and Financial Services (DIFS) finds that immediate action is necessary and appropriate in the public interest for the protection of the public health, safety, and welfare, and consistent with the purposes fairly intended by public policy and provisions of the Code,

**IT IS THEREFORE ORDERED THAT:**

1. The Respondent(s) shall immediately **CEASE AND DESIST** from all activities in violation of the Code as described in the Statement of Findings.
2. A copy of this Order shall be immediately served upon Respondent(s). As to any Respondent, this Order shall be effective upon the date of service.
3. Respondent(s) will have 30 calendar days after the service of this Order to contest it by requesting a hearing. Within 10 calendar days after receiving the request, the hearing process shall commence. This Order shall remain in effect until further order of the Director. Any request for a hearing should be addressed to the Department of Insurance and Financial Services, Attention: Randie Swinson, Hearings Coordinator, P.O. Box 30220, Lansing, MI 48909-7720 or faxed to 517-284-8843.
4. Any such hearing held shall address the following issues:
  - a. The facts set forth in the Statement of Findings.

- b. The continuation of the Order to Cease and Desist.
  - c. Restitution to be paid by the Respondent(s).
5. If a hearing is requested, an administrative law judge from the Michigan Office of Administrative Hearings and Rules shall preside over any such hearing.
6. The Director retains jurisdiction of the matters contained herein and the authority to issue such further Orders as shall be deemed just, necessary, and appropriate.
7. Pursuant to Section 251(6) of the Code, MCL 500.251(6), a person who violates or otherwise fails to comply with an Order to Cease and Desist is subject to one or more of the following:
  - a. Payment of a civil fine of not more than \$1,000.00 for each violation not to exceed an aggregate civil fine of \$30,000.00. However, if the person knew or reasonably should have known the conduct was in violation of the cease and desist order, the person shall be subject to a civil fine of not more than \$25,000.00 for each violation not to exceed an aggregate civil fine of \$250,000.00.
  - b. Suspension or revocation of the person's license or certificate of authority.
  - c. Complete restitution, in the form, amount, and within the period determined by the Director, to all persons in Michigan damaged by the violation or failure to comply.



Randall S. Gregg  
Senior Deputy Director

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**STATEMENT OF FINDINGS**

1. Pursuant to Section 251(1) of the Code, MCL 500.251(1), the Director is empowered to issue a cease and desist order if the Director finds any of the following:
  - (a) A person is conducting transactions of insurance for which a certificate of authority is required by this act without having obtained a certificate of authority.
  - (b) A person is acting as an insurance agent, solicitor, adjuster, or counselor without a license as required by this act.
  - (c) A person is engaged in an act or practice in the business of insurance for which authority from or notification to the commissioner is required by this act and the person has not received authority or given notification.
  - (d) A person authorized to engage in the business of insurance under this act is engaged in conduct that presents an immediate danger to public health, safety, or welfare. MCL 500.251(1).
  
2. Under Section 1201a(1) of the Code, it is a violation for a person to sell, solicit, or negotiate insurance in this state for any line of insurance without first obtaining a license or qualification for that line. MCL 500.1201a(1).
  - a. "Negotiate" means the act of conferring directly with or offering advice directly to a purchaser or prospective purchaser of a particular contract of insurance concerning any of the substantive benefits, terms, or conditions of the contract, provided that the person engaged in that act either sells insurance or obtains insurance from insurers for purchasers. MCL 500.1201(m).
  - b. "Sell" means to exchange a contract of insurance by any means, for money or its equivalent, on behalf of an insurance company. MCL 500.1201(n).
  - c. "Solicit" means attempting to sell insurance or asking or urging a person to apply for a particular kind of insurance from a particular company. MCL 500.1201(o).

