

STATE OF MAINE
DEPARTMENT OF PROFESSIONAL AND FINANCIAL REGULATION
BUREAU OF INSURANCE

In re:

Jake Blais

National Producer No. 20740920

Maine License No. PRR 453667

Docket No. INS-25-235

**CONSENT AGREEMENT
AND ORDER**

Jake Blais, licensed as a resident insurance producer, the Maine Superintendent of Insurance (“Superintendent”), and the Office of the Maine Attorney General (“Attorney General”) hereby enter into this Consent Agreement pursuant to 10 M.R.S. § 8003(5)(B) to resolve, without an adjudicatory proceeding, violations of the Insurance Code for which the Superintendent may impose discipline pursuant to 24-A M.R.S. §§ 12-A, 1417, and 1420-K.

STATUTORY AUTHORITY

1. Under 24-A M.R.S. §§ 12-A, 1417, and 1420-K, the Superintendent may issue a warning, censure, or reprimand to a licensee, may suspend, revoke or refuse to renew the license of a licensee, may impose conditions of probation on the licensee, may levy a civil penalty, or may take any combination of such actions, for violating any insurance laws, or violating any rule, regulation, subpoena, or order of the Superintendent.
2. Pursuant to 10 M.R.S. § 8003(5)(B), the Superintendent may resolve a matter by entering into a consent agreement with a licensee and with the agreement of the Attorney General.

FACTS

3. The Superintendent is the official charged with administering and enforcing Maine’s insurance laws and regulations, and the Bureau of Insurance (“Bureau”) is the administrative agency with such jurisdiction. The Superintendent has jurisdiction over this matter pursuant to 24-A M.R.S. §§ 12-A and 211.
4. Jake Blais is licensed as a resident insurance producer by the Bureau of Insurance. His resident producer license number is PRR 453667 and he was issued this license on June 7, 2023. His National Producer Number is 20740920.
5. Between April, 2024 and July, 2024, Jake Blais posted a series of life insurance solicitations on his social media account. In these life insurance solicitations, Jake Blais referred to himself as a “Retirement Specialist” and at other times as a “Licensed Retirement Specialist.”
6. On June 20, 2024, Jake Blais posted a life insurance solicitation on his social media that stated in relevant part:

As an independent business owner, I have exclusive access to a unique product without the restrictions or extra fees that come with corporate ties. I don't charge my clients any fees, nor do I have control over your money- the company manages that. My role is to introduce you to the product and help you get approved.

7. Jake Blais does not hold any certification or license that would qualify him as a retirement specialist. Jake Blais does not hold any licensure with the Maine Office of Securities.
8. In the social media life insurance solicitations Jake Blais made between April, 2024 and July, 2024, he indicated that his customers would enjoy "annual gains of 12-15% tied to the index strategy," and "10-28% annual return on investment."

CONCLUSIONS OF LAW

9. Maine Bureau of Insurance Rule Chapter 240 establishes life insurance solicitation and cost disclosure requirements applicable to insurers and producers. One such requirement set forth at Chapter 240, § 6(C), specifies:

Terms such as financial planner, investment advisor, financial consultant, or financial counseling shall not be used in such a way as to imply that the insurance producer is primarily engaged in an advisory business in which compensation is unrelated to sales unless such is actually the case.

10. As described in Paragraphs 5 through 7, Jake Blais violated Chapter 240, § 6(C), by indicating that he was a "Retirement Specialist" and a "Licensed Retirement Specialist" and by stating that he was primarily engaged in an advisory business in which compensation is unrelated to sales.

11. 24-A M.R.S. § 2153 specifies:

No person shall make, issue, circulate, or cause to be made, issued or circulated, any estimate, illustration, circular or statement misrepresenting the terms of any policy issued or to be issued or the benefits or advantages promised thereby or the dividends or share of the surplus to be received thereon, or make any false or misleading statement as to the dividends or share of surplus previously paid on similar policies, or make any misleading representation or any misrepresentation as to the financial condition of any insurer, or as to the legal reserve system upon which any life insurer operates, or use any name or title on any policy or class of policies misrepresenting the true nature thereof

12. As described in Paragraph 8, Jake Blais violated 24-A M.R.S. § 2153 when he made misleading statements about the indexed universal life insurance products that misrepresented the benefits promised by those products.

