UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF FLORIDA FORT LAUDERDALE DIVISION

PRESTIGE INSURANCE GROUP, LLC, a Delaware limited liability company, and ULISES CICCIARELLI, individually,

Plaintiffs, Case No.: 0:21-cv-60515-FAM

Hon. Federico A. Moreno

VS.

**ALLSTATE INSURANCE COMPANY,** an Illinois corporation,

Defendant.

PLAINTIFFS' MEMORANDUM IN OPPOSITION TO DEFENDANT'S PARTIAL MOTION TO DISMISS PLAINTIFFS' COMPLAINT

Plaintiffs, Prestige Insurance Group, LLC, a Delaware limited liability company ("Prestige"), and Ulises Cicciarelli ("Cicciarelli") state as follows for their Memorandum in Opposition to Defendant's Partial Motion to Dismiss Plaintiffs' Complaint against Allstate Insurance Company ("Allstate"):

#### I. INTRODUCTION

Ulises Cicciarelli is a business professional who has engaged in various business ventures in both the real estate and insurance industries in Florida for many years. He has held professional licenses in Florida since 2006, including as a real estate broker, a mortgage broker, and an insurance broker. In over 14 years of professional licensure, Cicciarelli never had a single complaint filed against him, nor did he even have a formal investigation instituted against him – until he became associated with Allstate.

In early 2020, Allstate approached Cicciarelli to become an insurance agent, and Cicciarelli thereafter completed the process to become an agent for Allstate. He formed Prestige to operate the agency, and he became an exclusive agent in August of 2020.

Cicciarelli and Prestige quickly became the most successful Allstate agency in the country. While these efforts earned substantial business and profit for Allstate, they also bound Allstate to pay significant commissions to Cicciarelli and Prestige. Allstate, as part of what Plaintiffs allege was a company-wide campaign to reduce its payment obligations for commissions, began a campaign to improperly terminate its obligations to Cicciarelli and Prestige. Allstate ultimately terminated Plaintiffs' agency in November of 2020.

Plaintiffs filed their six-count Complaint (**Exhibit A**) on March 5, 2021 and granted Allstate a 3-week extension to respond to the Complaint. Allstate filed its motion to dismiss on April 28, 2021, seeking dismissal of three counts of Plaintiffs' complaint against it: Count II for Fraudulent Inducement; Count IV for Violation of Florida's Franchise Act; and Count V for Defamation. For the reasons set forth below, this Court should deny Allstate's motion. Alternatively, Plaintiffs request the opportunity to amend their Complaint to provide more particular allegations regarding their claims to the extent this Court believes any of Plaintiff's claims are not adequately pled.

#### II. FACTS

Plaintiff Prestige is a Delaware limited liability company authorized to do business in Florida, and Cicciarelli is Prestige's sole member. *Complaint* (Doc. 1) at ¶ 1 and 3.

Cicciarelli has held professional licenses with the State of Florida since 2006 when he was employed as a real estate broker associate with Florida Realty of Miami. *Id.* at ¶ 7. In 2010, Cicciarelli, became President/Broker of Prestige Real Estate Services Inc., where he oversaw

brokerage operations for a real estate brokerage which he owned. Id. at ¶ 9. Cicciarelli also held a mortgage brokers license. Id. at ¶ 10. In those 14 years of Florida professional licensure, Cicciarelli never had any complaint or even a formal investigation instituted against him. Id. ¶ 11.

In March 2019, Cicciarelli began working with Defendant Allstate as a Producer in order to learn the insurance business and ultimately become an Agency Owner. *Id.* at ¶ 12. In April 2020, Cicciarelli was approached by an Allstate Field Sales Leader ("FSL"), Kaylee Colvard to become an insurance agent for Allstate. *Id.* at ¶ 13. Cicciarelli had many discussions with Allstate employees, representatives and agents who made representations regarding the benefits of becoming an Allstate agent. *Id.* at ¶ 14. These representations and inducements resulted in Cicciarelli executing an Agent Pre-Appointment Agreement For Allstate Exclusive Agency Program in March of 2020 and ultimately, agency agreements. *Id.* at ¶ 15.

Part of the material inducements made to Cicciarelli by Allstate was an Enhanced Compensation Plan "designed to provide additional compensation that rewards new agency owners for profitable growth and helps them deliver on the customer value proposition through the trusted advisor model." *Id.* at ¶ 16. The Enhanced Compensation Plan was delivered to Cicciarelli by FSL Kaylee Colvard via the Allstate Exclusive Agent Opportunity Tool (EAOT), which projects future commissions and bonuses. *Id.* at ¶ 17.

Subsequently, Cicciarelli was guided through the process of becoming an Allstate agent by numerous individuals representing Allstate's interests including Kaylee Colvard and Char Jordan, Territory Sales Leader ("TSL"). *Id.* at ¶ 18. In or around April of 2020, Cicciarelli made application to Allstate for an exclusive agency agreement. *Id.* at ¶ 19.

Cicciarelli's assigned FSL, Kaylee Colvard, from Allstate provided all the financial information for Cicciarelli's business plan which he did not create. *Id.* at ¶ 20. Cicciarelli made

representations in the application with the assistance and encouragement of those acting on behalf of Allstate which, unbeknownst to Cicciarelli, would form the basis of his wrongful subsequent termination by Allstate. Id. at  $\P 21$ .

Cicciarelli and Prestige were in regular communication with Allstate from the time of application through the execution of the agency agreements discussed below and subsequently regarding all aspects of Cicciarelli and Prestige's operations. *Id.* at ¶ 22. On July 23, 2020, Cicciarelli executed Allstate's R3001S Exclusive Agency Agreement ("R3001S") in his individual capacity. See *Id.* at **Exhibit B** and ¶ 23. The R3001S purports to govern the independent contractor relationship between Allstate and Cicciarelli. *Id.* at ¶ 25. On August 3, 2020, Prestige executed Allstate's R3001C Exclusive Agency Agreement ("R3001C") in its corporate capacity. *Id.* at ¶ 26.

From the commencement of operations, Cicciarelli and Prestige, by all objective calculations, was the most successful Allstate agent in the country. *Id.* at ¶28. These efforts earned substantial profit for Allstate and were contractually bound to earn commensurate commissions for Cicciarelli and Prestige. *Id.* at ¶29. Unbeknownst to Cicciarelli and Prestige during and after their onboarding process, Allstate was developing internal policies and procedures intended to reduce the commissions and bonuses paid to agents regardless of contractual obligations and increase the profits kept by Allstate on premiums. *Id.* at ¶30.

Among other initiatives, Allstate, in June of 2020 or earlier, began a "Direct Channel Pricing" initiative. *Id.* at ¶ 31. Allstate introduced a "channel of bind" in the District of Columbia and upon information and belief, elsewhere. *Id.* Through this initiative, customers bound through Allstate approved websites and mobile applications or an Allstate call center would receive lower cost insurance policies ("Policies") based on Allstate's circumvention of commissions paid to its

agents. Id. at ¶ 32. Aside from this initiative, upon information and belief, Allstate sought to reduce commissions and bonuses paid to its contracted agents including Cicciarelli and Prestige by contrived default of their agency agreement. Id. at ¶ 33. None of these initiatives or plans by Allstate were disclosed to Cicciarelli prior to the execution of the agreements.

Although Cicciarelli and Prestige constantly and proactively communicated with Allstate regarding their operations, Allstate took notice of the immediate substantial success of Cicciarelli and Prestige. *Id.* at ¶ 34. Allstate determined that Plaintiffs' success, while benefiting Allstate's profits, would require substantial commissions and bonuses to be paid to Plaintiffs under the terms of their compensation structure as set forth in the agreements with Plaintiffs, including the Enhanced Compensation Plan. *Id.* at ¶ 35. In order to ascertain some inconsequential basis to terminate the agreements with Plaintiffs, Allstate began an "investigation" to determine the veracity of representations made by Plaintiffs in their application. *Id.* at ¶ 36.

Allstate began a simultaneous investigation regarding the Policies written by Plaintiffs' employees and agents. Id. at ¶ 37. Plaintiffs and their employees fully complied and participated in Allstate's sham investigation providing details, e-mails and text messages of all relevant communications and even provided further information subsequent to the interviews, which substantiated that all the policies were written to Allstate's standards. Id. at ¶ 40.

From the date it began its "investigation" through November 13, 2020, Allstate allowed Plaintiffs to continue to pay overhead costs for operations while Allstate continued to profit by collecting premiums for customers who bound coverage because of Plaintiffs' efforts. *Id.* at ¶ 47. By letter dated November 13, 2020, Allstate terminated the R3001C Agreement with Prestige ("Termination Letter"). *Id.* at ¶ 48.

The Termination Letter purported that "Allstate is taking this action for reasons that include providing false information to the company and failing to issue policies according to Allstate guidelines." Id. at ¶ 50.

In correspondence dated November 17, 2020, Allstate published a letter to the Florida Office of Insurance Regulation communicating that Cicciarelli had been terminated for cause for providing false information to the company and failing to issue Policies according to Allstate guidelines. *Id.* at ¶ 52; see also *Id.* at **Exhibit B** ("The 'for-cause' termination reason is due to providing false information to the company and failing to issue policies according to Allstate guidelines.").

That November 17, 2020, correspondence was known to be false by Allstate at the time it was sent and offered to provide the Florida Office of Insurance Regulation "supporting documentation." *Id.* at ¶¶ 53-54.

Plaintiffs subsequently requested and were refused the supporting documentation or any additional information regarding the termination. Id. at ¶ 55. These communications among other relating to the inducements made to Plaintiffs are in Allstate's possession.

In correspondence dated December 14, 2020, Allstate stated: "We will not provide you with any of the internal investigation material that you requested." *Id.* Allstate further communicated in the December 14, 2020, correspondence, that despite profiting from Plaintiffs' performance under the Agreements both before and after the commencement of the "investigation", it would not pay any bonus commissions to Plaintiffs earned from the inception of the relationship on August 1, 2020. *Id.* at ¶ 56.

There was no valid basis for Allstate to terminate the Agreements for cause and to withhold payment of bonuses earned in 2020 under the Enhanced Compensation Plan. *Id.* at  $\P$  58. Plaintiffs

did not provide false information to Allstate as it was in constant communication regarding all aspects of its business operations and Allstate assented to all changes to Plaintiffs' proposed operations. *Id.* at  $\P$  59. Plaintiffs also did not fail to issue Policies according to Allstate guidelines. *Id.* at  $\P$  62.

#### A. Count II - Fraudulent Inducement

Plaintiffs alleged that the representations made by Allstate by and through senior management to Plaintiffs were material and induced Plaintiffs to enter into the Agreements. *Id.* at  $\P$  87. Allstate made these representations expecting that Plaintiffs would rely on the representations when entering into the Agreement. *Id.* at  $\P$  88. Plaintiffs did rely on those representations and were induced by those representations to enter into the agreements. *Id.* at  $\P$  89. As a result of Allstate's unilateral internal policy modifications, Plaintiffs have suffered and will continue to suffer injury. *Id.* at  $\P$  90.