3. Under Section 1208a of the Code, an insurance producer shall not act as an agent of an insurer unless the insurance producer becomes an appointed agent of that insurer. MCL 500.1208a(1).
4. DIFS staff received information about possible unlicensed activity by Rhonda Marie Hendrix (Respondent) also known as "Kyra." A review of DIFS' records revealed that Respondent is not licensed under the Code.
5. On or about March 26, 2019, complainant one (MN) purchased a six-month automobile insurance policy from a woman named "Kyra." The complainant paid \$380.00 in cash to Kyra for the insurance.
6. On April 23, 2019, MN contacted Hanover Insurance group (Hanover) to verify the insurance policy she had purchased from Kyra. The insurance binder provided to Hanover by MN had an incorrect policy number, incorrect company name, and no actual agent listed. Hanover acknowledged to MN that the policy was not valid. MN subsequently provided to Hanover Kyra's email address "citizensautoins@gmail.com" and phone number "586-404-2150."
7. On April 25, 2019, MN provided Hanover with a photo she captured of Kyra. On the same day, DIFS received a complaint from Hanover stating that a woman named "Kyra" was selling fraudulent automobile insurance policies. DIFS subsequently opened an investigation.
8. On September 21, 2019, complainant two (SS) purchased a 2018 Nissan at Ypsilanti Imports in Ypsilanti, MI. She stated that a man named Johnnie sold her the vehicle and referred her to "Kyra" for automobile insurance.
9. On October 3, 2019, SS paid \$230.00 to Kyra via PayPal to purchase a six-month automobile insurance policy. The PayPal email address provided to her by Kyra was "platinumprincesses83@gmail.com."
10. On November 1, 2019, SS paid \$445.20 to Kyra to purchase a six-month automobile insurance policy for her mother. The PayPal email address provided to her by Kyra was again "platinumprincesses83@gmail.com." SS subsequently received a receipt and a "no-fault" certificate of insurance and binder from the email address: "hanoverautoinsgrp@gmail.com."
11. On or about February 19, 2020, SS received an invoice from Kyra prompting her to renew her insurance. She subsequently renewed it and on the same day, received a "no-fault" certificate of insurance and binder from the email address: "hanoverautoinsgrp@gmail.com."
12. SS provided DIFS staff with several of her text message conversations with Kyra. In one of the text messages, Kyra had provided SS with two of her email addresses: hanoverautoins@gmail.com and citizensautoins@gmail.com. The second email address was the same email address MN had identified as Kyra's when she provided it to Hanover.
13. On March 23, 2020, staff from the Michigan Department of State provided a photo identification (ID) of Respondent to DIFS. DIFS staff found that the address listed on the photo ID matched the address listed in the invoice Kyra had provided to SS. Additionally, the photo on the ID matched Kyra's photo that MN had captured and provided to Hanover.

14. After an investigation, DIFS staff concluded that Respondent and Kyra are the same person, Respondent had created the fraudulent insurance documents, Respondent has engaged in activities regulated by the Code, without the requisite license, and has violated the insurance laws of this state.
15. DIFS staff found that Respondent sold fraudulent insurance without being licensed or appointed as required by the Code.
16. By selling automobile insurance without the requisite license, Respondent has violated Section 1201a(1) of the Code, MCL 500.1201a(1).
17. Respondent has violated Section 4503(g)(i) of the Code, MCL 500.4503(g)(i), by engaging in fraudulent insurance acts by diverting funds of an insurer or other persons in connection with the transaction of insurance.
18. Respondent is, therefore, subject to sanctions under Sections 150(1) and 1244(1) of the Code, MCL 500.150(1), and 500.1244(1). Furthermore, if the above facts are found to be true, Respondent's violation of Section 4503(g)(i) may also be considered a felony under Section 4511 of the Code, MCL 500.4511.
19. By acting as an agent of an insurer without an appointment, Respondent has violated Section 1208a(1) of the Code, MCL 500.1208a(1). Respondent is, therefore, subject to sanctions under Section 150(1) and Section 1244(1) of the Code.
20. Based on the aforementioned findings, Respondent is acting as an insurance producer without a license as required by the Code, engaging in fraudulent insurance acts prohibited by the Code, and acting as an agent of an insurer without an appointment as required by the Code.