

CALIFORNIA DEPARTMENT OF INSURANCE
Eugene Kalinsky (SBN: 256751)
300 Capitol Mall, Suite 1700
Sacramento, CA 95814
(916) 492-3497
kalinskye@insurance.ca.gov

Attorney for
CALIFORNIA DEPARTMENT OF INSURANCE

BEFORE THE INSURANCE COMMISSIONER
OF THE STATE OF CALIFORNIA

In the Matter of the Certificate of
Registration of

File No. VA201800099

EUGENE "GENE" PAUL BLEECKER

FIRST AMENDED ACCUSATION

In the Matter of the Licenses and
Licensing Rights of

FIRST AMERICAN TITLE COMPANY,

Respondents.

The California Department of Insurance alleges that:

PARTIES AND JURISDICTION

1. Respondent, Eugene "Gene" Paul Blecker, Certificate of Registration Number 0G44891, has been registered to market, offer, solicit, negotiate, or sell title insurance as a Title Marketing Representative since 2009.

2. Respondent, First American Title Company, License Number 2549-4, is an underwritten title company that has been licensed to transact business in California since 1965. Bleecker was a Title Marketing Representative of First American from 2012 to January 2020.

3. California Insurance Code § 12404(a) states that it is unlawful for any title insurer, underwritten title company, controlled escrow company, or title marketing representative (incorporated through Insurance Code § 12418.4(a)) to pay, directly, or indirectly, any commission, compensation, or other consideration to any person as an inducement for the placement or referral of title business. Actual placement or referral of title business is not a precondition to a violation of the statute.

BLEECKER INVOLVEMENT WITH ADVISORY GROUP

Advisory Group Background and Structure

4. In the early 1990's, Bleecker and several others founded a real estate networking group in northern Los Angeles County called the Advisory Group Real Estate Network. In its marketing materials, the Advisory Group describes itself as follows:

The Advisory Group Real Estate Network is a professional organization of Real Estate agents and Affiliate Members. Our main purpose is to network, bringing buyers and sellers together.

The Advisory Group Real Estate Network prides itself in having individuals from the top real estate brokerages working together for our clients. We currently represent 48 brokerages in our community.

The Advisory Group Real Estate Network has its own personalized Marketing Department that goes to work for you. Our Network's success has been attributed to the use of the Internet, Media and Social Media resources to guarantee your home will get the exposure it deserves. Our Network has grown to be the most significant marketing concept in Real Estate. It gives today's buyers and sellers the greatest advantage for their Real Estate needs.

1 5. Specific services that the Advisory Group offers to its members include
2 custom video marketing and drone footage of listings with placement on social media
3 sites, a tour bus caravan to bring up to 50 agents to view and promote listings, and sales
4 coaching.

5
6 6. The Advisory Group started offering some of the services described above
7 by approximately 2013, and saw a growth in membership at that time. While it's unclear
8 if the Covid-19 pandemic affected the Advisory Group's operations, prior to the
9 pandemic's onset, the Group had approximately 600 members between chapters in the
10 Santa Clarita Valley, Antelope Valley, and San Fernando Valley. The chapters met once
11 or twice a month. Depending on the chapter, members paid \$6 to \$10 to attend each
12 meeting, or an annual discounted fee to attend all meetings. For \$200, members could
13 attend all meetings for every chapter. Besides one lender, one escrow group, other
14 "affiliates" offering services related to real estate transactions, and Bleecker, all of the
15 members were real estate agents.

16
17 7. The Advisory Group deposits member dues and pays for Group expenses
18 through a checking account that belongs to Sue Baxter, Bleecker's mother-in-law. Baxter
19 is not a member of the Group and does not attend its meetings. She describes herself as
20 an "uninterested third party" and "was volunteered" to perform her services. The address
21 tied to the checking account is that of a home in Stevenson Ranch. Bleecker owns this
22 home. No one lives at the home, but an unknown entity, possibly a company operated
23 by Bleecker's wife (see Paragraph 26), pays Bleecker to rent it at a competitive rate.

Benefits of Group Membership

8. As Bleecker noted in his recruitment pitch, there are significant benefits for real estate agents who join the Advisory Group. This includes hearing about listings before they appear on the multiple listing service, advertising assistance, and participation in the tour bus caravans:

Subject: Advisory Group AV: Please Read
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Saturday, October 8, 2016 8:19:50 AM GMT-07:00
Date Received: Saturday, October 8, 2016 8:19:50 AM GMT-07:00
Attachments: AV AG FLYER-2016 FINAL.jpg

Please reply that you will be attending

Good Morning, I am confirming with you that the next Advisory Group meeting will be this Thursday at Embassy Suites in Palmdale. Coffee is at 9AM and the meeting starts at 9:30 ending at 10:30.

They will be discussing advertising you and the other members of the Advisory Group on local Antelope Valley movie theatre's totaling 38 screen locations

They will be sharing with you pocket listings before they hit the marketplace

They will be having sign-up's to have your listings placed on the next bus tour

I will be able to present some of my title tools from First American

Tou will hear about our National Speaker coming to the AV to speak to our members

There is so much great things that this group has to share with agents. I will see you there :)
Gene

9. The benefits of membership were so valuable to some members that they explicitly identified them to justify their commissions:

