

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

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

In the matter of:

**Ryan Lankford**  
System ID No. 0215510

**Enforcement Case No. 18-15329**

Respondent.

\_\_\_\_\_ /

Issued and entered  
on April 30, 2019  
by Teri L. Morante  
Chief Deputy Director

**ORDER ACCEPTING STIPULATION**

Based upon the Stipulation to Entry of Order and the files and records of the Department of Insurance and Financial Services (DIFS) in this matter, the Chief Deputy Director finds and concludes that:

1. The Chief Deputy Director has jurisdiction and authority to adopt and issue this Order Accepting Stipulation in this proceeding pursuant to the Michigan Administrative Procedures Act of 1969 (APA), as amended, MCL 24.201 *et seq.*, and the Michigan Insurance Code of 1956 (Code), MCL 500.100 *et seq.*
2. All required notices have been issued in this case, and the notices and service thereof were appropriate and lawful in all respects.
3. Acceptance of the Stipulation to Entry of Order is reasonable and in the public interest.
4. All applicable provisions of the APA have been met.
5. Respondent violated Section 2005(f), Section 2018, Sections 4155(1)(c) and (1)(d) of the Code, MCL 500.2005(f), 500.2018, 500.4155(1)(c) and (1)(d), and Sections 1239(1)(b), (e), and (h) of the Code, MCL 500.1239(1)(b), (1)(e), and (1)(h), by submitting application and suitability forms to an insurer for a new annuity, knowing that he did not disclose the replacement of other annuities or report accurate suitability requirements regarding the source of funds.

Now therefore, based upon the Stipulation to Entry of Order and the facts surrounding this case, **IT IS ORDERED THAT:**

6. Respondent shall not engage in any violations of sections of the Code identified in paragraph 5 of this Order.

7. Respondent shall pay to the State of Michigan, through DIFS, administrative and civil fines in the amount of \$2,000. Respondent shall pay \$500 for 4 consecutive months by the due dates indicated on the DIFS invoices.
8. Respondent agrees that failure to pay any portion of the civil fine as set forth by the payment plan set forth above within (30) days of the date of the respective invoice shall result in a suspension of all licenses held by Respondent, in the denial of any license renewal, and the denial of future applications for licensure or registration until compliance is made with the terms of this Order.
9. The Chief Deputy Director retains jurisdiction over the matters contained herein and has the authority to issue such further order(s) as shall be deemed just, necessary, and appropriate in accordance with the Code. Failure to abide by the terms and provisions of the Stipulation to Entry of Order and this Order may result in the commencement of additional proceedings.

  
Teri L. Morante  
Chief Deputy Director

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

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

In the matter of:

**Ryan Lankford**  
System ID No. 0215510

**Enforcement Case No. 18-15329**

Respondent.


\_\_\_\_\_ /

**STIPULATION TO ENTRY OF ORDER**

Ryan Lankford (Respondent) stipulates to the following:

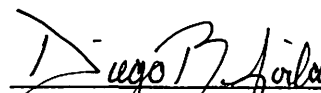
1. On or about November 14, 2018, the Department of Insurance and Financial Services (DIFS) served Respondent with a Notice of Opportunity to Show Compliance (NOSC) alleging that Respondent violated provisions of the Insurance Code of 1956 (Code), MCL 500.100 *et seq.*
2. Specifically, the NOSC contained allegations that Respondent violated Section 2005(f), Section 2018, Sections 4155(1)(c) and (1)(d) of the Code, MCL 500.2005(f), 500.2018, 500.4155(1)(c) and (1)(d), and Sections 1239(1)(b), (e), and (h) of the Code, MCL 500.1239(1)(b), (1)(e), and (1)(h), by submitting application and suitability forms to an insurer for a new annuity, knowing that he did not disclose the replacement of other annuities or report accurate suitability requirements regarding the source of funds.
3. Respondent and DIFS conferred for the purpose of resolving this matter.
4. Respondent admits to the violations of the Code alleged in the NOSC.
5. Respondent exercised the right to an opportunity to show compliance pursuant to the Michigan Administrative Procedures Act (APA), MCL 24.201 *et seq.*
6. At all pertinent times, Respondent was licensed with DIFS as a resident insurance producer pursuant to the Code.
7. All parties have complied with the procedural requirements of the APA and the Code.
8. Respondent agrees that he will cease and desist from operating in a manner that violates the Code.
9. Respondent agrees that he will pay to the State of Michigan, through DIFS, administrative and civil fines in the amount of \$2,000. Respondent shall pay \$500 for 4 consecutive months by the due dates indicated on the DIFS invoices.

10. Respondent has had an opportunity to review this Stipulation to Entry of Order and the proposed Order Accepting Stipulation and have the same reviewed by legal counsel.
11. Respondent understands and agrees that this Stipulation to Entry of Order will be presented to the Chief Deputy Director for approval.
12. Respondent understands and agrees that the Chief Deputy Director may, in her sole discretion, decide to accept or reject this Stipulation to Entry of Order. If the Chief Deputy Director accepts the Stipulation to Entry of Order, Respondent waives the right to a hearing in this matter and consents to the entry of the Order Accepting Stipulation and Requiring Compliance and Payment of Fines. If the Chief Deputy Director does not accept the Stipulation to Entry of Order, Respondent waives any objection to the Director holding a formal administrative hearing and making a decision after such hearing.
13. It is further stipulated that failure to comply with the Order of the Director accepting this settlement by failing to pay the administrative and civil fines as set forth above shall result in the commencement of an action to suspend (or to continue the suspension of) all licenses held under the Code held by Respondent.
14. It is further stipulated that the amount of fines and/or fees has been negotiated in return for the avoidance of further proceedings and certain promises and conditions, one of which is the timely payment of said fines and/or fees. Should Respondent fail to pay the fines and/or fees in accordance with the terms of this Stipulation and the Director's Order, the parties agree that an action will commence to determine if the Respondent has, in fact, failed to pay, and, if so, Respondent agrees that the fines and/or fees will immediately increase to the maximum amount allowed under the Code, shall be immediately due in full, and Respondent's license(s) shall be revoked.

  
\_\_\_\_\_  
RYAN LANKEFORD  
System ID No. 0215510

4-30-19  
\_\_\_\_\_  
Date

DIFS Staff approve this Stipulation and recommend that the Chief Deputy Director accept it and issue an Order Accepting Stipulation.

  
\_\_\_\_\_  
Diego R. Avila (P72667)  
DIFS Staff Attorney

4-30-19  
\_\_\_\_\_  
Date