MAINE STATE LEGISLATURE

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1	L.D. 2125
2	(Filing No. S-470)
3	STATE OF MAINE
4	SENATE
5	112TH LEGISLATURE
6	SECOND REGULAR SESSION
7 8	COMMITTEE AMENDMENT " A " to S.P. 836, L.D. 2125, Bill, "AN ACT to Clarify and Effectuate Legis-
9 10	lative Intent Regarding the Separation of Insurance and Banking."
11 12	Amend the bill by striking out all of section 1514-A and inserting in its place the following:
13	'§1514-A. Prohibition as to financial institutions
14	and related parties
15	1. Definitions. As used in this section, unless
16	the context otherwise indicates, the following terms
17	have the following meanings.
18	A. "Financial institution" means a trust compa-
19	ny, commercial bank, savings bank, industrial
20	bank, savings and loan association or credit un-
21	ion, either state-chartered or federally
22	chartered.
23	B. "Financial institution holding company" has the meaning set forth in Title 9-B, section 1011.
24	the meaning set forth in Title 9-B, section 1011.
25	C. "Ownership interest" includes general part-
26	nership shares, limited partnership shares and
27	shares of stock which possess any voting rights.
28	D. "Retail area" means all space occupied by a
29	financial institution where the "business of
30	banking," as defined in Title 9-B, section 131,
31	subsection 5, may occur.
32	E. "Subsidiary" means any corporation, partner-
33	ship, association or other business entity in
3.4	which either.

- (1) One or more financial institutions, fi-nancial institution holding companies or any officers, employees, agents or representa-tives of the financial institutions or fi-nancial institution holding companies pos-sess directly or indirectly, singly or in the aggregate, an ownership interest of at least 25%; or
 - (2) It is determined by the superintendent after notice and opportunity for hearing that one or more financial institutions, financial institution holding companies or any officers, employees, agents or representatives of financial institutions or financial institution holding companies, singly or in the aggregate, exercise a controlling influence over the management and policies of the entity.
 - 2. Prohibition on licensing. No financial institution, financial institution holding company or the subsidiary of either or any officer, employee, agent or representative of a financial institution, financial institution holding company or the subsidiary of either may be licensed as an insurance agent, broker or consultant in this State or may act as an insurance agent, broker or consultant in this State. Nothing in this section limits the activity of these organizations with respect to credit life and credit health insurance to the extent authorized by chapter 37, group health insurance to the extent authorized by chapter 35 and group life insurance to the extent authorized by chapter 31.
- 33 3. Limitations on leasing activities. Any arrangement involving a financial institution or financial institution holding company and an insurer or
 insurance agent, broker or consultant pursuant to
 which an insurer, insurance agent, broker or consultant utilizes space in the retail area of a financial
 institution in order to engage in the transaction of

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1	insurance is subject to the following conditions.
2 3 4 5	A. The financial institution, financial institution holding company or subsidiary of either may not own, in whole or in part, the insurer, insurance agent, broker or consultant.
6 7 8 9 10	B. No officer, employee, agent or representative of the financial institution, financial institution holding company or a subsidiary of either may act as an officer, employee, agent or representative of the insurer, insurance agent, broker or consultant.
12 13 14 15 16	C. The payments to be made to the financial institution or financial institution holding company pursuant to a space-sharing agreement may not be based, directly or indirectly, upon a percentage of the volume of business conducted by the insurer, insurance agent, broker or consultant.
18 19 20 21	D. The financial institution or financial institution holding company may not engage in any joint advertising or solicitation with the insurer, insurance agent, broker or consultant.
22 23 24 25 26 27	E. The space occupied by the insurer, insurance agent, broker or consultant shall be sufficiently separate and distinct from areas occupied by officers or employees of the financial institution and the respective parties shall act in a manner so that:
28 29 30 31	(1) A consumer would not have reason to believe that there is any affiliation between the financial institution and the insurer, insurance agent, broker or consultant; and
32 33 34	(2) The right of the consumer to consider insurance transactions in a confidential and noncoercive environment is assured.

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4. Rule-making authority. The superintendent may promulgate rules to implement and support this section, including reasonable rules to implement the general conditions set forth in subsection 3, concerning space-sharing arrangements. The rules may limit or prohibit activities which evade or circumvent the provisions of this section.

8 STATEMENT OF FACT

In 1971, the Legislature enacted the Maine Re-vised Statutes, Title 24-A, section 1514-A, as "An Act Prohibiting Insurance Licenses for Banks, Savings and Loan Associations and Credit Unions, " Public Law 1971, chapter 407. The legislative intent underlying this enactment was to "prevent banks, savings and loan associations and related parties from conducting the business of an insurance agent, broker or consul-tant," L.D. 1285, Statement of Fact.

Despite this background, recent developments have begun to undermine the separation between banking and insurance. In one case, the Superior Court has ruled that the current language of the Maine Revised Statutes, Title 24-A, section 1514-A, does not permit the Superintendent of Insurance to refuse to renew the insurance agent's license of a corporation which is owned substantially by banks and which is managed in part by bank personnel. Although this decision is currently under appeal, it highlights the need for clarification of the statutory language.

Another recent development involves the leasing of space in bank lobbies by insurance agents, who may then attempt to engage in "joint marketing" with the bank. It is apparent that the leasing arrangement, if not properly regulated, could easily undermine the legislative policy separating banking and insurance. The Department of the Attorney General has advised the Superintendent of Insurance that current laws do

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not provide authority for the promulgation of certain 2 portions of a rule proposed by the superintendent 3 concerning space-sharing between banks and insurance licensees. 5 The purposes of this amendment are to clarify that entities with significant bank involvement are 6 not eligible for insurance licensure and to expressly 7 8 authorize the superintendent to promulgate rules to ensure maintenance of the stration between banking and insurance. In regard to the first objective, the definition of "subsidiary" proposed in this amendment 9 10 11 12 is similar to the definition of "subsidiary" con-13 tained in the Maine Revised Statutes, Title 9-B, sec-14 tion 131, subsection 39-A, and section 1011, subsec-15 tion 4.

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Reported by Senator Kerry for the Committee on Business and Commerce. Reproduced and Distributed Pursuant to Senate Rule 12.

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