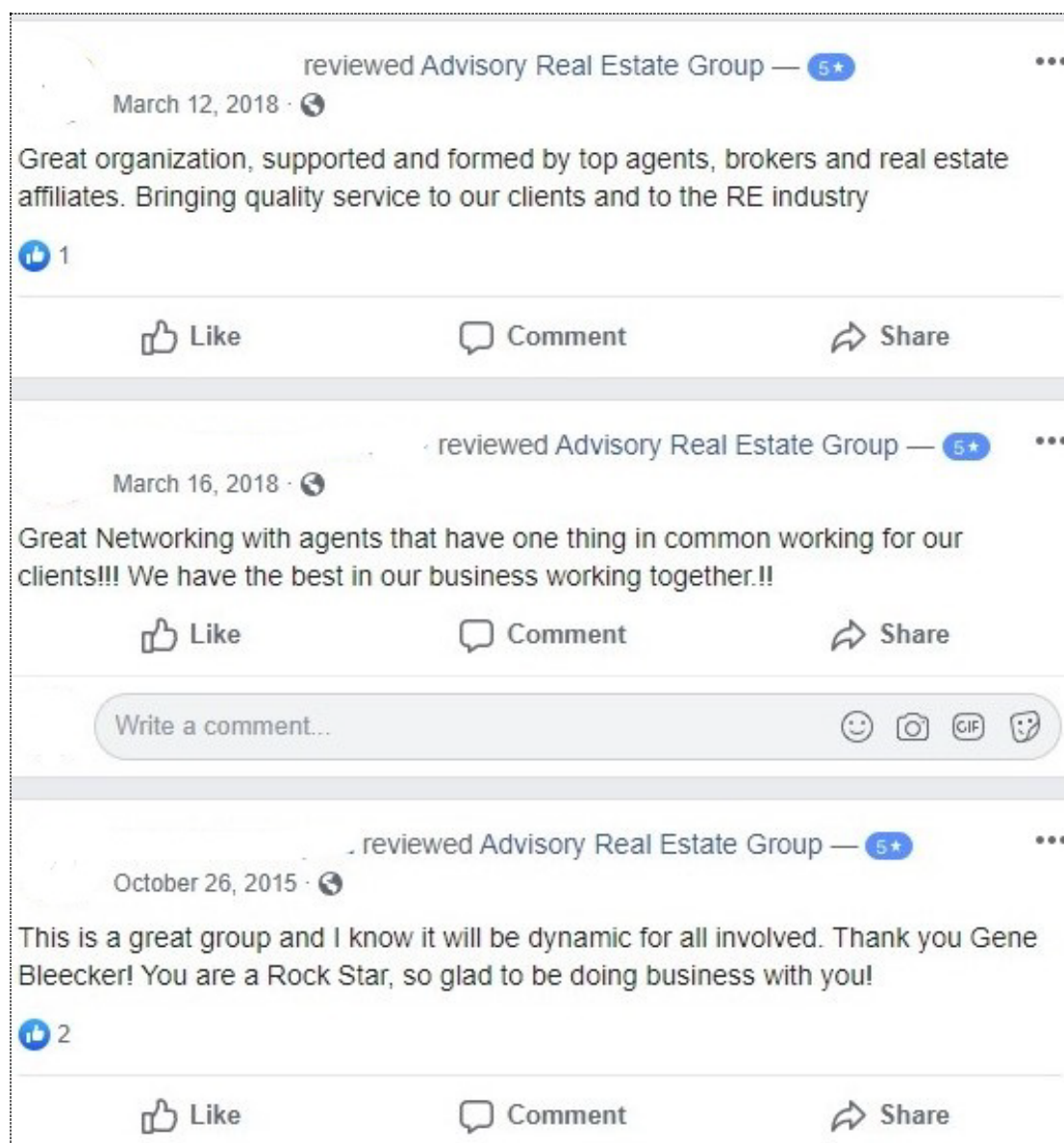
Subject: AG NEW MEMBER- LIST OF SERVICES
From: [REDACTED]
To: Gene Bleecker [REDACTED] Mary Ordonez [REDACTED]
Date Sent: Thursday, June 28, 2018 2:34:27 PM GMT-07:00
Date Received: Thursday, June 28, 2018 2:35:15 PM GMT-07:00

Hi guys,

[REDACTED] and I are putting together a "List of Services" to justify a full commission and want to incorporate the AG services we get as a member. Can you please send me the menu that you give new members at the orientation?

Thanks so much!

10. Members themselves extolled the Group's (and Bleecker's) virtues on the Group's Facebook page:





Bleecker's Control and Management of Advisory Group

11. In an interview with the Department's investigator in May 2018, Bleecker claimed that he stepped back from leading the Advisory Group in 2008, and could not point to anyone in charge. In a subsequent interview in October 2019, Bleecker denied running the Advisory Group or being part of its day-to-day activities. But review of Bleecker's emails sent to Advisory Group members show that Bleecker exercised overwhelming control over and management of the Advisory Group and its day-to-day activities. Bleecker not only oversaw the Advisory Group, but was responsible for expanding it to the San Fernando Valley and Antelope Valley:

Subject: THE AG NETWORK

From: Gene Bleecker [REDACTED]

To: [REDACTED]

Date Sent: Monday, March 11, 2013 12:53:18 PM GMT-07:00

Date Received: Monday, March 11, 2013 12:53:18 PM GMT-07:00

Hi [REDACTED], As [REDACTED] may have told you that I oversee the largest Real Estate Group in our community called the Advisory Group Real Estate Network which I fondly call the AG. My goal is to put good people with other good people.

I would like to invite you to the Advisory Group Real Estate Networking Meeting on Tuesday March 19th so I can introduce you to over 160 SCV Agents and Affiliates. These Real Estate Professionals represent the 33 Real Estate Offices here in our Valley.

They meet at the SCV Lanes (Bowling Alley) on Soledad Canyon Road from 10:30 to 11:30 in the private conference room. The cost go is only \$7 cash which includes your lunch. I guarantee that the connections you will make that day will be priceless. Please let me know if you can be there so I can place you on the guest list. Gene

Subject: It was great chatting with you at [REDACTED] today
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Tuesday, November 13, 2018 7:22:42 PM GMT-08:00
Date Received: Tuesday, November 13, 2018 7:22:42 PM GMT-08:00
Attachments: SCV AG FLYER-2016 FINAL.jpg

Greetings [REDACTED], It was a great pleasure talking with you today at your training meeting. I have put together really wonderful training events for agents to Network together to make more business relationships in the Santa Clarita Valley. One of them is called the Advisory Group which would be perfect for you.

This group brings in some of our best community speakers such as City Council Members, New Home Developers, Real Estate Attorney's, Appraisers, etc. to help educated on what is happening in the city. I also get the great opportunity to promote my Title Services to the attending audience. Please reach back to me (by responding to this email) if you have any questions or would like to get involved in this wonderful group of professionals.

2019 will be a wonderful year in Real Estate if you commit yourself in being educated, motivated and stimulated in this business.

Respectfully, Gene

Subject: New Advisory Group for the Antelope Valley, Acton, and Agua Dulce Communities
From: Gene Bleecker <[REDACTED]>
To: [REDACTED]
Date Sent: Wednesday, May 13, 2015 7:47:03 AM GMT 07:00
Date Received: Wednesday, May 13, 2015 7:47:03 AM GMT 07:00

New Advisory Group for the Antelope Valley, Acton, and Agua Dulce Communities

Good Morning [REDACTED] and [REDACTED], I wanted to see if you have any interest in starting a second AG Chapter for just the Antelope Valley, Acton, and Agua Dulce Communities. This will be a once a month commitment only. We had twelve Members who would like to do this which makes me happy. I will keep you posted on my thoughts and moving forward in the very near future.

If you do this I would like you to be on the Advisory Council to help lead the group in the right direction. This could be exciting if we do it right. Thanks again for hopefully getting involved. I'd love to hear your thoughts. Gene

Subject: Moving forward with San Fernando
From: gene [REDACTED]
To: [REDACTED]
Date Sent: Saturday, December 19, 2015 8:26:11 AM GMT-08:00
Date Received: Saturday, December 19, 2015 8:26:14 AM GMT-08:00

Good Morning [REDACTED], I am moving forward in putting the San Fernando Valley group together.

We already have 40 people interested in participating in this great group. It will be called the Advisory Group of SFV. Will this work for you since it is not CMA? I did not think that this is a big deal but I wanted to make sure you were OK with it.

Please let me know if you still want to move forward. I sure hope so. Gene

12. In Bleecker's October 2019 interview, he stated that four people serve as the "Advisors" of the Group and are responsible for running it, with one of them, Mary Ordon, as the "key figure." Ordon has been the "Marketing Director" of the Advisory Group since 2016. But review of Bleecker's emails shows that the "Advisors" or "Board" of the Advisory Group, as well as Ordon, are merely figureheads.

