

William Rod LaRocque
Sudbury, Ontario
Registration Number: R30269

HEARING DATE: April 18, 2019

MISCONDUCT: Ontario Regulation 991, s. 15.3

PARTICULARS OF THE COMPLAINT:

At all material times William Rod LaRocque was a registered insurance broker and conducting business in the Sudbury, Ontario area.

As a result of information forwarded to RIBO it appears that William Rod LaRocque may have committed misconduct by offering to donate a part of his commission as a charitable donation on behalf of the members of the public who purchase an insurance policy from him.

DISCIPLINE COMMITTEE'S DISPOSITION:

The Discipline Committee accepted the plea of guilty and accepted the evidence adduced by RIBO and by Counsel for William Rod LaRocque in support of the plea of guilty, including an Agreed Statement of Fact and Joint Submission as to penalty, signed on April 18, 2019 by William Rod LaRocque and found that William Rod LaRocque is guilty of misconduct as set out in the Direction with respect to Section 15.3, Ontario Regulation 991. The Discipline Committee, therefore, ordered:

- (a) that William Rod LaRocque be reprimanded for his actions.
- (b) that William Rod LaRocque pay a fine in the amount of \$15,000.00 and made payable to the Minister of Finance and to be received by RIBO on or before May 5, 2019.
- (c) that William Rod LaRocque take steps on a particular website to indicate a Notice or Disclaimer that a certain Program was not available in the Province of Ontario and to take steps to eliminate the Ontario field so that Ontario residents would not be able to obtain a quote and participate in the Program. These steps are to be completed on or before May 15, 2019.
- (d) that William Rod LaRocque amend the Regulatory Disclosure Statement currently posted on a brokerage's website under the heading of the Program that it is not available in the Province of Ontario. No proceedings will be brought against the brokerage over the facts and issues resolved by this Agreement.