## **B.** Count IV - Violation of Florida Franchise Act

Plaintiffs alleged that they and Allstate had a commercial relationship of definite duration or continuing indefinite duration. *Id.* at ¶ 103. Plaintiffs were granted the right to offer, sell, and distribute services organized and directed by Allstate. *Id.* at ¶ 104. Plaintiffs' independent business constitutes a component of Allstate's distribution system. *Id.* at ¶ 105. The operation of Plaintiffs' business is substantially reliant on Allstate. *Id.* at ¶ 106. Plaintiffs are "franchisees" under the Florida Franchise Act ("Act"), Fla Stat Ann 817.416, who were granted the right to sell Allstate insurance products pursuant to Allstate's standards and requirements. *Id.* at ¶ 107.

Allstate intentionally misrepresented the prospects or chances for success of Plaintiffs' proposed agency. *Id.* at ¶ 108. Allstate intentionally misrepresented or failed to disclose efforts to establish the Direct Pricing initiative as well as a new independent agency model which allows

independent agencies to sell Allstate products at a higher commission rate. *Id.* at ¶ 109. Allstate's Direct Pricing initiative has reduced Plaintiffs' ability to sell its book of business for fair value, if at all, in violation of the Act. *Id.* at ¶ 110. Allstate's misrepresentations and failures to disclose are violations of the Act. *Id.* at ¶ 111. Plaintiffs suffered damages as a result of Allstate's actions and omissions. *Id.* at ¶ 112.

## C. Count V – Defamation.

Plaintiffs alleged that Allstate's correspondence to the Florida Office of Insurance Regulation was a publication. Id. at ¶ 14. The statements that Cicciarelli provided false information to Allstate and failed to issue Policies according to Allstate guidelines were false. Id. at ¶ 115. Allstate acted with knowledge or reckless disregard as to the falsity of these matters which were defamatory. Id. at ¶ 116. Cicciarelli has suffered and will suffer damages as a result. Id. at ¶ 117.

#### III. ARGUMENT

#### A. Legal Standard.

Under the notice pleading standard of Rule 8(a) of the Federal Rules of Civil Procedure, complaints should be short and simple and should give the adversary notice of the claim. *Lotierzo v Woman's World Med Ctr, Inc.*, 278 F.3d 1180, 1183 (11<sup>th</sup> Cir. 2002). "To survive ... a complaint must contain sufficient factual matter, accepted as true, to 'state a claim to relief that is plausible on its face'." *Chaparro v. Carnival Corp.*, 693 F.3d 1333, 1337 (11th Cir. 2012), citing *Ashcroft v. Iqbal*, 556 U.S. 662, 129 S.Ct. 1937, 173 L.Ed.2d 868 (2009).

When ruling on a motion to dismiss, a court must view the complaint in the light most favorable to the plaintiff and accept the plaintiff's well-pleaded facts as true. *St. Joseph's Hosp.*, *Inc. v. Hosp. Corp. of Am.*, 795 F.2d 948, 953 (11th Cir. 1986). A plaintiff's "[f]actual allegations

must be enough to raise a right to relief above the speculative level on the assumption that all of the complaint's allegations are true." *Bell Atl. Corp. v. Twombly*, 550 U.S. 544, 545 (2007).

Moreover, while a district court is not required to grant a plaintiff leave to amend its complaint *sua sponte*, a court should give a plaintiff an opportunity to amend a complaint upon request, rather than dismiss it when "it appears that a more carefully drafted complaint might state a claim upon which relief could be granted." *Bloom v. Alvereze*, 498 F. App'x 867, 884 (11th Cir. 2012). Therefore, "a court should only grant a motion to dismiss where the defendant demonstrates that the plaintiff cannot prove any set of facts in support of his claim which would entitle him to relief." *Id.* (citing *Conley v. Gibson*, 355 U.S. 41, 45-46 (1957)).

## B. Allegations of Fraud and Violations of FFA.

Plaintiffs have sufficiently pled the requirements for a claim of fraud or fraudulent inducement which are: "(1) a false statement regarding a material fact; (2) the statement maker's knowledge that the representation is false; (3) intent that the representation induces another's reliance; and (4) consequent injury to the party in reliance." *Thompkins v. Lil' Joe Records, Inc.*, 476 F.3d 1294, 1315 (11th Cir. 2007) (internal citations omitted). Moreover, reliance on deliberate silence is also sufficient to state a claim for fraud. *Melton v. Century Arms, Inc.*, 243 F. Supp. 3d 1290, 1300 (S.D. Fla. 2017).

While Plaintiffs have not specifically alleged the time and specific inducements made to them, Plaintiffs have identified Kaylee Colvard and Char Jordan as those who made representations to Plaintiffs. *Complaint* (Doc. 1) at ¶¶ 13, 17-18. Additional individuals with whom Plaintiffs interacted include Mikhail Kozlov, Ysabel Cardenas, Ashley Fuentes and Juan Todero. Moreover, Plaintiffs have alleged that Allstate failed to disclose its internal policy initiatives, commenced in June of 2020 or earlier, to avoid contractual obligations and increase the profits

kept by Allstate on premiums and its intent to reduce commissions and bonuses paid to its contracted agents including Cicciarelli and Prestige, by contrived default of their agency agreements. *Id.* at ¶¶ 28-33. These internal policies are not within Plaintiffs' possession but are, upon information and belief, maintained by Allstate.

These allegations in the complaint satisfy Rule 9(b) by "alerting defendants to the precise misconduct with which they are charged." *U.S. ex rel Mastej v. Health Mgmt. Asso., Inc.*, 591 Fed. Appx. 693, 703 (11th Cir. 2014) (citations omitted); see also *U.S. ex rel Matheny v. Medco Health Solutions*, Inc., 671 F. 3d 1217, 1225 (11th Cir. 2012) (rejecting 9(b) challenge). To the extent more particular allegations of specific statements aside from Allstate's silence are required, Plaintiffs request the opportunity to amend their Complaint to address such inducements.

# C. Counts II and IV Are Not Barred by the Merger Clause

Allstate's memorandum would erroneously suggest that any claim for fraudulent inducement is barred by the merger clause or the independent tort doctrine.

Under Florida law, if the tort alleged is an "independent tort," meaning it involves acts that are independent of a contractual breach, then it will not be barred by the economic loss rule. *See Nationwide Advantage Mortgage Co. v. Fed. Guar. Mortgage Co.*, No. 09–20372–CIV, 2010 WL 2652496, at \*4 (S.D.Fla. Feb.26, 2010). An inducement claim is such an example of independent tort "because it is a tort independent of a breach of contract claim in that it 'requires proof of facts separate and distinct from the breach of contract'." *Int'l Star Registry of Ill. v. Omnipoint Marketing*, 510 F.Supp.2d 1015 (S.D.Fla.2007) (quoting *Indem. Ins. Co. of N. Am. v. Am. Aviation, Inc.*, 891 So. 2d 532, 537 (Fla. 2004)).

Moreover, the merger clause, and related economic loss doctrine, is inapplicable the fraudulent inducement is actually extraneous to the contract itself. See *Medalie v. FSC Sec.*, 87

F.Supp.2d 1295, 1305 (S.D.Fla.2000). For instance, if the ability of one party to negotiate fair terms is undermined by the defendant's fraudulent behavior, then a truly independent cause of action lies and is not barred by the economic loss rule. *Hotels of Key Largo, Inc. v. RHI Hotels, Inc.*, 694 So. 2d 74, 77 (Fla. Dist. Ct. App. 1997).

In *MeterLogic, Inc. v. Copier Solutions, Inc.*, 126 F.Supp.2d 1346, 1362 (S.D.Fla.2000), while some of the defendant's alleged misrepresentations were the same allegations that formed the basis of the contract claim, other statements were not embodied in the contract. "When certain statements are not embodied in the parties' contracts, they are the types of allegations that fall under the justification for the fraud exception to the economic loss rule described in Hotels [of Key Largo]." *Id.* The Court therefore ruled that the fraudulent inducement claim survived. *Id.* 

Furthermore, if a misrepresentation is made and relied upon in inducing the completion of the transaction, then it qualifies as a term of the bargain and the economic loss rule does not apply to bar fraudulent inducement under those circumstances. *Topp, Inc. v. Uniden Am. Corp.*, 513 F. Supp. 2d 1345, 1349–50 (S.D. Fla. 2007) (Moreno, J.).

Here, Plaintiffs' allegations regarding Allstate's inducements and its silence relating to its planned policy initiatives are sufficient to exclude application of the merger clause and economic loss doctrine. Plaintiffs' fraudulent inducement claims are not re-packaged breach of contract claims, as Allstate's silence could not have been part of what any merger clause could avoid. Accordingly, Plaintiffs' Counts II and IV are not barred by the merger clause under Florida law. In the event this Court finds Plaintiffs' pleadings insufficient, however, Plaintiffs request the opportunity to allege more specific facts relating to Plaintiffs' inducement to satisfy any pleading requirements.

#### D. Plaintiffs' Defamation Claim Should Not Be Dismissed.

As an initial matter, Allstate's claim that Plaintiffs' defamation claim fails for lack of attachment of the defamatory letter lacks any substance. Plaintiff quoted almost verbatim the language of the statement "that Cicciarelli had been terminated for cause for providing false information to the company and failing to issue Policies according to Allstate guidelines." *Id.* ¶ 52. (See Exhibit B ("The 'for-cause' termination reason is due to providing false information to the company and failing to issue policies according to Allstate guidelines.")). To the extent this Court requires attachment of the letter to provide a more adequate description of the statement, Plaintiffs request "leave to plead anew." *Five for Ent. S.A. v. Rodriguez*, 877 F. Supp. 2d 1321, 1328–29 (S.D. Fla. 2012).

Moreover, sufficient facts have been pled and exist which would defeat any claim of qualified privilege. While a qualified privilege exists for statements made to an investigator that initiate an investigation, "[d]etermining issues of privilege is a question of balancing "the right of the individual, on one hand to enjoy [a] reputation unimpaired by defamatory attacks, and, on the other hand, the necessity, in the public interest, of a free and full disclosure of facts in the conduct of the legislative, executive, and judicial departments of government." *Fridovich v. Fridovich*, 598 So.2d 65, 68 (Fla.1992).

While the face of the defamatory letter may have been in compliance with Florida law, whether qualified privilege exists is properly decided by the court. *Nodar v. Galbreath*, 462 So.2d 803, 810 (Fla.1984)). A plaintiff must rebut the privilege by a showing of express malice which may be established indirectly, i.e., "by proving a series of acts which, in their context or in light of the totality of surrounding circumstances, are inconsistent with the premise of a reasonable man pursuing a lawful objective, but rather indicate a plan or course of conduct motivated by spite, ill-

will, or other bad motive." Corp. Fin, Inc v Principal Life Ins Co, 461 F Supp 2d 1274, 1293–94

(SD Fla, 2006) (denying summary judgment on a defamation claim based on communications to

the Department of Insurance) citing McCurdy v. Collis, 508 So.2d 380, 382 (Fla. 1st DCA 1987).