- Bleecker dictated to the Board what to tell other Group members, assigned Board members to lead various "teams" of other members, and planned Board events around his schedule:

Subject: What a great e-mail

From: Gene Bleecker [REDACTED]

To: [REDACTED]

Date Sent: Tuesday, March 6, 2012 7:17:38 PM GMT-08:00

Date Received: Tuesday, March 6, 2012 7:17:38 PM GMT-08:00

This is what [REDACTED] sent to her team today. **This is what I believe you should all send to your Team.** I don't think [REDACTED] would mind if you cit a pasted it. We need to be Leaders and show them what true Unity is all about. Thank You for being you. gene

Hi all!

I just wanted to check in with you all and see how you are doing. For those of you who don't know, I am your Team Leader and here to answer any questions you may have. Please don't forget to email me separately when you get a new listing, so that I can ask our members to preview it. If you weren't at today's meeting, please let me know and I can try to fill you in on everything. We've got lots of exciting new things coming up!!!! :)

Hope you had a great day!!!! [REDACTED]

Subject: Are you ready for your own Team

From: Gene Bleecker [REDACTED]

To: [REDACTED]

Date Sent: Wednesday, May 29, 2013 6:48:24 PM GMT-07:00

Date Received: Wednesday, May 29, 2013 6:54:12 PM GMT-07:00

Hi [REDACTED], We have seven new members to the AG and [REDACTED] and I feel it's time to start a new Team. Are you ready to lead or would you like to pass. Let me know so I can make the arrangements.

I would love for you to do this but its more than okay if you don't. Hugs

1 Subject: AG SAN FERNANDO VALLEY NEW MEMBER ORIENTATION

2 From: Gene Bleecker [REDACTED]

3 Date: Thu, January 28, 2016 9:37 pm

4 To: [REDACTED]

5 Hi Board, The AG SFV New Member Orientation will be scheduled for the second Friday of every month at noon.

6 That is the only time that will work for me. The one for February has about 12 people who qualify for new members. 10 of them are from SCV and 2 are not. I will invite the 2 SFV people out to meet with me in the Valley on another date.

7 I am thinking that the other 10 should meet us up here in the SCV on February 12th since they are all local. Can I get your thoughts on this? Gene

- 8
- 9 • Bleecker also directed Ordona to send out specific messages and take certain membership actions:
- 10

11 Subject: Can you send this out

12 From: Gene Bleecker [REDACTED]

13 To: Mary Ordona [REDACTED]

14 Date Sent: Wednesday, June 6, 2018 2:42:21 PM GMT-07:00

15 Date Received: Wednesday, June 6, 2018 2:42:21 PM GMT-07:00

16 It's to the AG AV YES and AG AV Affiliates:

17 Greetings Advisory Group AV Members, The annual Group Picture for the Advisory Group will be this Thursday the 14th right after the meeting at the Rancho Vista Golf Course which is our new meeting location. **Please dress for success for this picture or you will be placed in the back row (Thanks for understanding).**

18 The Board will stand in the front **(Thanks for understanding about this too)** and this will be used as a great promotion piece on your business connections and networking. All Members and Affiliates will get a copy of this picture for your personal use.

19 Enjoy your Wednesday. Mary

Subject: All want to be in the AG SCV
From: Gene Bleecker [REDACTED]
To: Mary Ordona [REDACTED]
Date Sent: Monday, January 28, 2019 6:23:47 PM GMT-08:00
Date Received: Monday, January 28, 2019 6:23:47 PM GMT-08:00

Hi Mary, Can you please add these three [REDACTED] agents into your SCV Group.

Hi Mary, [REDACTED] wants to be a member but does not want to go through the new member orientation. You can have him sign the paperwork at your next meeting

[REDACTED] is in the SFV but wants to join the AG SCV Group. She does not need to sign your form or needs to be sent the new member package of services.

[REDACTED] is coming back to the SCV. She does not need to sign your form or needs to be sent the new member package of services.

Reach out to me if you have any questions. Gene

- Bleecker laid out the terms by which someone could join the Board:

Subject: You have to October 1st
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Monday, September 5, 2016 12:05:40 PM GMT-07:00
Date Received: Monday, September 5, 2016 12:05:41 PM GMT-07:00

Happy Labor Day [REDACTED]

I just wanted to check in with you to wish you a wonderful holiday. You have until October 1st to hit your bring in 10 real estate member's goal to be placed on the AG SFV Board. I'd love to see you as a leader of this great group. :) Gene

- Bleecker couched his own decisions as the Board's decisions:

From: Gene Bleecker
Date: 10/27/2014 8:49 PM (GMT-08:00)

Subject: Let's Postpone the Thankful Thursday Wine Fest

Hello Everyone, I very much think we need to postpone the Wine Fest Event until 2015. It's just too much, too soon, with so many other events just before and just after this one.

I think postponement is the ticket. We can shoot for another day when we have our next Board Luncheon. Gene

Subject: They are postponing the Event
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Tuesday, October 28, 2014 9:41:14 PM GMT-07:00
Date Received: Tuesday, October 28, 2014 9:41:14 PM GMT-07:00

Hi [REDACTED], I just heard this evening that the AG Board wants to postpone the Big Wine Event until January or February. I just wanted to give you a heads-up to stop the wine purchase until they set a new date. They were trying to launch this way to quickly. Gene

- Eventually, due to the circulation of anonymous messages accusing Bleecker of improper activities, Board members had to make a show of denying Bleecker's role:

Subject: Re: Fwd: FOR THE 12TH
From: [REDACTED]
To: Mary Ordona [REDACTED]
Cc: [REDACTED]
Bcc: [REDACTED]
Date Sent: Thursday, June 7, 2018 9:30:01 AM GMT-07:00
Date Received: Thursday, June 7, 2018 9:30:39 AM GMT-07:00

Oh, right, my public statement is "He wants it to be a "we" vs "me" thing & he's replacing himself at all 3 AG branches." Do I not even mention that much? Just go on as though it's normal?

On Thu, Jun 7, 2018, 9:20 AM Mary Ordona [REDACTED] wrote:
Keep it between us..... Do to the fraudulent emails that have been circulated in the AV, he is now having the Boards run the meetings. ☺

13. Membership in the Advisory Group is by invitation only. Bleecker does not pay a membership fee to be part of the Group. As of 2018, he was the only title marketing representative in the Group, and had never invited any other title marketing representative to join. In fact, while Bleecker was at First American, marketing representatives from other title companies were not permitted to attend meetings. In a February 2019 statement to the Department, Bleecker claimed that he "was never involved in the past or present rosters." In the October 2019 interview, Bleecker claimed the "Advisors" approve membership in the Group. But review of Bleecker's emails shows that he had unilateral power to add or remove members, and the members acted as such:

Subject: Re: WOULD YOU INVITE HIM TO THE AG MEETING ON TUESDAY
From: gene [REDACTED]
To: [REDACTED]
Date Sent: Friday, November 7, 2014 7:54:32 AM GMT-08:00
Date Received: Friday, November 7, 2014 7:54:36 AM GMT-08:00

That would be great. I know I will be dropping some members by Tuesday. My goal is to bring it tomorrow superstars it to the group

Subject: Re: Your database will love this
From: [REDACTED]
To: Gene Bleecker [REDACTED]
Date Sent: Saturday, February 15, 2014 5:28:33 PM GMT-08:00
Date Received: Saturday, February 15, 2014 5:28:38 PM GMT-08:00

Hi Gene,

I don't want to be kicked out of the AG!!! I have been suffering with a major sinus infection and I have to have another surgery! It's going to put me out of commission for at least 2 weeks! Don't drop me please I am committed!