COVENANTS

13. Jake Blais admits to the facts stated above and admits that those facts constitute a basis for imposing discipline upon him due to his violation of Rule Chapter 240, § 6(C), and 24-A M.R.S. § 2153.
14. Jake Blais agrees to a two-year period of probation of his insurance producer license subject to the following conditions:
 - a. He shall abide by all Maine insurance laws and regulations, including, but not limited to, Maine laws and regulations regarding sales practices, competence and continuing education and other licensing requirements.
 - b. He shall immediately report to the Bureau any complaint filed against him with any agency or insurer with which he is appointed.
 - c. He shall provide a copy of this Consent Agreement to any agency or insurer with which he is employed or affiliated during this probation.
15. Jake Blais agrees that his failure to comply with any condition of probation may result in further disciplinary action, up to and including license revocation.
16. Jake Blais agrees to the imposition of a civil penalty in the amount of two hundred fifty dollars (\$250), which he will remit to the Maine Bureau of Insurance at the time of returning this signed agreement. Payment shall be by check or money order and made out to "Treasurer, State of Maine" and addressed to: Licensing Attorney, Maine Bureau of Insurance, 34 State House Station, Augusta, Maine 04333-0034.
17. Nothing in this Consent Agreement shall affect the rights or interests of any person who is not a party to this Consent Agreement.
18. This Consent Agreement is not subject to appeal. Jake Blais waives any further hearings or appeals regarding the matters that are the subject of this Consent Agreement.
19. This Consent Agreement constitutes an Order of the Superintendent. A violation of its terms is enforceable by the Superintendent pursuant to 24-A M.R.S. §§ 12-A and 211.
20. The effective date of this Consent Agreement, and the beginning of the two-year probationary period, is the date of the Superintendent's signature.
21. This Consent Agreement may be modified only by a written agreement executed by all of the parties hereto.
22. This Consent Agreement is a public record subject to the provisions of the Maine Freedom of Access Act, 1 M.R.S. §§ 401 through 410, and will be available for public inspection and copying pursuant to 1 M.R.S. § 408-A.

23. This Consent Agreement is an adverse action and will be reported to the Regulatory Information Retrieval System ("RIRS") database at the National Association of Insurance Commissioners ("NAIC").
24. Jake Blais agrees that he has read this Consent Agreement, that he understands this Consent Agreement, that he has reviewed the statutory provisions set forth herein, that he has had an opportunity to consult counsel before signing this Consent Agreement, and that he enters into this Consent Agreement voluntarily and without coercion of any kind from any person.
25. In consideration of Jake Blais' execution of and compliance with the terms of this Consent Agreement, the Superintendent and Attorney General agree to forgo pursuing against Jake Blais any further disciplinary measures or other civil or administrative sanctions arising under the Maine Insurance Code concerning the specific, admitted conduct described in this Consent Agreement. However, should Jake Blais violate any provision of this Consent Agreement, he may be subject to any available sanction for the violation.

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JAKE BLAIS

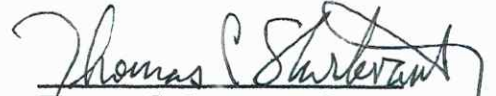
Dated: 11/29/2025 , 2025



Jake Blais

THE OFFICE OF THE MAINE ATTORNEY GENERAL

Dated: Dec. 1 , 2025



Thomas C. Sturtevant, Jr.
Assistant Attorney General

THE MAINE SUPERINTENDENT OF INSURANCE

Dated: Dec. 4 , 2025



Robert L. Carey
Superintendent of Insurance