Here, the allegations support a claim for defamation. The "totality" of Allstate's contrived

investigation and determination of non-compliance was a sham. Plaintiffs were in full

communication with Allstate and in complete compliance with Allstate's internal policies, never

provided false information to the company, and did not fail to issue Policies according to Allstate

guidelines. The Complaint provides sufficient allegations on which malice may be established

through proper proofs, and as such, Plaintiffs' defamation claim should not be dismissed. Again,

if this Court finds Plaintiff's pleadings insufficient, Plaintiff should be afforded leave to amend.

IV. CONCLUSION

Allstate's motion should be denied. Plaintiffs have sufficiently pled claims for fraud,

violations of the FFA and defamation. Upon a determination by this Court of any pleading

deficiencies, Plaintiffs respectfully request the opportunity to amend their Complaint.

Respectfully submitted,

HUBBARD SNITCHLER & PARZIANELLO PLC

/s/ Eric A. Parzianello

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Dated: May 12, 2021

# **CERTIFICATE OF SERVICE**

I hereby certify that on May 12, 2021, I electronically filed the *Plaintiffs' Memorandum in Opposition to Defendant's Partial Motion to Dismiss Plaintiffs' Complaint* with the Clerk of the Court by using the CM/ECF system which shall serve a copy of the same on all attorneys and parties of record.

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# **EXHIBIT A**

# UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF FLORIDA FORT LAUDERDALE DIVISION

PRESTIGE INSURANCE GROUP, LLC, a Delaware limited liability company, and ULISES CICCIARELLI, individually,

Plaintiffs,

VS.

ALLSTATE INSURANCE COMPANY, an Illinois corporation,

Defendant.

## COMPLAINT AND DEMAND FOR JURY TRIAL

Plaintiff, Prestige Insurance Group, LLC, a Delaware limited liability company ("Prestige"), and Ulises Cicciarelli ("Cicciarelli"), individually, state as follows for their Complaint against Allstate Insurance Company ("Allstate"):

- 1. Prestige Insurance Group, LLC is a Delaware limited liability company authorized to do business in Florida, with principal place of business located in Tamarac, Broward County, Florida.
  - 2. Cicciarelli is an individual who is domiciled in Florida.
  - 3. Cicciarelli is the sole owner of Prestige.
- 4. Allstate Insurance Company is an Illinois corporation with principal place of business in Illinois which does business throughout the State of Florida.
- 5. This Court's jurisdiction in this matter arises under 28 U.S.C. § 1332(a)(1) and 28 U.S.C. §2201 and damages exceed \$75,000.00.
  - 6. Venue is proper under 28 U.S.C. § 1391(a)(1) and (2).

- 7. Cicciarelli has held professional licenses with the State of Florida since 2006 when he was employed as a real estate broker associate with Florida Realty of Miami.
- 8. In that capacity, he interacted regularly with buyers and sellers on their real estate transactions including contract negotiations, coordination of closing processes and post-purchase support; worked closely with attorneys, title companies, lenders and property management companies, in an effort to facilitate the closing process; and had extensive experience with short sales and foreclosures in the Miami Dade and Broward County Florida areas.
- 9. In 2010, Cicciarelli, became President/ Broker of Prestige Real Estate Services Inc. where he oversaw brokerage operations for a real estate brokerage which he owned.
  - 10. Cicciarelli also held a mortgage brokers license.
- 11. In those 14 years of Florida professional licensure, Cicciarelli never had any complaint or even a formal investigation instituted against him.
- 12. In March 2019, Cicciarelli began working with Allstate as a Producer in order to learn the insurance business and ultimately become an Agency Owner.
- 13. April 2020, Cicciarelli was approached by an Allstate Field Sales Leader ("FSL"), Kaylee Colvard to become an insurance agent for Allstate.
- 14. Cicciarelli had many discussions with Allstate employees, representatives and agents, who made representations regarding the benefits of becoming an Allstate agent.
- 15. These representations and inducements resulted in Cicciarelli executing an Agent Pre-Appointment Agreement For Allstate Exclusive Agency Program in March of 2020 and ultimately, as described below, agency agreements.
- 16. Part of the material inducements made to Cicciarelli by Allstate was an Enhanced Compensation Plan "designed to provide additional compensation that rewards new agency

owners for profitable growth and helps them deliver on the customer value proposition through the trusted advisor model."

- 17. The Enhanced Compensation Plan was delivered to Cicciarelli by FSL Kaylee Colvard via the Allstate Exclusive Agent Opportunity Tool (EAOT), which projects future commissions and bonuses. See **Exhibit A**.
- 18. Subsequently, Cicciarelli was guided through the process of becoming an Allstate agent by numerous individuals representing Allstate's interests including Kaylee Colvard and Char Jordan, Territory Sales Leader ("TSL").
- 19. In or around April of 2020, Cicciarelli made application to Allstate for an exclusive agency agreement.
- 20. Cicciarelli's assigned FSL from Allstate provided all the financial information for Cicciarelli's business plan which he did not create.
- 21. Cicciarelli made representations in the application with the assistance and encouragement of those acting on behalf of Allstate which, unbeknownst to Cicciarelli, would form the basis of his subsequent termination by Allstate.
- 22. Cicciarelli and Prestige were in regular communication with Allstate from the time of application through the execution of the agency agreements discussed below and subsequently regarding all aspects of Cicciarelli and Prestige's operations.
- 23. On July 23, 2020, Cicciarelli executed Allstate's R3001S Exclusive Agency Agreement ("R3001S") in his individual capacity. See **Exhibit B**.
  - 24. On July 27, 2020, Stephen Gilbert, on behalf of Allstate, countersigned the R3001S.
- 25. The R3001S purports to govern the independent contractor relationship between Allstate and Cicciarelli.

- 26. On August 3, 2020, Prestige executed Allstate's R3001C Exclusive Agency Agreement ("R3001C") in its corporate capacity. See **Exhibit C**.
- 27. Both the R3001S and the R3001C purport to incorporate several supplements as part of the terms of the agreements including Supplement for the R3001 Agreement ("Supplement"), Exclusive Agency Independent Contractor Manual ("EA Manual") and the Allstate Agency Standards ("Agency Standards").
- 28. From the commencement of operations, Cicciarelli and Prestige, by all objective calculations, was the most successful Allstate agent in the country.
- 29. These efforts earned substantial profit for Allstate and were contractually bound to earn commensurate commissions for Cicciarelli and Prestige.
- 30. Unbeknownst to Cicciarelli and Prestige during and after their onboarding process, Allstate was developing internal policies and procedures intended to reduce the commissions and bonuses paid to agents regardless of contractual obligations and increase the profits kept by Allstate on premiums.
- 31. Among other initiatives, Allstate, in June of 2020 or earlier, began a "Direct Channel Pricing" initiative. Allstate introduced a "channel of bind" in the District of Columbia and upon information and belief, elsewhere.
- 32. Through this initiative, customers bound through Allstate approved websites and mobile applications or an Allstate call center would receive lower cost insurance policies ("Policies") based on Allstate's circumvention of commissions paid to its agents.
- 33. Aside from this initiative, upon information and belief, Allstate sought to reduce commissions and bonuses paid to its contracted agents including Cicciarelli and Prestige, by contrived default of their agency agreement.

- 34. Although Cicciarelli and Prestige constantly and proactively communicated with Allstate regarding its operations, Allstate took notice of the immediate substantial success of Cicciarelli and Prestige.
- 35. Allstate determined that Plaintiffs' success, while benefiting Allstate's profits, would require substantial commissions and bonuses to be paid to Plaintiffs under the terms of their compensation structure as set forth in the agreements with Plaintiffs, including the Enhanced Compensation Plan.
- 36. In order to ascertain some inconsequential basis to terminate the agreements with Plaintiffs, Allstate began an "investigation" to determine whether the veracity of representations made by Plaintiffs in their application.
- 37. Allstate contemporaneously began a simultaneous investigation regarding the Policies written by Plaintiffs' employees and agents.
- 38. After refusing to grant a reasonable extension of interviews demanded by Allstate for its "investigation", Allstate conducted interviews of Plaintiffs and their employees on October 12, 2020, to achieve a result which Allstate had already pre-determined.
- 39. During fully cooperative interviews of Prianca Little, Meileik Williams, Glen Hunter, Jose Rijos and Cicciarelli, Allstate was provided full explanations and documentation of all relevant information regarding the alleged basis for the "investigation".
- 40. Plaintiffs and their employees fully complied and participated in Allstate's sham investigation providing details, e-mails and text messages of all relevant communications and even provided further information subsequent to the interviews, which substantiated the policies were written to Allstate's standards.

- 41. The information provided by Plaintiffs and corroborated by Allstate's own employees demonstrated that, with respect to representations made by Plaintiffs in their application, Allstate was fully aware of and assented to modifications and authorized amendments to Plaintiffs' intended operations prior to the time Plaintiffs began business on or around August 1, 2020 as was common practice with Allstate.
- 42. Further, with respect to Policies written by Plaintiffs' employees, Allstate was fully aware of circumstances that false or misleading information was provided by certain customers to Plaintiffs' employees which is commonplace in the insurance industry.
- 43. Certain customers also provided information to Allstate subsequent to issuance of Policies which contradicted information they previously provided to Plaintiffs' employees.
- 44. Even assuming Plaintiffs' employees issued Policies outside of Allstate guidelines, Cicciarelli had no knowledge of such issuance and was not afforded any opportunity by Allstate to take any corrective actions regarding such alleged practices.
- 45. Furthermore, Cicciarelli proactively sought assistance to ensure Allstate compliance.
- 46. In particular, an Allstate agency process specialist who began assisting Cicciarelli because no compliance training was offered by Allstate until at least 45 days after Plaintiffs began business found no issues with any of the Policies Prestige wrote.
- 47. Indeed, from the date it began its "investigation" through November 13, 2020, Allstate allowed Plaintiffs to continue to pay overhead costs for operations while Allstate continued to profit by collecting premiums for customers who bound coverage because of Plaintiffs' efforts.

- 48. On November 13, 2020, Allstate terminated the R3001C Agreement with Prestige.

  See **Exhibit D** ("Termination Letter").
  - 49. In a less than personalized letter, Plaintiffs were advised that:
  - "This letter is notice that Allstate Insurance Company is terminating the Allstate R3001C Exclusive Agency Agreement ("Agreement") with [INSERT AGENCY NAME], ("Agency") effective immediately."
- 50. The Termination Letter purported that it was sent pursuant to Section XVII.B.3 of the R3001C Agreement and alleged that:
  - "Allstate is taking this action for reasons that include providing false information to the company and failing to issue policies according to Allstate guidelines."
- 51. Section XVII.B.3 of the R3001C Agreement provides that "This Agreement may be terminated . . . by Company, with cause, immediately upon providing written notice to Agency. Cause may include, but is not limited to, breach of this Agreement, fraud, forgery, misrepresentation or conviction of a crime. The list of examples of cause just stated shall not be construed to exclude any other possible ground as cause for termination."
- 52. In correspondence dated November 17, 2020, Allstate published a letter to the Florida Office of Insurance Regulation communicating that Cicciarelli had been terminated for cause for providing false information to the company and failing to issue Policies according to Allstate guidelines.
- 53. That November 17, 2020, correspondence was known to be false by Allstate at the time it was sent.
- 54. That November 17, 2020, correspondence offered to provide the Florida Office of Insurance Regulation "supporting documentation."
- 55. Plaintiffs subsequently requested and were refused the supporting documentation or any additional information regarding the termination. In correspondence dated December 14,

2020, Allstate stated: "We will not provide you with any of the internal investigation material that you requested."