Subject: Re: The FBI will be speaking at the AG meeting on Wire Fraud
From: gene [REDACTED]
To: [REDACTED]
Date Sent: Tuesday, May 9, 2017 2:37:36 PM GMT-07:00
Date Received: Tuesday, May 9, 2017 2:37:39 PM GMT-07:00

Hi [REDACTED]. I'm going to keep you in this group. I don't want you to lose your spot when we are filled up with membership. Your worth keeping in the AG. Gene

Sent from my iPhone

On May 9, 2017, at 11:27 AM, [REDACTED] wrote:

Hello Gene:

I hope you and your family are all well.

I'm sorry to say that I over estimated being ready to return to the AG. I've been subbing a lot and have missed many meetings. I think that in fairness to other members I will need to once again leave the group.

I will of course continue to always request your services for all of my title needs!

1 **Subject:** AG SFV Update

2 **From:** Gene Bleecker [REDACTED]

3 **To:** [REDACTED]

4 **Date Sent:** Monday, January 18, 2016 7:54:22 AM GMT-08:00

5 **Date Received:** Monday, January 18, 2016 7:54:22 AM GMT-08:00

6 Monthly bus tour without lunch hosted by [REDACTED]

7 [REDACTED] committed to the group but after I set him the \$500 price he has not recommitted to the
8 program so we will need one more lender

9 We have 2 spots left for escrow. Here is what I have:

10 [REDACTED] Escrow is finding out from ownership if they can sponsor the monthly \$500

11 [REDACTED] Escrow is looking to hire a [REDACTED] Escrow Officer. I will need to reach out to them to see if they
12 are in.

13 [REDACTED] Escrow has asked questions about the group, the board, ownership, and a series of other
14 questions that makes me very skeptical of having them in. Can I use the term beyond anal.

15
16 **Bleecker and Real Estate Agent Members were Mutually Dependent**

17 14. Approximately half of the Advisory Group's members used Bleecker for
18 their title needs in the course of their real estate transactions. While Bleecker stated that
19 Group members did not have to use his services, he spent significant effort to
20 encourage, or even guilt them, into doing so:

21 **Subject:** I value your opinion

22 **From:** Gene Bleecker [REDACTED]

23 **To:** [REDACTED]

24 **Date Sent:** Saturday, August 16, 2014 1:23:46 PM GMT-07:00

25 **Date Received:** Saturday, August 16, 2014 1:23:46 PM GMT-07:00

26 Hi [REDACTED], I Hope all is well my Friend. I wanted to let you know that I look at you more than just
27 a Real Estate Agent, but as a Friend too. I really would like your insight if you have a minute. I
28 want to grow my personal Title Business and also grow the AG in the right direction. They are
the priorities in my life (next to Family).

Who do you think I should be targeting in your office to invite them to the AG and to be working
with personally? New Agents (who may not know me) and Seasoned Agents alike. I really value
your opinion. Thank You in advance for helping me grow my business. Have a great rest of this
Hot Saturday! Gene

1
2 **Subject:** Re: Come preview the new SFV Porter Ranch Development 2 weeks before its grand
3 openeing
4 **From:** gene [REDACTED]
5 **To:** [REDACTED]
6 **Date Sent:** Saturday, January 20, 2018 10:10:45 AM GMT-08:00
7 **Date Received:** Saturday, January 20, 2018 10:10:47 AM GMT-08:00

8 This event happened already! Sorry you missed it.

9
10 By the way, I saw that you were in meeting with [REDACTED] at Fidelity on Thursday. I've worked really
11 hard to help you grow. I want you to be as loyal to me as I am to you.

12 Hope this makes sense. Gene

13
14 15. Members who wanted to pitch their listings had to get Bleecker's approval:

15 **Subject:** Re: Appointment Books and Desk Calendars will be at Tuesday's meeting for you to
16 pick up
17 **From:** gene [REDACTED]
18 **To:** [REDACTED]
19 **Date Sent:** Sunday, November 11, 2018 7:05:27 PM GMT-08:00
20 **Date Received:** Sunday, November 11, 2018 7:05:28 PM GMT-08:00

21 Yes

22 Sent from my iPhone

23 On Nov 11, 2018, at 6:45 PM, [REDACTED] wrote:

24 Hi Gene,

25 Can I pitch my new commercial listing on Tuesday?

16. Bleecker handpicked certain members to accompany him to networking events that allowed both Bleecker and the invited members to improve their business prospects:

Subject: Private party at Bonefish on June 6th
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Monday, May 15, 2017 5:33:53 PM GMT-07:00
Date Received: Monday, May 15, 2017 5:33:53 PM GMT-07:00

Hello [REDACTED],

I heard that there is a **PRIVATE Real Estate party** planned for Tuesday June 6th from 5-8pm at the Bonefish Restaurant in the Valencia Town Center. It's a open happy bar and lot's of food for the Agents who are invited to go. **I was asked to invite a few of my Real Estate Friends to come with me**, so I wanted to reach out to you to see if this works in your schedule? It's not sponsored by me or my company, but **I loved closed party's which I am on the guestlist to promote my company**. It is sponsored by a small group of lenders. **Do you want to come to this fun night to get ready for Summer? Just let me know by responding to this email.** Gene

17. It becomes clear how access to Bleecker pays off for real estate agents via the following testimony from one agent in a YouTube video promoting Bleecker:

Over the years, Gene has introduced me to hundreds of agents, and networking with those agents has had a positive effect on my business. **It's allowed me to get deals that I normally would not have gotten.** I've gotten deals where we have not been the best offer or highest offer but only because of my reputation with those agents. And I credit that to my relationship with Gene Bleecker.¹

(Emphasis added)

Bleecker Involvement with Advisory Group Events

18. Bleecker's intimate involvement with planning Advisory Group events went far beyond his description of his activities in October 2019 as only introducing himself at meetings and talking about title insurance for five minutes. Bleecker was instrumental in putting together the tour bus caravans, discussing granular details of Group events, and serving as the gatekeeper for the Group's annual wine party:

¹ <https://www.youtube.com/watch?v=LJ2Iz2iTZ6U&t=2s>

1 **Subject:** Thanks for a great meeting today Everyone

2 **From:** Gene Bleecker [REDACTED]

3 **To:** [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

4 **Date Sent:** Friday, October 4, 2013 10:49:03 PM GMT-07:00

5 **Date Received:** Friday, October 4, 2013 10:49:03 PM GMT-07:00

6 Thank You for an amazing Board Meeting today. I am loving this new idea about a Monthly
7 Caravan. I think it has great potential to become a huge benefit to the Network Members if we
8 structure it right.