56. Allstate further communicated in the December 14, 2020, correspondence, that despite profiting from Plaintiffs' performance under the Agreements both before and after the commencement of the "investigation", it would not pay any bonus commissions to Plaintiffs earned from the inception of the relationship on August 1, 2020:

"The Supplement for the R3001 Agreement, which Mr. Cicciarelli had access to, outlines any bonus commission guidelines. The supplement states that if the Company has terminated the R3001 Agreement immediately for cause, an Agent shall not be eligible for bonus compensation starting with the year in which the incident occurred that led to the termination through the year in which the Company has terminated the R3001 Agreement immediately for cause. Therefore, Mr. Circciarelli [sic] is not eligible for any bonus compensation for 2020."

- 57. The Agreements and the Supplement afforded Allstate substantial discretion to determine the existence of a possible ground for termination with cause and withhold commissions earned.
- 58. There was no valid basis for Allstate to terminate the Agreements for cause and to withhold payment of bonuses earned in 2020 under the Enhanced Compensation Plan.
- 59. Plaintiffs did not provide false information to Allstate as it was in constant communication regarding all aspects of its business operations and Allstate assented to all changes to Plaintiffs' proposed operations.
- 60. Allstate leadership was immediately aware of all aspects of Plaintiffs' business model as it meets weekly to discuss staffing levels and quoting volume in the region which are monitored and compiled in daily and weekly reports.
- 61. These communications, at a minimum, constituted amendments to any information provided by Plaintiffs to Allstate.

- 62. Plaintiffs did not fail to issue Policies according to Allstate guidelines.
- 63. Moreover, to the extent that any particular policy was incorrect or issued improperly, Allstate selectively enforced its "guidelines" against Plaintiffs for the purpose of avoiding the payment of significant commissions to Plaintiffs.
- 64. Subsequent to sending the Termination Letter, Allstate has otherwise acted in bad faith and breached its obligations to Plaintiffs.
- 65. The Termination Letter and the Supplement provided that if Plaintiffs elected to sell their economic interest in their book of business, Allstate has the right of approval of the buyer.
- 66. However, Allstate imposed an arbitrary and capricious March 1, 2021 transfer deadline which it knew was an impossibility for Plaintiffs to meet.
- 67. Further, Allstate never advised Cicciarelli that there was a deadline to submit any documentation to Allstate for a proposed sale.
- 68. On February 3, 2021, when Cicciarelli contacted Allstate assigned representative, Maria Reuthers, to discuss the sale of Plaintiffs' book to a potential buyer, he was advised that he could no longer transfer his interest because the submission deadline had passed.
  - 69. Allstate had never previously advised of any such deadline.
- 70. Additionally, Allstate delayed sending Plaintiffs reports that were needed to sell the interest, further making it impossible for any transfer to have occurred.
- 71. Moreover, Allstate's actions are consistent with an intent that it will not process any termination payment to Plaintiffs as required by the Agreement and Supplement.
- 72. The Termination Letter forewarned that "the termination payment is conditioned upon, for example, compliance with the confidentiality and non-solicitation provisions that survive the termination of the Agreement and the immediate return of all Allstate property."

- 73. Indeed, on February 8, 2021, Allstate sent another letter to Plaintiffs falsely alleging that Plaintiffs "misappropriated Allstate confidential and proprietary information, including customer names and contact information."
- 74. Plaintiffs immediately responded through counsel, denying the allegations and requesting that Allstate provide:
  - a. Any information to help identify the specific confidential and proprietary information Allstate believes was misappropriated;
  - b. Specific names and authors of the documents involved and the dates they were created, the format of the documents, the number of customers listed on such documents, and how Allstate first generated this customer list.
  - c. Specific dates on which Allstate believed Cicciarelli gained access, how Allstate believed he gained access, and the specific actions Allstate believed constituted misuse and the dates such actions occurred.
  - 75. Allstate provided no such information.
- 76. The allegations in Allstate's February 8, 2021, correspondence were contrived by Allstate to avoid approving any transfer of Plaintiffs' interests or paying Plaintiffs any termination payment.

#### **COUNT I**

#### **BREACH OF CONTRACT**

- 77. Plaintiffs reincorporate all prior paragraphs of the complaint as if restated herein.
- 78. Valid agreements exist between Plaintiffs and Allstate.
- 79. Plaintiffs complied with all provisions of their agreements.

- 80. Allstate was advised of and assented to any modifications to Plaintiffs' application and their agreements with Allstate.
- 81. Allstate is in breach of those agreements by, among other things, falsely alleging a contrived reason for termination with cause.
- 82. Allstate's purpose in alleging a basis for a termination with cause is to avoid paying Plaintiffs commissions and bonuses due under the agreements and the Enhanced Compensation Plan.
- 83. Allstate is also in breach of their agreements by failing to provide sufficient time for Plaintiffs to transfer their interest.
- 84. Allstate is also in breach of their agreements by failing to pay the termination payment due to Plaintiffs.
  - 85. Plaintiffs were damaged by Allstate's breach.

#### **COUNT II**

#### FRAUDULENT INDUCEMENT

- 86. Plaintiffs reincorporate all prior paragraphs of the complaint as if restated herein.
- 87. The representations made by Allstate by and through senior management to Plaintiffs were material and induced Plaintiffs to enter into the Agreements.
- 88. Allstate made these representations expecting that Plaintiffs would rely on the representations when entering into the Agreement.
- 89. Plaintiffs did rely on those representations and were induced by those representations to enter into the agreements.
- 90. As a result of Allstate's unilateral internal policy modifications, Plaintiffs have suffered and will continue to suffer injury.

#### **COUNT III**

#### BREACH OF IMPLIED DUTY OF GOOD FAITH

- 91. Plaintiffs reincorporate all prior paragraphs of the complaint as if restated herein.
- 92. There exists within the Agreements between Allstate and Plaintiffs an implied covenant of good faith and fair dealing.
- 93. Plaintiffs had reasonable and justifiable expectations in light of their express agreement with Allstate.
- 94. The terms of the Agreements afforded Allstate substantial discretion to promote its own self-interest.
- 95. Allstate was obligated to not do anything that would injure the right of the Plaintiffs to receive the benefits of the contract.
- 96. Allstate was limited in its ability to negatively impact the value of the Agreements to the Plaintiffs.
- 97. Even if Allstate did not breach the terms of the Agreements in a technical sense, its conduct nevertheless deprived Plaintiffs of the benefit of their bargain.
- 98. Allstate pursued its own self-interest instead of engaging in cooperative behavior by deferring to Plaintiffs' contractual interests.
- 99. Allstate acted consciously, deliberately and capriciously to contravene the reasonable contractual expectations of Plaintiffs.
- 100. Allstate unfairly frustrated the agreed common purpose of the Agreements and the reasonable expectations of Plaintiffs thereby depriving them of the benefits of the Agreements.
  - 101. Plaintiffs suffered damages as a result.

#### **COUNT IV**

#### VIOLATION OF FLORIDA FRANCHISE ACT

- 102. Plaintiffs reincorporate all prior paragraphs of the complaint as if restated herein.
- 103. Plaintiffs and Allstate had a commercial relationship of definite duration or continuing indefinite duration.
- 104. Plaintiffs were granted the right to offer, sell, and distribute services organized and directed by Allstate.
- 105. Plaintiffs' independent business constitutes a component of Allstate's distribution system.
  - 106. The operation of Plaintiffs' business is substantially reliant on Allstate.
- 107. Plaintiffs are "franchisees" under the Florida Franchise Act ("Act"), Fla Stat Ann 817.416, who were granted the right to sell Allstate insurance products pursuant to Allstate's standards and requirements.
- 108. Allstate intentionally misrepresented the prospects or chances for success of Plaintiffs' proposed agency.
- 109. Allstate intentionally misrepresented or failed to disclose efforts to establish the Direct Pricing initiative as well as a new independent agency model which allows independent agencies to sell Allstate products at a higher commission rate.
- 110. Allstate's Direct Pricing initiative has reduced Plaintiffs' ability to sell its book of business for fair value, if at all, in violation of the Act.
  - 111. Allstate's misrepresentations and failures to disclose are violations of the Act.
  - 112. Plaintiffs suffered damages as a result of Allstate's actions and omissions.

#### **COUNT V**

#### **DEFAMATION**

- 113. Cicciarelli reincorporates all prior paragraphs of the complaint as if restated herein.
- 114. Allstate's correspondence to the Florida Office of Insurance Regulation was a publication.
- 115. The statements that Cicciarelli provided false information to Allstate and failed to issue Policies according to Allstate guidelines were false.
- 116. Allstate acted with knowledge or reckless disregard as to the falsity of these matters which were defamatory.
  - 117. Cicciarelli has suffered and will suffer damages as a result.

#### **COUNT VI**

#### **DECLARATORY RELIEF**

- 118. Plaintiffs reincorporate all prior paragraphs of the complaint as if restated herein.
- 119. The agreements between the parties purport to impose various covenants upon Plaintiffs subsequent to termination of the R3001C Agreement, including non-competition agreements.
- 120. As a result of the breaches of the agreements by Allstate and its otherwise inequitable conduct, Plaintiffs should be relieved of all post-termination obligations to Allstate.

## WHEREFORE, Plaintiffs request this Court to:

- a. Declare that all post-termination obligations of Plaintiffs are null and void;
- b. Grant other such relief as the Court deems equitable and just.

# **DEMAND FOR JURY**

Plaintiffs request a trial by jury on all claims so triable.

Respectfully submitted, HUBBARD SNITCHLER & PARZIANELLO PLC

/s/ Eric A. Parzianello

Eric A. Parzianello (FL Bar No. 161225)
John A. Hubbard (FL Bar No. 100925)
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239.325.1802
eparzianello@hspplc.com
jhubbard@hspplc.com

Dated: March 5, 2021

# 

JS 44 (Rev. 10/20) FLSD Revised 10/14/2020

#### **CIVIL COVER SHEET**

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.) NOTICE: Attorneys MUST Indicate All Re-filed Cases Below.

I. (a)	PLAINTIFFS F	Prestige Insurance Grou	DEFENDANTS  Allstate Insurance Company, an Illinois Corp.				
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(c)	Attorneys (Firm Name, 2	Address, and Telephone Number,		Attorneys (If Know		I OF LAND INVOL	VED.
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# **EXHIBIT A**

#### **Enhanced Compensation Plan Letter of Understanding**

The Enhanced Compensation Plan is a discretionary program designed to provide additional compensation that rewards new agency owners for profitable growth and helps them deliver on the customer value proposition through the trusted advisor model.