9 I am confident that once it's tweaked a bit it will be a great tool for us to have. I am committed
10 to this project 100%.

11 I promise to work closely with [REDACTED] to get our Affiliates moving in the right direction too.

12 Thanks Again Everyone for making this group so incredible. Gene

13 **Subject:** February 5th

14 **From:** gene [REDACTED]

15 **To:** [REDACTED]@wellsfargo.com>

16 **Cc:** [REDACTED]
[REDACTED]

17 **Date Sent:** Saturday, December 19, 2015 8:20:16 AM GMT-08:00

18 **Date Received:** Saturday, December 19, 2015 8:20:18 AM GMT-08:00

19 Hi [REDACTED] and Happy Saturday, Will you please confirm for our next Bus Tour in 2016. It will be on
20 Friday Feb. 5th

21 **Subject:** Dessert Bar for next week

22 **From:** gene [REDACTED]

23 **To:** [REDACTED]
[REDACTED]

24 **Date Sent:** Wednesday, February 4, 2015 10:14:51 AM GMT-08:00

25 **Date Received:** Wednesday, February 4, 2015 10:14:52 AM GMT-08:00

26 Hi Guys, the wine party is one week from tomorrow and the committee asked me to reach out to
27 you to confirm that you will be setting up the goodies at 5pm because the party starts at 6pm at
28 the Hilton next to Marie Calendars.

You will will also need to bring your own napkins, plates, and utensils if needed.

It will be a huge event and thanks again for doing this. Gene

Subject: THE #1 PARTY OF THE YEAR

From: Gene Bleecker [REDACTED]

To: [REDACTED]

Date Sent: Tuesday, November 10, 2015 12:29:17 PM GMT-08:00

Date Received: Tuesday, November 10, 2015 12:29:17 PM GMT-08:00

The #1 AGENT PARTY OF THE YEAR

Hi [REDACTED], This event is a huge hit in our Real Estate community. This wine party will feature 9 different wine stations sponsored and hosted by 9 of the top SCV brokerages each providing choices of red and white wines to enjoy. There will be non-alcoholic beverages available as well. All the food is being sponsored by affiliate sponsors but not Title. I am just a huge fan of this gathering.

Every table will offer an amazingly delicious array of wines including wonderful variety's of red and white wine. There all be a large assortment of hot appetizers and desserts to feast on.

This will be held on November 17th from 6-9PM at the Hilton on the Old Road next to Marie Calendars.


You may bring a significant other or spouse, **but please do not invite an affiliate.** Only invited affiliates only are allowed to attend and THANK YOU for understanding.

Please RSVP to this email if you have not RSVP!

19. It was obvious to Advisory Group members that Bleecker was heavily involved in planning events, as seen in this local real estate agent's Facebook post:



20. On November 14, 2017, the Advisory Group held a "Real Estate VIP Party" for invited agents and affiliates at the Tournament Players Club Valencia (now known as The Oaks Club at Valencia). On November 7, Baxter issued a check for \$1,000 to the Tournament Players Club from the Advisory Group's account as a deposit for the November 14 event. On November 9 Baxter signed a contract with the Tournament Players Club for the November 14 event. The contract and invoice for the event described it as follows:

	
STANDARD TERMS & CONDITIONS BANQUET & EVENT RECEPTIONS	
Contract Date:	11/7/2017
Event Name:	Mr. Bleeker's Event
Event Contact:	Sue Baxter
Contact Phone:	[REDACTED]
Contact Email:	gene [REDACTED]
Event Date:	11/14/2017

The Oaks Club at Valencia 26550 Heritage View Lane 661/288-1995	
Bleeker Event 6746576 Invoice # 1886	
HOST: mr bleecker	PLANNER/CONTACT:

21. In a February 2019 statement to the Department, Bleecker claimed that he never “had any knowledge of money coming in or out.” In his October 2019 interview with the Department, Bleecker stated that he has never used his personal credit card to pay for the Advisory Group’s expenses. On January 29, 2018, the Embassy Suites hotel in Palmdale, where the Antelope Valley chapter of the Advisory Group met, issued an invoice to the Group for \$245.28 for the use of a projector at that day’s meeting. Bleecker paid the invoice with his personal American Express credit card.

22. In March 2018, Baxter made clear to the Embassy Suites hotel in Palmdale that Bleecker had to approve the additional fee to expand the meeting room for the Group’s next meeting:

From: Sue Baxter [REDACTED]
Sent: Monday, April 2, 2018 9:27:50 AM
To: [REDACTED]
Subject: RE: A message from sue/Advisory Group

Sorry [REDACTED], I was waiting to get with Gene for his final approval. For the month of April we want to go ahead and open the room. We are not ready to make a full commitment yet, he wants to see how it works with the larger space
Thank you!
Sue

From: [REDACTED] [REDACTED]@embassysuitespalmdale.com>
Sent: Friday, March 30, 2018 1:46 PM
To: Sue Baxter [REDACTED]
Subject: Re: A message from sue/Advisory Group

Good Afternoon Sue,

I never heard back from you regarding my email below. I just wanted to follow up to see if you will be needing us to expand the room with the extra charge for the next meeting?

Bleecker Provided Food to Members through Advisory Group Control

23. Bleecker regularly provided food to Advisory Group real estate agent members through his control of the Group's operations and involvement in planning the Group's events:

Subject: Would you like to join us
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Thursday, January 26, 2012 6:50:45 PM GMT-08:00
Date Received: Thursday, January 26, 2012 6:50:45 PM GMT-08:00

Hi [REDACTED], Happy Thursday Night to you my friend. As you know the AG has now put together a monthly surplus with the dues we are paying to use at the Board's discretion. They wanted to put some of the monies aside to take a handful of our members out to dinner to create rapport with other Members in our Organization.

Can you join them for dinner on Thursday February 2nd at 5:30 at Barcelona Restaurant in Stevenson Ranch. It's the Board's way of saying Thank You for being such a great contributor to the Advisory Group. Dinner is on the AG so please bring an appetite. There will be a total of 6 at dinner. Please let me know as soon as you can.

Subject: Can I take you to lunch on Wednesday
From: Gene Bleecker [REDACTED]
To: [REDACTED]
Date Sent: Saturday, October 25, 2014 8:27:17 AM GMT-07:00
Date Received: Saturday, October 25, 2014 8:27:17 AM GMT-07:00

Hi [REDACTED], One of the things the AG Board likes to do is take some of its Members out to Lunch that they host. It's a great opportunity for you to meet other Members in a more smaller setting and to talk about building your business and sharing ideas.

Lunch is compliments of the Board (and not me) so the price is right, and I would really like for you to be involved in this group. Your input matters.

It will be on Wednesday October 29th at 12PM at the Chili's in Golden Valley (Canyon Country). All the lunches in the past were great success stories and this one should be equally beneficial.

PLEASE RESPOND TODAY SO I CAN GIVE THE BOARD THE GOOD NEWS.