It is critical that you carefully consider what you must do in order to succeed and remain compliant within Allstate's R3001 Exclusive Agency Program. There are a variety of criteria that you must satisfy, and those criteria include but are not limited to creating an appropriate business plan as well as ensuring that you appropriately staff your agency. EA Candidates should have sufficient liquid capital to invest and adequate cash flow to sustain the agency. While you are solely responsible for deciding how to recruit, hire and manage your employees, you should know the Enhanced Compensation Plan has been designed for agency owners who employ at least three licensed sales professionals. Given Allstate's desire to ensure you take all necessary steps to place your agency in the best position to succeed, Allstate will not appoint you as a new agent until you complete all onboarding tasks which include, but are not limited to the steps highlighted below:

- Must complete the Agent Selection Questionnaire (ASQ) and obtain a pass score (if applicable);
- Must have results on the background check which are satisfactory to the Company;
- Must read the Form U-4, Uniform application for Securities Industry Registration or Transfer, and must read and sign the Letter of Understanding;
- Must obtain the appropriate individual resident (and non-resident, if applicable) licenses and an agency license and/or registration, where required by law, if signing the C version of the R3001 Agreement;
- No later than 7 days prior to entering the education phase:
  - Must submit an acceptable Business Plan that includes goals for P&C Growth, Allstate
     Life and Retirement, and Profitability
  - Must complete Demographic survey
  - Must have access to Allstate Systems
    - NTID
    - 2 Factor Authentication

Please note that while Allstate may provide you with access to an Exclusive Agency onboarding portal to provide resources to assist you with the onboarding process, completion of onboarding tasks and status updates in the portal do not constitute confirmation that you have completed all of the requirements for qualifying to become an Allstate R3001 Exclusive Agent. Allstate retains the sole and exclusive discretion to determine whether and when you have satisfactorily completed the requirements for qualifying to become an Allstate R3001 Exclusive Agent which will be confirmed only upon execution of the R3001 Agreement.

All Licensed Sales Professionals (LSPs) are entered into the staff tracking tool no later than 15
days prior to appointment date and a minimum of 3 LSPs are required to be appointed with
Allstate on the effective date of your R3001 Agreement.

- All LSPs processing sales transactions on behalf of the agency must be disclosed to Allstate by declaring them in the staff tracking tool - MMS (manage my staff), even if only employed for a short timeframe.
- LSPs must be licensed and appointed (if required by law) in the state of the agency location and must be declared in the Manage My Staff tool. Agency staff are **not** permitted to bind business outside of the state of the agency location (even if licensed) unless granted binding authority via approval by Allstate's ECP Governance Committee (your sales leader will support your submission for approval).
  - LSPs approved by the ECP Governance Committee to bind outside of the state of agency location are required to obtain binding authority for each state that has been approved prior to binding new business.
- Additional LSPs working on behalf of the agency owner after appointment date must be added to MMS prior to binding new business and approved by Allstate

You must adhere to all provisions of the R3001 Agreement and its incorporated materials. This includes, but is not limited to the following:

- You must disclose any and all ownership interests in your agency (i.e. shareholders, LLC members). Ownership of the agency corporation is limited to the individual signing the agreement (key person) and any "declared" shareholder or LLC member approved by Allstate.
   No silent equity owner(s) are ever permitted.
- Sharing of individual passwords for access to Allstate systems is never allowed. Each LSP agency staff must only use their personal and assigned system access NTID and their own password
- Licensed activity must never be performed by any unlicensed and/or unappointed individual
- If you have a family member that is an existing Allstate Exclusive Agent, please note that you are prohibited from shifting business that originated in your agency to your family member's Allstate agency. Likewise, your family member may not shift business to your agency.

By signing this letter of understanding, I am acknowledging that effective May 1, 2019:

- 1. All ECP agencies who reach \$5 million in total ECP eligible written premium will be graduated to the Established agency compensation program; AND
- 2. An 18-month waiting period will be implemented for any former Exclusive Agent (includes family members as defined by FINRA) to open a new ECP agency; AND
- 3. Agencies that terminate their primary location will lose their ECP eligibility. The ESA will be converted from the ECP program the month following the termination of their Established location.
- 4. ECP eligible agencies who purchase more than the end point of their premium month curve will be converted to the established agency compensation program
- 5. If I am purchasing an Enhanced Compensation Plan book under \$1.5 million (or appropriate curve duration end point based on cash flow market), I am confirming that I have reviewed the Exclusive Agency Opportunity Tool (EAOT) and that I acknowledge the premium base is separated and does not advance the ECP curve.

In addition, by signing this letter of understanding, I am acknowledging that effective May 1, 2020:

- 1. Start-up / scratch Enhanced Compensation Plan (ECP) agency owners will no longer be appointed into the scratch opportunity on ECP after April 1, 2020.
- 2. ESAs will only be ECP eligible in the scenario as outlined here:
  - If the agency owner that is selling is currently on ECP, and the book of business is less than \$1.5M (or appropriate end-point of the mid-tier ECP curve for their market), a current EA could be eligible for an ECP ESA, pending regional approval.
  - If the current agency owner that is selling is not currently on ECP, and the book of business is less than \$1.5M (or appropriate end-point of the mid-tier ECP curve for their market), the book would not be eligible to be purchased as an ECP ESA.
  - Splitting books to create ECP eligible purchases is not allowed.

By signing below, I understand that in order to be offered the opportunity to become an Allstate R3001 Exclusive Agent, I must complete to Allstate's satisfaction all requirements which Allstate deems are necessary to be eligible for the Exclusive Agency opportunity. Failure to properly disclose staff and agency ownership may jeopardize my relationship with Allstate. Further, Allstate retains the sole and exclusive discretion to determine whether and when I have satisfactorily completed the requirements for qualifying to become an Allstate R3001 Exclusive Agent.

Agency Owner (printed):	_
Agency Owner (signature):	_ Date:
By signing below, I have reviewed this acknowledgement with agency	owner candidate.
Field Sales Leader (printed):	
Field Sales Leader (signature):	Date:

# **EXHIBIT B**

# ALLSTATE R3001S EXCLUSIVE AGENCY AGREEMENT

This Agreement is between ALLSTATE INSURANCE COMPA	ANY and such affiliates and subsidiaries as
are named in the Supplement for the R3001 Agreement (refer	rred to in this Agreement as "the
Company") andUlises Cicciarelli	(referred to in this
Agreement as "you").	`

The Company and you agree as follows:

9/4/2020

# I. AUTHORITY:

_	0/ 1/2020				
Α.	Effective,	, the Company	appoints you	as its agent to represent the	ne
	Company in the Exclusive Ag	ency Program. You	are authorize	d on behalf of the Compan	ıy,
	during the term of this Agreer	ment, to receive and	accept, subjec	ct to such restrictions on	
	binding authority as may be e	stablished by the Co	mpany, applic	cations for insurance cover	ring
	such classes of risks located	in the state(s) of	Florida	as the	
	Company may from time to til	me authorize to be w	ritten. You ar	e also authorized to sell	
	products specified by the Cor	npany and through ti	ne companies	specified in the Suppleme	ent
	for the R3001 Agreement (ref	erred to in this Agree	ement as "Cor	npany Business"). The	
	Company will own all busines	s produced under th	e terms of this	Agreement. You will not	
	represent yourself as having	any authority other th	nan that speci	fically granted to you by the	е
	Company. You will not alter a	any contract or incur	any expense	or obligation for the Comp	any
	without prior written approval	from the Company.		-	·

- B. This Agreement is the sole and entire agency agreement between the Company and you, and it supersedes and replaces any prior employment, agency, or other agreement between the Company and you. This Agreement also supersedes any prior oral statements and representations by the Company to you and any prior written statements and representations by the Company to you in letters, manuals, booklets, memoranda, or any other format.
- C. The Supplement for the R3001 Agreement ("Supplement") and the Exclusive Agency Independent Contractor Manual ("EA Manual"), and the Allstate Agency Standards ("Agency Standards") as they may be amended from time to time, are expressly incorporated in their entirety as part of this Agreement. The Company reserves the right to amend the Supplement, EA Manual, and Agency Standards at any time without prior notice to you, except that notice regarding changes to commission amounts will be given as indicated in Section XV.
- D. You are an independent contractor for all purposes and not an employee of the Company. You will have full control of your time and the right to exercise independent judgment as to the time, place, and manner of performing your duties, which are defined in this Agreement and the incorporated Supplement, EA Manual, and Agency Standards. You will not represent that you have authority to act on behalf of the Company or enter into any contract on behalf of the Company, except for contracts of insurance or other contracts as expressly authorized by this Agreement.
- E. You will not, either directly or indirectly, solicit, sell, or service insurance of any kind for any other company, agent, or broker, or refer a prospect to another company, agent, or broker, without the prior written approval of the Company. You may, however, write applications for insurance under an assigned risk, cooperative industry, or government established residual market plan or facility in accordance with the Company's rules and procedures.

- F. The Company will determine in its sole discretion all matters relating to its business and the operation of the Company including, but not limited to, the following:
  - 1. The determination of contract forms and provisions, premiums, fees, and charges for insurance and other Company Business;
  - 2. The acceptance or rejection of any application;
  - 3. The termination or modification of any contract or the refusal to renew any contract;
  - 4. The limitation, restriction, or discontinuance of the writing or selling of any policies, coverages, lines, or kinds of insurance or other Company Business;
  - 5. The obtaining of any licenses of the Company or the Company's withdrawal from any state, jurisdiction, or territory; and
  - 6. The type and quality of customer service received by Company policyholders.

#### II. DUTIES AND CONDITIONS:

- A. You will act as an agent of the Company for the purpose of soliciting, selling, and servicing insurance and other Company Business in accordance with the provisions of this Agreement. As an agent of the Company, you will provide customer service, including the collection of payments, for any and all Company policyholders and you will assist in claims administration in accordance with the Company's rules and procedures.
- B. You will meet certain business objectives established by the Company in the areas of profitability, growth, retention, customer satisfaction and customer service. You will build and maintain a profitable book of business, assist the Company in its efforts to achieve market penetration for all forms of insurance offered by the Company and other Company Business, and service the Company's customers in a manner consistent with the Company's goodwill, reputation, and overall business strategy.
- C. You will record, transmit, and process insurance and Company Business in the manner prescribed in the then current provisions of the Supplement.
- D. You agree to maintain any required agent license in the state or states in which you are appointed to represent the Company and to comply with any and all applicable federal, state, or local laws, rules, regulations and ordinances affecting your operation.
- E. The Company recognizes that you may, in your sole discretion, arrange to have business conducted at your sales location in your absence by your own employees or other persons and that the time during which you are physically present at your sales location is entirely in your sole discretion. You must, however, remain actively involved in the conduct of business at your sales location.
- F. You agree that the Company will have the authority to use your name and signature, or facsimile thereof, on policy documents and customer communication materials.
- G. You agree to maintain a professional business relationship with the Company, and, when requested, to meet with Company representatives at mutually convenient times to discuss various business topics. You also agree that, because you are conducting business with the public under the Allstate name, Company representatives shall be permitted access to your agency to review compliance with this Agreement during agency business hours.