I LOVE WORKING WITH YOU!!! Gene

Bleecker Conduct at Advisory Group Meetings

24. In his October 2019 interview with the Department, Bleecker stated that his role at Advisory Group meetings is limited to introducing himself, speaking only about First American tools and services for a short time, and taking photos of other members who speak. On September 10, 2019, a Department investigator attended an Advisory Group meeting of the Santa Clarita Valley chapter held at the Valencia Country Club. Bleecker was in the front of the room with a microphone and started the meeting. He introduced four real estate agents who discussed new listings in the area. A different person, possibly Mary Ordon, then discussed the benefits of being a member of the Group, such as help with video marketing, and the tour bus caravans mentioned above. Following this person's presentation, Bleecker also promoted the particular benefits discussed at the meeting and answered questions regarding them. He did not reference title insurance or title business at any point in the meeting, other than passing out some First American-branded promotional items.

25. On October 22, 2019, a Department investigator attended another Advisory Group meeting. Bleecker once again brought the meeting to order. The meeting itself mostly consisted of affiliates promoting their services and real estate agents promoting their current listings. Bleecker was the last speaker. He discussed a networking event featuring a speaker sharing insights on how members could grow their business. He admonished members to ensure they attend the event if they RSVP'd for it. Bleecker spent a short time discussing First American title tools, and then spoke about a "Mastermind Group" meeting at the Hyatt Regency Valencia hotel, where top-performing members would reveal their strategies for business success. He then ended the meeting by reminding members to stay for the semiannual Group photo.

1 **BLEECKER INVOLVEMENT WITH INNOVATIVE IMAGERY**

2 26. In 2005, Bleecker and his wife, Kelli, incorporated Gene-Kel Productions,
3 Inc. In 2009, Gene-Kel Productions changed its name to Innovative Imagery, Inc. Kelli
4 Bleecker is Innovative Imagery's CEO. Innovative Imagery's core business activity is
5 providing multimedia marketing services for other companies. Baxter provides
6 substantial assistance in operating Innovative Imagery. Ms. Bleecker operates
7 Innovative Imagery from the same townhome whose address is tied to the Advisory
8 Group's checking account, as referenced in Paragraph 7. Though Bleecker did not state
9 what entity rents the townhome, review of Innovative Imagery's bank records shows that,
10 as of 2017, the company paid Ms. Bleecker \$2,600 per month in rent, presumably for
11 use of the townhome.

12
13 27. The Advisory Group's website states, "Most Real Estate professionals do
14 not have a marketing firm, PR company, or advertising agency employed by them. The
15 Advisory Group secures these services of these business building organizations to assist
16 you in climbing the ladder of real estate success even higher." In other promotional
17 materials, as referenced in Paragraph 4, the Advisory Group states that it "has its own
18 personalized Marketing Department that goes to work for you. Our Network's success
19 has been attributed to the use of the Internet, Media and Social Media resources to
20 guarantee your home will get the exposure it deserves." It's not clear who the Group is
21 referring to when it mentions "business building organizations" or "personalized
22 Marketing Department." But from November 2017 to June 2019, the Advisory Group paid
23 Innovative Imagery \$10,490 in six separate installments to produce marketing videos for
24 Advisory Group members. And Brendan Bleecker, a relative of Bleecker to whom the
25 Advisory Group paid \$4,000 over 13 months from November 2017 to December 2018, is
26 also an Innovative Imagery employee. Lastly, the Advisory Group paid Kelli Bleecker
27 \$780 on October 10, 2017, for unspecified services.

28. One of the multimedia marketing options that Innovative Imagery offers to real estate agents in general and Advisory Group members specifically is called "List to Sold." For \$100, Innovative Imagery markets an Advisory Group member's listings on the Group's Facebook page and other social media platforms. Another Innovative Imagery service is called "On Me." For \$60, Advisory Group members can purchase coupons from local businesses that they can offer to potential clients for a 3-month period.

29. In Bleecker's May 2018 interview with the Department's investigator, he stated that he doesn't market Innovative Imagery to his clients because it doesn't pertain to his business and "it would be a huge conflict." The forms to sign up for the "List to Sold" and "On Me" services are available at Advisory Group meetings. At the September 10, 2019 Advisory Group meeting referenced in Paragraph 24, a Department investigator saw Bleecker promote the two Innovative Imagery services and answer questions members had about them. Review of Bleecker's emails also shows that he directly marketed Innovative Imagery products to his clients:

Subject: SCV Board: Talking about the On Me Program at our Tuesday's Meeting

From: Gene Bleecker [REDACTED]

To: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Date Sent: Thursday, March 22, 2018 6:22:57 AM GMT-07:00

Date Received: Thursday, March 22, 2018 6:22:57 AM GMT-07:00

Can I get 2 or 3 volunteers from the SCV Board to talk about the benefits of the On Me Program to the Group at Tuesday's meeting? Would any of you like to do this? I sure hope so. Gene

Subject: On Me For Business

From: Gene Bleecker [REDACTED]

To: [REDACTED]

Date Sent: Tuesday, November 8, 2016 12:14:51 PM GMT-08:00

Date Received: Tuesday, November 8, 2016 12:14:51 PM GMT-08:00

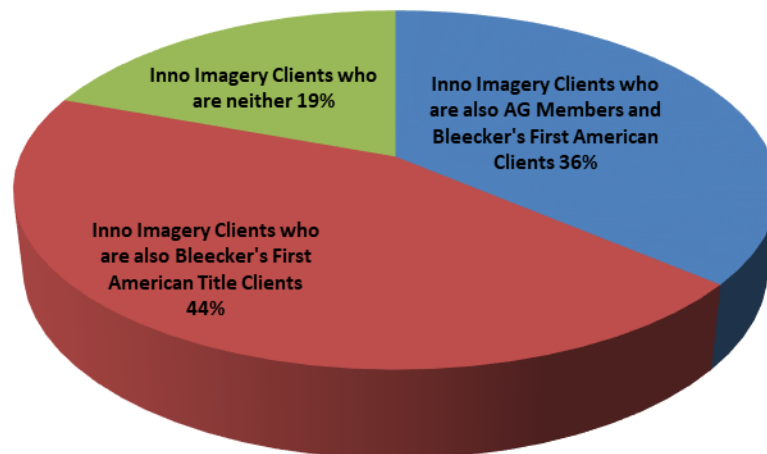
Attachments: On Me.pdf, [REDACTED] OnMe1.pdf

Here is the business sign up for the On Me and a sample On Me flyer. Gene

30. Analysis of Innovative Imagery's "On Me" program users shows the following relationship between Advisory Group members and others who use Bleecker for their title needs in the course of their real estate transactions:

Innovative Imagery "On Me" Coupon Customers

- Inno Imagery Clients who are also AG Members and Bleecker's First American Title Clients
- Inno Imagery Clients who are also Bleecker's First American Title Clients
- Inno Imagery Clients who are neither



BLEECKER ASSOCIATION WITH MADISON BENVENISTE

31. In approximately 2017 or early 2018, Bleecker hired an assistant named Madison Benveniste. In Bleecker's October 2019 interview with the Department, he stated that he hired Benveniste to train his clients in using First American's tools and services. And while Benveniste provided that kind of training, Bleecker also deployed Benveniste to train his clients in mastering social media marketing, which has nothing to do with title insurance.