H. You agree that, as requested by the Company, you will demonstrate your knowledge of the Company products you are authorized to sell, as well as of federal, state, or local laws, rules, regulations and ordinances affecting your operation. If you are unable to demonstrate your knowledge of any product, the Company reserves the right to deny you the authority, or withdraw your existing authority, to sell that product until you demonstrate such knowledge.

# III. YOUR EMPLOYEES:

- A. You have no authority to employ persons on behalf of the Company, and no employee of yours will be deemed to be an employee or agent of the Company, such employees at all times remaining your employees. You have sole and exclusive control over your labor and employee relations policies, and your policies relating to wages, hours, and working conditions of your employees. You have the sole and exclusive right to hire, transfer, suspend, lay off, recall, promote, assign, discipline, and discharge your employees.
- B. You are solely responsible for all salaries and other compensation of all your employees and will make all necessary salary deductions and withholdings from your employees' salaries and other compensation. You are solely responsible for the payment of any and all contributions, taxes, and assessments, and all other requirements of the federal Social Security, federal and state unemployment compensation, and federal, state, and local withholding of income tax laws on all salary and other compensation of your employees.
- C. You will comply with all other contracts, federal, state or local laws, ordinances, rules, or regulations regarding your employees, including federal or state laws or regulations regarding minimum compensation, overtime, and equal opportunities for employment. This includes, but is not limited to, your warranty and agreement to comply with the terms of the federal and state civil rights acts, Age Discrimination in Employment Act, Americans With Disabilities Act, Occupational Safety and Health Act, Immigration Reform and Control Act, and the Fair Labor Standards Act.
- D. You agree and warrant that your employees, while working in connection with this Agreement, will comply with any and all applicable federal, state, or local laws, rules, regulations, and ordinances.

# IV. COMPANY PROPERTY, CONFIDENTIALITY:

- A. The Company will furnish you such signs, forms, manuals, records, and other materials and supplies as the Company deems advisable to assist you. All such property and information furnished by the Company will remain the property of the Company. In addition, the Company will offer, at your expense, such additional materials and supplies as the Company feels may be helpful to you.
- B. You agree that you will not at any time or in any manner, directly or indirectly, disclose to any third party or permit any third party to access any confidential information or any information containing trade secrets concerning any matters affecting or relating to the pursuits of the Company, except upon direct written authority of the Company. Furthermore, upon termination of this Agreement, you agree to treat as confidential and not to disclose, either directly or indirectly, to any third party any confidential information or trade secrets of the Company.
- C. You agree that you will not disclose or grant access to any confidential information or trade secrets to any of your employees or other persons providing services for you in connection with this Agreement, unless such employee or other person has signed a copy of the Confidentiality and Non-Competition Agreement attached as Appendix A. Appendix A is a sample copy of the electronic version of the document that must be transmitted to the Company.

- D. Confidential information includes, but is not limited to: business plans of the Company; information regarding the names, addresses, and ages of policyholders of the Company; types of policies; amounts of insurance; premium amounts; the description and location of insured property; the expiration or renewal dates of policies; policyholder listings and any policyholder information subject to any privacy law; claim information; certain information and material identified by the Company as confidential or information considered a trade secret as provided herein or by law; and any information concerning any matters affecting or relating to the pursuits of the Company that is not otherwise lawfully available to the public. All such confidential information is wholly owned by the Company. Such confidential information may be used by you only for the purposes of carrying out the provisions of this Agreement.
- E. Any confidential information or trade secrets recorded on paper, electronic data file, or any other medium, whether provided by the Company or by you, is the exclusive property of the Company, as is any such medium and any copy of such medium.
- F. You recognize that a breach of the foregoing provisions will cause irreparable damage to the Company's business and that such damage is difficult or impossible to measure. You agree that in the event of such breach, the Company, in addition to such other rights and remedies it may have, will be immediately entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and you waive any defense to an application for such order, except that the violation did not occur. You agree that the Company will be entitled to an award of reasonable attorneys' fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.

# V. SALES LOCATION:

- A. You may select your sales location, within a geographical area specified by the Company, subject to Company approval. Initially, you have selected the location at 5850 Hiatus Rd, Ste D, Tamarac, FL 33321 and such sales location has been approved by the Company. You agree that you will not establish any additional sales location without the prior written approval of the Company. You understand that you have no exclusive territorial rights in connection with your sales location.
- B. You agree to keep your sales location open for business as appropriate in the market to provide a proper level of customer service. As a minimum, you agree to operate your sales location consistently with the Agency Standards.
- C. You are authorized to sell insurance offered by the Company and Company Business only in the state containing your sales location and other states in which you are properly licensed and appointed as an agent by the Company.

#### VI. ADVERTISING:

- A. The Company will advertise its products and provide promotional material in accordance with its advertising policies. You may also advertise in your sole discretion, subject to the requirements in paragraph B. below.
- B. You will submit all signs and advertising copy, including, but not limited to, sales brochures, display advertisements in telephone directories, newspaper advertisements, radio and television commercials, electronic media displays, all sales promotional plans and devices, and all other materials to the Company for approval, if they use or contain any reference to any service mark or trade name of the Company. You will not use any such advertising material or sales promotional plan or device without obtaining prior written approval from the Company. The Company has the right to disapprove any or all of the aforesaid advertising forms and other materials insofar as they, in the exclusive judgment of the Company, do not conform to Company policy regarding use of Company service marks or trade names; may subject the Company to liability or loss of goodwill; may damage the reputation of the Company or Company customer relations; may fail to adhere to the requirements of any federal, state, or local governmental rules, regulations, or laws; may fail to

conform to community or Company standards of good taste and honest dealing; or may be detrimental to the business interests of the Company.

# VII. SERVICE MARK AND TRADE NAME PROTECTION:

- A. You agree to cooperate fully in the quality control program conducted by the Company relating to the use of its service marks and trade names and the nature and quality of services rendered and goods distributed under its service marks and trade names. The Company will have the right to specify, delineate, or limit the services or goods in connection with which you may use any of its service marks or trade names. In the event that the nature or the quality of the services or goods in connection with which you use any of the service marks or trade names of the Company is not acceptable to the Company, then the Company will have the right to require you to institute appropriate procedures to correct any deficiencies noted by the Company.
- B. You agree, at the request and expense of the Company, to assist the Company in protecting and enforcing the rights of the Company in and to any and all of its service marks and trade names which you may then be using.
- C. You will not in any manner encumber, alienate, license, or transfer to any other entity any right whatsoever concerning the service marks or trade names the Company authorizes you to use in the performance of this Agreement, except as permitted in Section XVI.
- D. You recognize that a breach of the foregoing provisions will cause irreparable damage to the Company's business and that such damage is difficult or impossible to measure. You agree that in the event of such breach, the Company, in addition to such other rights and remedies it may have, will be immediately entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and you waive any defense to an application for such order, except that the violation did not occur. You agree that the Company will be entitled to an award of reasonable attorneys' fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.

# VIII. EXPENSES:

You will be responsible for the payment of all expenses that you incur in the performance of this Agreement including, but not limited to: expenses for your sales location, supplies not furnished by the Company, compensation of your employees or other assisting persons whom you engage, telephone, postage, and advertising expenses incurred at your direction, and all other charges and expenses.

# IX. TELEPHONE:

All telephone numbers used in connection with business conducted pursuant to this Agreement are the property of the Company.

# X. INDEMNIFICATION:

A. The Company will defend and indemnify you against liability, including the cost of defense and settlements, imposed on you by law for damages sustained by policyholders and caused by acts or omissions of the Company, provided that you have not caused or contributed to cause such liability by your acts or omissions. You agree, as a condition to such indemnification, to notify the Company promptly of any claim or suit against you and to allow the Company to make such investigation, settlement, or defense as the Company deems prudent. The Company reserves the right to select counsel to represent you in connection with any such claim or suit. You also agree to cooperate fully with the Company in any such investigation, settlement, or defense.

B. You will indemnify the Company against liability, including the cost of defense and settlements, imposed on the Company by law for damages sustained by any person and caused by your acts or omission, or those of any employee or other person working in connection with this Agreement, provided that the Company has not caused or contributed to cause such liability by its acts or omissions. The Company agrees, as a condition to such indemnification, to notify you promptly of any such claim or suit against the Company. The Company reserves the right to select counsel to represent it in connection with any such claim or suit and to make such investigation or settlement as the Company deems prudent.

#### XI. INSURANCE:

- A. You agree that you will, at your sole expense, obtain and maintain during the term of this Agreement policies of insurance as described in the EA Manual, as may be amended from time to time. Such policies must be obtained from companies satisfactory to the Company and must be adequate to protect against all expenses, claims, actions, liabilities, and losses related to the subjects covered by the required policies.
- B. Where specified, each policy must name the Company as an additional insured and must contain a severability of interest/cross liability endorsement. Each policy must also expressly provide that it will not be subject to material change or cancellation without at least thirty (30) days prior written notice to the Company.
- C. You must furnish the Company with proof of insurance upon request by the Company. If, in the Company's opinion, such policies do not afford adequate protection for the Company, the Company will so advise you, and if you do not furnish evidence of acceptable coverage within fifteen (15) days after being requested to do so by the Company, the Company will have the right to obtain additional insurance at your expense and deduct the cost of such insurance plus a processing fee from monies owed you by the Company.

# XII. FINANCIAL INFORMATION:

You shall maintain all books and records relating to the business under this Agreement including, but not limited to, all checkbooks, check registers, deposit receipts, and general ledgers for a period of not less than five years after the close of the fiscal year to which they relate. All of the foregoing records shall be open and available for inspection or audit at any time during normal agency hours without notice by the Company or its designated auditors and you shall have the duty to cooperate fully with the party(ies) making such inspection or audit.

# XIII. POLICIES IN YOUR ACCOUNT:

Policies which are credited to your account are described in the Supplement. While this Agreement is in effect, the Company will leave in your account all policies credited to your account so long as the policyholder resides within a state in which you are licensed and appointed by the Company, except that the Company may remove any policy from your account at the request of a policyholder.

# XIV. MONEY COLLECTED BY YOU:

All payments collected or received by you in the performance of this Agreement are the property of the Company, will be treated as trust funds, and will be promptly transmitted to the Company without deduction for any purpose in the manner specified by the Company. You must maintain accurate records and current remittance reports which may be inspected by the Company at any time without notice and which shall be submitted to the Company in accordance with its rules and procedures.

# XV. COMPENSATION:

- A. The sole compensation to which you will be entitled for services rendered pursuant to this Agreement will be the commissions set forth in the Supplement, as may be amended from time to time. The Company will pay you your commissions at the time and in the manner set forth in the Supplement. However, due to the inherent uncertainty of business conditions, the Company reserves the right to increase or decrease any commission amounts and to change the commission rules. If the Company changes commission amounts, it will provide you with written notice of the changes at least ninety (90) days prior to the date on which they are to become effective.
- B. The Company may provide you with such bonuses, awards, prizes, and other remuneration based on performance, if any, as it may prescribe in its sole discretion.
- C. If any application for insurance is rejected, or any policy is surrendered or canceled, in whole or in part, for any reason, before the expiration of the policy period, or if any premium is reduced or any overpayment made to you, or if any premium paid is not earned by the Company, the commissions paid to you on the amount returned or credited to the policyholder, or the amount overpaid to you, will constitute an indebtedness of yours to the Company and will be charged to you or recovered from you by reducing any future commissions, awards, or bonuses due you.

# XVI. TRANSFER OF INTEREST:

- A. This Agreement is personal to you and is being entered into in reliance upon and in consideration of your skills, qualifications, and representations. Accordingly, you may not execute a transfer of your interest in this Agreement or any interest in the business under this Agreement including, but not limited to, any sale, assignment, conveyance or the granting of any lien, security interest, pledge, or mortgage thereof, without the prior written approval of the Company. A transfer of interest in this Agreement is described in the Supplement and EA Manual and includes, but is not limited to, any sale, merger, or assignment, in whole or in part, directly, indirectly, or contingently, of this Agreement or any rights or obligations under it. You have the obligation to notify the Company of a proposed transfer and to request Company approval.
- B. You have an economic interest, as defined in this Agreement and the incorporated Supplement and EA Manual, in your Allstate customer accounts developed under this Agreement. Subject to the terms and conditions set forth in this Agreement and the incorporated Supplement and EA Manual, you may transfer your entire economic interest in the business written under this Agreement upon termination of this Agreement by selling the economic interest in the business to an approved buyer. The Company retains the right in its exclusive judgment to approve or disapprove such a transfer. Any failure to disclose and obtain the prior written approval of the Company for any transfer of your interest in this Agreement or any interest in the business under this Agreement shall constitute a breach of this Agreement and cause for termination of this Agreement.
- C. Approval of a proposed transfer of your entire interest in this Agreement will be conditioned upon the termination of this Agreement and the execution of a then current agency agreement by the proposed transferee.
- D. Policies in your account (Section XIII. above) will be transferred to an approved transferee.

#### XVII. TERMINATION OF AGREEMENT:

- A. This Agreement will be terminated automatically:
  - 1. On the effective date of any transfer of your entire interest in this Agreement, whether approved or not, as described in Section XVI. above;
  - 2. Upon your death or permanent incapacity;
  - 3. Upon your loss of any required agent license; or
  - 4. Upon the surrender of, or the election not to renew, the Company's license to sell insurance in all lines in the state in which your sales location is located or the discontinuation of the sale of insurance in the state.
- B. This Agreement may be terminated:
  - 1. At any time by mutual agreement of the parties in writing;
  - 2. By either party, with or without cause, upon providing ninety (90) days prior written notice to the other, or such greater number of days as is required by law. Once written notice of termination has been given by either party, you will, immediately upon request of the Company, cease to act or to represent yourself in any way as an agent or representative of the Company, but you will receive compensation pursuant to Section XV. from the Company for the period up to and including the specified termination date; or
  - 3. Alternatively, by the Company, with cause, immediately upon providing written notice to you. Cause may include, but is not limited to, breach of this Agreement, fraud, forgery, misrepresentation or conviction of a crime. The list of examples of cause just stated shall not be construed to exclude any other possible ground as cause for termination.

# XVIII. OBLIGATIONS UPON TERMINATION OF AGREEMENT:

Except as otherwise provided in a subsequent agreement between you and the Company, upon termination of this Agreement, you agree that:

- A. You will not act or represent yourself in any way as an agent or representative of the Company.
- B. You will immediately return all property belonging to the Company, or dispose of it in such manner as the Company specifies.
- C. You will immediately cease to use such telephone numbers referenced in Section IX. above and execute an Order of Transfer of Responsibility for such numbers in your name to the Company or to any party the Company designates, and you will immediately notify the telephone company of any such transfer. You will be responsible for all charges incurred up to the date of execution of the transfer.
- D. For a period of one year following termination, you will not solicit the purchase of products or services in competition with those sold by the Company:
  - 1. With respect to any person, company, or organization to whom you or anyone acting on your behalf sold insurance or other products or services on behalf of the Company and who is a customer of the Company at the time of termination of the Agreement;
  - 2. With respect to any person, company, or organization who is a customer of the Company at the time of termination of this Agreement and whose identity was discovered by you as a result of your status as a Company agent or as a result of your access to confidential information of the Company; or

3. From any office or business site located within one mile of the agency sales location maintained pursuant to Section V. of this Agreement at the time this Agreement is terminated.

In the event that such one year period or one mile distance exceeds the time or distance permitted by any applicable law, such period or distance will be automatically adjusted to the maximum period or distance permitted by such law. If any other provision in this paragraph D. conflicts with any existing law, it will be applied to the extent permitted by such law.

- E. You will immediately cease and desist from any and all use of Company service marks and trade names. You will immediately return to the Company all property in your possession or under your control bearing any Company service mark or trade name, or dispose of it in such manner as the Company specifies.
- F. You recognize that a breach of any of the foregoing provisions will cause irreparable damage to the Company's business and that such damage will be difficult or impossible to measure. You agree that in the event of any such breach, the Company, in addition to such other rights and remedies as it may have, will be immediately entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and you waive any defense to an application for such order, except that the violation did not occur. You agree that the Company will be entitled to an award of reasonable attorneys' fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.
- G. You recognize and acknowledge that each of the foregoing provisions of this Section XVIII. is reasonable and necessary to protect and preserve the legitimate business interests of the Company, its present and potential business activities, and the economic benefits derived therefrom. You recognize and acknowledge that the foregoing provisions will not prevent you from earning a livelihood and are not an undue restraint on you.

#### XIX. NOTICE:

All notices will be deemed to have been given if personally delivered, sent by facsimile transmission, or mailed as follows:

if to the Company:	Allstate Insurance Company 8333 Bryan Dairy Road, Suite 300	
	Largo, FL 33777	
	Attention: AET	
if to you:	Ulises Cicciarelli	
•	3726 NE 167 St.	
	North Miami Beach, FL 33160	

or to such other person or address as any party may furnish or designate to the other in writing.

# XX. GENERAL PROVISIONS:

A. This Agreement may not be modified except by a written agreement between the Company and you which expressly states that it modifies this Agreement. No other written statements, representations, or agreements and no oral statements, representations, or agreements will be effective to modify this Agreement. No representative of the Company will have authority to modify this Agreement, except as provided in this Section XX. Nothing in this Section will affect the Company's right to amend the Supplement, EA Manual, and Agency Standards, as provided in Section I.C.

- B. You acknowledge that you have reviewed the Supplement, EA Manual, and Agency Standards and that you have an ongoing responsibility to review all changes to the Supplement, EA Manual and Agency Standards issued by the Company and agree to be bound by them.
- C. References in this Agreement to the Supplement, EA Manual, and Agency Standards are references to the Supplement, EA Manual, and Agency Standards, including any changes which may be made from time to time and distributed to you by the Company.
- D. You acknowledge that you have read this Allstate R3001S Exclusive Agency Agreement, understand it, and agree to be bound by its terms.
- E. The authority granted to you under this Agreement is nonexclusive. The term "Exclusive" as used in the title of this Agreement refers to the obligations assumed by you under Section I.E.
- F. The descriptive headings of this Agreement are intended for reference only and will not affect the construction or interpretation of this Agreement.
- G. If any provision or part of this Agreement is held invalid for any reason, such invalidity will not affect any other provision or part of this Agreement not held invalid, and such remaining provisions and parts will remain in full force and effect.
- H. The failure of either party to insist upon the performance of any of the terms of this Agreement in any one or more instances will not be construed as a waiver or relinquishment of the future performance of any such term. The obligation of the parties with respect to any such future performance will continue in full force and effect.
- I. Nothing in this Agreement shall be construed to confer upon any person or entity other than the Company and you any rights under this Agreement.
- J. This Agreement, and the obligations or rights hereunder, shall not be assignable by you, except as provided by Section XVI. The rights and obligations of the parties to this Agreement shall be binding upon and inure to the benefit of the Company and its successors and assigns.
- K. This Agreement may be executed in counterparts, each of which will be deemed an original.

IN WITNESS WHEREOF, the Company and Agency have caused this Agreement to be executed by their authorized representatives and the parties hereby accept the terms of this Agreement.

ALLSTATE INSURANCE COMPANY

e-signed by Stephen Gilbert
on 2020-07-27 12:24:20 GMT

(authorized representative)

July 27, 2020

(date)

YOU

e-Signed by Ulises Cicciarelli
on 2020-07-23 22:32:16 GMT

(name)

July 23, 2020

(date)

#### R3001S APPENDIX A

# CONFIDENTIALITY AND NON-COMPETITION AGREEMENT

This Confidentiality and Non-Competition Agreement ("Agreement") is entered into thi	isday of
, by and between	(referred to in
this Agreement as "Service Provider"), and	(referred to in this
Agreement as "Agent"), and Allstate Insurance Company as a direct third party benefit (referred to in this Agreement as "the Company").	iciary of this Agreement
WHEREAS, the Company has entered into an agency agreement appointing Agent to purpose of receiving and accepting applications for insurance and for selling certain's Company's subsidiaries and affiliates; and	
WHEREAS, under the terms of the agency agreement, Agent has agreed to maintain Company's confidential information; and	the confidentiality of the
WHEREAS, Agent has employed Service Provider to assist Agent in performing servi agreement; and	ices under the agency

WHEREAS, Service Provider will have access to certain confidential information of the Company;

NOW, THEREFORE, for and in consideration of the agreements, covenants, and conditions herein contained, the adequacy and sufficiency of which is expressly acknowledged by each of the parties hereto, the parties agree as follows:

- 1. The terms "employed" or "employment" as referred to in this Agreement apply to any service provided by the Service Provider as an employee, independent contractor, or in any other capacity.
- 2. Service Provider acknowledges that while assisting Agent in performing services under the agency agreement, Service Provider will have access to or will have disclosed to him/her confidential information concerning the Company, the disclosure of which could be harmful to the Company.
- 3. Confidential information includes, but is not limited to business plans of the Company; information regarding the names, addresses, and ages of policyholders or prospective policyholders of the Company; types of policies; amounts of insurance; premium amounts; the description and location of insured property; the expiration or renewal dates of policies; policyholder listings and any policyholder information subject to any privacy law; claim information, certain information and material identified by the Company as confidential or information considered a trade secret as provided herein or by law; and any information concerning any matters affecting or relating to the pursuits of the Company that is not otherwise lawfully available to the public. Confidential information may be oral or recorded on paper, electronic data file, or any other medium.
- 4. Service Provider agrees that he/she will not at any time or in any manner, directly or indirectly, disclose to any third party or permit any third party to access any confidential information, except upon the written consent of the Company, nor will Service Provider use any confidential information for his/her own benefit, except for the purposes of assisting Agent in performing services under the agency agreement.
- 5. Any and all confidential information and all Company forms, manuals, records, and other materials and supplies furnished to Service Provider by the Agent will at all times remain the property of the Company and will be returned to the Company at any time upon the demand of the Company or upon the termination of Service Provider's employment by Agent.
- 6. Upon the termination of Service Provider's employment by Agent, Service Provider agrees to treat as confidential and not disclose, either directly or indirectly, to any third party any confidential information of the Company.