32. On June 20, 2019, Benveniste sent several real estate agents, with copy to Bleecker, a detailed and diagrammed 15-page attachment titled "Top 7 Social Media and Marketing Strategies for 2019." Tips included:

- Be Hyper-local and do Micro-Marketing
- Identify Opportunities for targeting homeowners on Facebook/Instagram
- Video is KING
- Tell a story, show your personality, build trust along the way
- Facebook & Insta-Stories build relationships that convert
- Messenger Bots and Chatbots
- Social Listening and turning data into dollars

33. Real estate agents quickly realized the benefits that such training could offer:

Subject: Re: Thank you for attending!

From: [REDACTED]

To: Madison Benveniste [REDACTED]

Cc: Gene Bleecker [REDACTED]

Date Sent: Thursday, June 27, 2019 11:50:06 AM GMT-07:00

Date Received: Thursday, June 27, 2019 11:50:09 AM GMT-07:00

Hi Madison,

I am sure everyone is asking to set an appointment with you so now it's my turn to ask!! Can we please set a time that you can go over boosting facebook posts and instagram ? My son is going to be assisting me so I would like him here too.

34. Bleecker was wary of leaving evidence that Benveniste was providing training on topics other than First American tools, as shown in his admonishment to a real estate agent who created a flier for Facebook training with Benveniste's name on it:

From: Gene Bleecker [REDACTED]
Sent: Tuesday, February 19, 2019 9:08:41 PM
To: [REDACTED]
Subject: Re: This is what I have so far for Madison

It should not have Madison's name on it with that topic. Madison can only train on First American tools. Your heading should be "Your Social Media Team Presents"

And indeed, the agent changed the flyer as Bleecker requested:

Subject: Re: This is what I have so far for Madison
From: [REDACTED]
To: Gene Bleecker [REDACTED]
Date Sent: Tuesday, February 19, 2019 9:35:17 PM GMT-08:00
Date Received: Tuesday, February 19, 2019 9:35:21 PM GMT-08:00

Sorry, I meant to send you a different one but instead I will follow your suggestion 😊



1 35. In Bleecker's October 2019 interview with the Department, he stated that
2 he paid Benveniste through Innovative Imagery. Indeed, Innovative Imagery paid
3 Benveniste \$10,200 from March 2018 to October 2018, via checks signed by Kelli
4 Bleecker.

5
6 36. First American learned of Benveniste's work for Bleecker, and, according
7 to its Operations Counsel, reprimanded Bleecker for using someone who was not
8 employed by the company to create unapproved marketing materials on its behalf. As a
9 result, in approximately late 2018 or early 2019, First American hired Benveniste directly.
10 She left First American at approximately the same time as Bleecker in January 2020.

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FIRST AMERICAN OVERSIGHT OF BLEECKER

37. In 2017, Patricia Chaffee became Bleecker's manager at First American. In two interviews with the Department's investigator, Chaffee stated that she rarely met with Bleecker. She also stated that Bleecker had a good deal of independence at First American because he met his sales goals and was a top producer. Chaffee claimed that higher management at First American told her to leave Bleecker alone because of Bleecker's status.

38. Bleecker's manager at First American before Chaffee was Gabriel Crecion. In May 2015, Bleecker emailed Crecion that he was considering expanding the Advisory Group to Antelope Valley, and was concerned about the reaction of the First American marketing representatives already assigned to that area. Crecion asked his manager, Judd Hoffman, to review Crecion's draft response to Bleecker's email, to which Hoffman replied:

On May 15, 2015, at 12:53 PM, Hoffman, Judd <[REDACTED]> wrote:

Perfect but also let him know you 100% support him.

[REDACTED]

He just always needs to feel that he's the man

39. Crecion stated in his interview with the Department that he knew Bleecker was one of the most productive marketing representatives at First American, and Crecion should not upset him because "he might take his business elsewhere." Hoffman reiterated this message in response to Crecion in June 2016, when Crecion relayed some concerns that arose due to the perception that Bleecker was encroaching upon the territories of other First American marketing representatives:

On Jun 1, 2016, at 8:14 AM, Hoffman, Judd <[REDACTED]> wrote:

Gene did 300K this month. He's doing us a "solid". He's one of your strongest Reps. Try not to lose him.

40. In his interview with the Department, Crecion stated that higher management at First American mentioned to him that Bleecker belonged to the Advisory Group, and the Group drove Bleecker's business. Indeed, Bleecker regularly updated First American's management of the growth of the Group, and the benefits to himself and the company that came along with it:

Subject: Re: Hitting the 125 member mark

From: gene [REDACTED]

To: "Wilson, Philip A." <[REDACTED]>

Date Sent: Thursday, January 19, 2017 12:56:27 PM GMT 08:00

Date Received: Thursday, January 19, 2017 1:02:12 PM GMT 08:00

Excited about us getting our collective goals together. Gene

Sent from my iPhone

> On Jan 19, 2017, at 12:11 PM, Wilson, Philip A. <[REDACTED]> wrote: >
> Should be a big year for all areas of the north county. Very excited. Thank you for all the hard work Gene. >

> _____ >

> Philip Wilson

> VP, Division Area Manager, Los Angeles & Ventura County > Operations

>

> First American Title Company

> 655 N. Central Avenue Ste 800, Glendale, CA 91203 > <http://www.firstam.com> | NYSE: FAF

>

> Work Phone: [REDACTED]

> Mobile Phone: [REDACTED]

> Email: [REDACTED]

>

>

>

> Original Message

> From: [gene](#) [REDACTED] > Sent: Thursday, January 19, 2017 11:39 AM > To: Wilson, Philip A.; Crecion, Gabriel > Subject: Hitting the 125 member mark

>

> The AG AV is still growing. Enjoy the market share increase. Gene >

1 On Dec 16, 2017, at 8:01 AM, Wilson, Lee <[REDACTED]> wrote:
2 That would be awesome growth.
3 Lee Wilson
4 Area Manager
5 First American Title
6 207 Goode Ave, #410
7 Glendale, CA 91203
8 [REDACTED]
9 On Dec 16, 2017, at 7:52 AM, "gene" [REDACTED] wrote:
10 I want us to grow to 150 by February.
11 Sent from my iPhone
12 On Dec 16, 2017, at 7:37 AM, Wilson, Lee [REDACTED] wrote:
13 Great picture! Congrats on the membership.
14 Lee
15 Lee Wilson
16 Area Manager
17 First American Title
18 207 Goode Ave, #410
19 Glendale, CA 91203
20 [REDACTED]
21 On Dec 15, 2017, at 8:32 PM, "gene" [REDACTED] wrote:
22 AG AV is now at 125 Members :)

19 41. Former First American Title Operations Manager Lee Wilson not only
20 attended but spoke at an Advisory Group meeting. Wilson stated in an interview with the
21 Department that Bleecker appeared to be the "master of ceremonies" at the meeting.
22 Wilson also stated it would only be an assumption that the Group somehow belonged to
23 Bleecker. In February 2018, Bleecker wrote the following email to Wilson:

1 From: Wilson, Lee [REDACTED]
2 Sent: 2/21/2018 2:44:47 PM
3 To: gene [REDACTED]
4 Subject: Re: Daily Sales Report 02/20/18
5 Attachments: Picture (Device Independent Bitmap) 1.jpg

6 Very good! It was a great day.

7 Lee Wilson
8 Area Manager

9 First American Title
10 207 Goode Ave, #410
11 Glendale, CA 91203

12 [REDACTED]
13 On Feb 21, 2018, at 6:43 AM, "gene [REDACTED]" wrote:

14 TY! I had 16 people join the antelope Valley Advisory Group yesterday. It was a great day for
15 me :)

16 42. First American provides its title representatives with "Guidelines for
17 Marketing & Communications." One of the guidelines for complying with state and
18 federal anti-inducement laws is to "[a]void any offer to assist others in 'growing your
19 business,' 'marketing successfully,' 'generating leads,' or any other offer of business
20 expertise. These intangible benefits are considered by regulators as 'things of value'
21 under [state and federal anti-inducement laws]." As seen in Bleecker's various
22 communications to current and prospective Advisory Group members, he has frequently
23 used the type of language that this guideline states should be avoided. Nonetheless,
24 Bleecker told the Department that, as of October 2019, no one at First American had
25 ever counseled him regarding his sales practices.
26
27
28

1 43. Every month from November 2017 to March 2019, including twice in March
2 2018, First American paid \$1,250 to Innovative Imagery, for a total of \$22,500 paid
3 during this time period. Bleecker could not definitively explain to the Department why
4 First American was making these payments. Bleecker also paid Innovative Imagery
5 \$1,250 per month in the same time period. Besides one of First American's two
6 payments in March 2018, the payments from First American to Innovative Imagery and
7 from Bleecker to Innovative Imagery were made on the same day each month.

8
9 **STATUTORY ALLEGATIONS PERTAINING TO RESPONDENT BLEECKER**

10 44. The facts alleged above in Paragraphs 4 through 36 show that Respondent
11 Bleecker paid, directly or indirectly, a commission, compensation, or other consideration
12 to any person as an inducement for the placement or referral of title business in violation
13 of California Insurance Code § 12404(a), and constitute grounds for the Insurance
14 Commissioner to restrict, suspend, or revoke Respondent Bleecker's certificate of
15 registration pursuant to Insurance Code § 12418.4(b).

16
17 45. The facts alleged above in Paragraphs 4 through 36 show that Respondent
18 Bleecker engaged in the following activities, whether performed directly or indirectly,
19 which are deemed per se inducements for the placement or referral of title insurance
20 business by any person and are unlawful:

- 21
22 • Paying or offering to pay, furnishing or offering to furnish, or providing or
23 offering to provide assistance with the business expenses of any person, in
24 violation of Insurance Code § 12404(c)(1);
25 • Furnishing or offering to furnish all or any part of his time or productive
26 effort to any person for any service unrelated to the title business, in
27 violation of Insurance Code § 12404(c)(6);
28

- Advertising or paying for the advertising in any newspaper, newsletter, magazine, or publication that is produced by, or on behalf of, a person, in violation of Insurance Code § 12404(c)(7);
- Making expenditures for food, beverages, and entertainment for a person, in violation of Insurance Code § 12404(c)(8); and
- Furnishing education or educational materials not exclusively related to the business of title insurance, in violation of Insurance Code § 12404(d)(2).

Such actions constitute grounds for the Insurance Commissioner to restrict, suspend, or revoke Respondent Bleecker's certificate of registration pursuant to Insurance Code § 12418.4(b).

46. The facts alleged above in Paragraphs 4 through 36 provide the Insurance Commissioner with reason to believe that Respondent Bleecker has violated the provisions of Insurance Code § 12404, and constitute grounds for the Insurance Commissioner to require the surrender of, or temporarily suspend or revoke either permanently or temporarily Respondent Bleecker's certificate of registration, and, in addition, impose a monetary penalty payable from Respondent Bleecker's personal funds, pursuant to Insurance Code § 12418.4(d).

47. The facts alleged above in Paragraphs 4 through 36 show that it would be against public interest to permit Respondent Bleecker to continue to act as a title marketing representative, and constitute grounds for the Insurance Commissioner to suspend or revoke his certificate of registration pursuant to the provisions of Insurance Code §§ 1668(b), 1738, and 12418.4(a).

1 **STATUTORY ALLEGATIONS PERTAINING TO RESPONDENT FIRST AMERICAN**

2 48. The facts alleged above in Paragraph 2 show that Respondent Bleecker
3 was at all times an agent of Respondent First American in the course of Respondent
4 Bleecker's activities alleged elsewhere in this Accusation. As such, the facts alleged
5 above in Paragraphs 4 through 43 show that Respondent First American paid, directly or
6 indirectly, a commission, compensation, or other consideration to any person as an
7 inducement for the placement or referral of title business in violation of California
8 Insurance Code § 12404(a), and constitute grounds for the Insurance Commissioner to
9 restrict or suspend Respondent First American's license on a statewide basis or in
10 specified counties and recover a penalty of five times the amount of any commission or
11 unlawful rebate paid by it pursuant to Insurance Code § 12409(a). In no event shall the
12 penalty recovered by the Commissioner be less than \$5,000, pursuant to Insurance
13 Code § 12409(b).

14
15 49. The facts alleged above in Paragraph 2 show that Respondent Bleecker
16 was at all times an agent of Respondent First American in the course of Respondent
17 Bleecker's activities alleged elsewhere in this Accusation. As such, the facts alleged
18 above in Paragraphs 4 through 43 show that Respondent First American engaged in the
19 following activities, whether performed directly or indirectly, which are deemed per se
20 inducements for the placement or referral of title insurance business by any person and
21 are unlawful:

- 22
23 • Paying or offering to pay, furnishing or offering to furnish, or providing or
24 offering to provide assistance with the business expenses of any person, in
25 violation of Insurance Code § 12404(c)(1);
26 • Furnishing or offering to furnish all or any part of an employee of First
27 American to any person for any service unrelated to the title business, in
28 violation of Insurance Code § 12404(c)(6);

- Advertising or paying for the advertising in any newspaper, newsletter, magazine, or publication that is produced by, or on behalf of, a person, in violation of Insurance Code § 12404(c)(7);
- Making expenditures for food, beverages, and entertainment for a person, in violation of Insurance Code § 12404(c)(8); and
- Furnishing education or educational materials not exclusively related to the business of title insurance, in violation of Insurance Code § 12404(d)(2).

Such actions constitute grounds for the Insurance Commissioner to restrict or suspend Respondent First American's license on a statewide basis or in specified counties and recover a penalty of five times the amount of any commission or unlawful rebate paid by it pursuant to Insurance Code § 12409(a). In no event shall the penalty recovered by the Commissioner be less than \$5,000, pursuant to Insurance Code § 12409(b).

Dated: April 5, 2021

CALIFORNIA DEPARTMENT OF INSURANCE

By: _____
Eugene Kalinsky
Attorney for
CALIFORNIA DEPARTMENT OF INSURANCE