- 7. For a period of one year following the termination of Service Provider's employment by Agent, Service Provider agrees not to solicit the purchase of products or services in competition with those sold by the Company:
  - 1. With respect to any person, company, or organization to whom Agent, or any person employed by Agent, including Service Provider, sold insurance or other products or services on behalf of the Company, and who is a customer of the Company at the time of the termination; or
  - 2. With respect to any person, company, or organization who is a customer of the Company at the time of the termination and whose identity was discovered as a result of access to confidential information of the Company; or
  - 3. From any office or business site located within one mile of any locations from which the Agent solicited or sold Company insurance or other products or services during the year immediately preceding the termination.

In the event that such one year period or one mile distance exceeds the time or distance permitted by any applicable law, such period or distance will be automatically adjusted to the maximum period or distance permitted by such law. If any other provision in this paragraph 7 conflicts with any existing law, it will be applied to the extent permitted by such law.

- 8. Upon the termination of Service Provider's employment with Agent, Service Provider will immediately cease and desist from any and all use of Company service marks and trade names. Service Provider will immediately return to the Agent or the Company all property bearing any company service marks or trade names, or dispose of such materials in the manner specified by the Company. If requested by the Company, Service Provider will execute an Order of Transfer of Responsibility for any telephone numbers in the Service Provider's name, which were used in connection with the conduct of business on behalf of the Company.
- 9. While employed by Agent, Service Provider agrees that he/she will not, either directly or indirectly, solicit, sell or service insurance of any kind for any other company, agent or broker, or refer a prospect to another company, agent or broker without the prior written consent of the Company.
- 10. Service Provider recognizes that a breach of any of the foregoing provisions will cause irreparable damage to the Company's business and that such damage will be difficult or impossible to measure. Service Provider agrees that in the event of any such breach, the Company, in addition to such other rights and remedies as it may have, will be entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and Service Provider waives any defense to an application for such order, except that the violation did not occur. Service Provider agrees that the Company will be entitled to an award of reasonable attorney's fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.
- 11. This Agreement supersedes and replaces any prior confidentiality and non-competition agreement between the parties hereto. The parties agree that the use of electronic signatures for the execution of this Agreement shall be legal and binding and shall have the same full force and effect as if originally signed.

IN WITNESS WHEREOF, the parties hereby accept the terms of this Agreement.

Accepted by:		
SERVICE PROVIDER	AGENT	ALLSTATE INSURANCE COMPANY
(name)	(name)	(authorized representative)
(date)	(date)	(date)

# EXHIBIT C

#### ALLSTATE R3001C EXCLUSIVE AGENCY AGREEMENT

This Agreement is betweer	ALLSTATE INSURANCE COMPANY and s	uch affiliates and subsidiaries as
are named in the Suppleme	ent for the R3001 Agreement (referred to in the	nis Agreement as "the
Company") and	D (' )	(referred to in this
Agreement as "Agency").	Prestige Insurance Group LLC	·

The Company and Agency agree as follows:

# I. AUTHORITY:

- B. This Agreement is the sole and entire agency agreement between the Company and Agency, and it supersedes and replaces any prior employment, agency, or other agreement between the Company and Agency and any of its officers, directors, shareholders, members, and employees. This Agreement also supersedes any prior oral statements and representations by the Company and any prior written statements and representations by the Company in letters, manuals, booklets, memoranda, or any other format.
- C. The Supplement for the R3001 Agreement ("Supplement") and the Exclusive Agency Independent Contractor Manual ("EA Manual"), and the Allstate Agency Standards ("Agency Standards") as they may be amended from time to time, are expressly incorporated in their entirety as part of this Agreement. The Company reserves the right to amend the Supplement, EA Manual, and Agency Standards at any time without prior notice to Agency, except that notice regarding changes to commission amounts will be given as indicated in Section XV.
- D. The relationship between the Company and Agency and its officers, directors, shareholders, members, employees, and other persons working in connection with this Agreement, will be that of an independent contractor for all purposes. Agency will not represent that it has authority to act on behalf of the Company or enter into any contract on behalf of the Company, except for contracts of insurance or other contracts as expressly authorized by this Agreement.
- E. Agency will not, either directly or indirectly, solicit, sell, or service insurance of any kind for any other company, agent, or broker, or refer a prospect to another company, agent, or broker, without the prior written approval of the Company. Agency may, however, write applications for insurance under an assigned risk, cooperative industry, or government established residual market plan or facility in accordance with the Company's rules and procedures.

- F. The Company will determine in its sole discretion all matters relating to its business and the operation of the Company including, but not limited to, the following:
  - 1. The determination of contract forms and provisions, premiums, fees, and charges for insurance and other Company Business;
  - 2. The acceptance or rejection of any application;
  - 3. The termination or modification of any contract or the refusal to renew any contract;
  - 4. The limitation, restriction, or discontinuance of the writing or selling of any policies, coverages, lines, or kinds of insurance or other Company Business;
  - 5. The obtaining of any licenses of the Company or the Company's withdrawal from any state, jurisdiction, or territory; and
  - 6. The type and quality of customer service received by Company policyholders.
- G. Agency represents and warrants that prior to the execution of this Agreement, Agency has provided to the Company the full names and addresses of its officers, directors and any persons who own any shares of or interest in Agency. Thereafter, Agency shall promptly furnish to the Company the full names and addresses of any new officers, directors, or owners.

# II. DUTIES AND CONDITIONS:

- A. Agency will act as an agent of the Company for the purpose of soliciting, selling, and servicing insurance and other Company Business in accordance with the provisions of this Agreement. As an agent of the Company, Agency will provide customer service, including the collection of payments, for any and all Company policyholders and will assist in claims administration in accordance with the Company's rules and procedures.
- B. Agency will meet certain business objectives established by the Company in the areas of profitability, growth, retention, customer satisfaction and customer service. Agency will build and maintain a profitable book of business, assist the Company in its efforts to achieve market penetration for all forms of insurance offered by the Company and other Company Business, and service the Company's customers in a manner consistent with the Company's goodwill, reputation, and overall business strategy.
- C. Agency will record, transmit, and process insurance and Company Business in the manner prescribed in the then current provisions of the Supplement.
- D. Agency agrees to comply with any and all applicable federal, state, or local laws, rules, regulations and ordinances affecting its operation and warrants that Agency, its officers, directors, shareholders, members, and employees will maintain any required agent licenses in the state or states in which Agency is appointed to represent the Company.
- E. This Agreement is being entered into with Agency in reliance upon and in consideration of the skills, qualifications, and representations of <u>Ulises Cicciarelli</u> (referred to in this Agreement as "Key Person"). Agency agrees that it will employ Key Person to provide services under this Agreement for its term.
- F. The Company recognizes that Agency may, in its sole discretion, arrange to have business conducted at its sales location in Key Person's absence by its other employees or other persons and that the time during which Key Person is physically present at Agency's sales location is entirely in Agency's sole discretion. Key Person must, however, remain actively involved in the conduct of business at Agency's sales location.

- G. The Company shall at all times be entitled to conclusively rely upon the authority of Key Person (or in the event of the death or incapacity of Key Person, his executor or personal representative) to bind Agency and its officers, directors, shareholders and members, regardless of any directions received by the Company from any person or entity which conflict with directions received from Key Person, unless the Company is properly served with an order of a court of competent jurisdiction abrogating Key Person's authority and designating an alternate authorized representative to act on behalf of Agency under this Agreement.
- H. Agency agrees that the Company will have the authority to use the name of Agency or Key Person and the Key Person's signature, or facsimile thereof, on policy documents and customer communication materials.
- I. Agency agrees to maintain a professional business relationship with the Company, and, when requested, to meet with Company representatives at mutually convenient times to discuss various business topics. Agency also agrees that, because it is conducting business with the public under the Allstate name, Company representatives shall be permitted access to its sales location to review compliance with this Agreement during the business hours of that sales location.
- J. Agency agrees that, as requested by the Company, it will demonstrate its knowledge of the Company products it is authorized to sell, as well as of federal, state, or local laws, rules, regulations and ordinances affecting its operation. If Agency is unable to demonstrate its knowledge of any product, the Company reserves the right to deny Agency the authority, or withdraw Agency's existing authority, to sell that product, until Agency demonstrates such knowledge.

#### III. AGENCY EMPLOYEES:

- A. Agency has no authority to employ persons on behalf of the Company, and no employee of Agency will be deemed to be an employee or agent of the Company, such employees at all times remaining Agency's employees. Agency has sole and exclusive control over its labor and employee relations policies, and its policies relating to wages, hours, and working conditions of its employees. Agency has the sole and exclusive right to hire, transfer, suspend, lay off, recall, promote, assign, discipline, and discharge its employees.
- B. Agency is solely responsible for all salaries and other compensation of all its employees and will make all necessary salary deductions and withholdings from its employees' salaries and other compensation. Agency is solely responsible for the payment of any and all contributions, taxes, and assessments, and all other requirements of the federal Social Security, federal and state unemployment compensation, and federal, state, and local withholding of income tax laws on all salary and other compensation of its employees.
- C. Agency will comply with all other contracts, federal, state or local laws, ordinances, rules, or regulations regarding its employees, including federal or state laws or regulations regarding minimum compensation, overtime, and equal opportunities for employment. This includes, but is not limited to, Agency's warranty and agreement to comply with the terms of the federal and state civil rights acts, Age Discrimination in Employment Act, Americans With Disabilities Act, Occupational Safety and Health Act, Immigration Reform and Control Act, and the Fair Labor Standards Act.
- D. Agency agrees and warrants that its employees, while working in connection with this Agreement, will comply with any and all applicable federal, state, or local laws, rules, regulations, and ordinances.

# IV. COMPANY PROPERTY, CONFIDENTIALITY:

- A. The Company will furnish Agency such signs, forms, manuals, records, and other materials and supplies as the Company deems advisable to assist Agency. All such property and information furnished by the Company will remain the property of the Company. In addition, the Company will offer, at Agency's expense, such additional materials and supplies as the Company feels may be helpful to Agency.
- B. Agency agrees that it will not at any time or in any manner, directly or indirectly, disclose to any third party or permit any third party to access any confidential information or any information containing trade secrets concerning any matters affecting or relating to the pursuits of the Company, except upon direct written authority of the Company. Furthermore, upon termination of this Agreement, Agency agrees to treat as confidential and not to disclose, either directly or indirectly, to any third party any confidential information or trade secrets of the Company.
- C. Agency agrees that it will not disclose or grant access to any confidential information or trade secrets to any of its employees or other persons providing services for it in connection with this Agreement, unless such employee or other person has signed a copy of the Confidentiality and Non-Competition Agreement, attached as Appendix A if Key Person and Appendix B if other than Key Person. Appendix B is a sample copy of the electronic version of the document that must be transmitted to the Company.
- D. Confidential information includes, but is not limited to: business plans of the Company; information regarding the names, addresses, and ages of policyholders of the Company; types of policies; amounts of insurance; premium amounts; the description and location of insured property; the expiration or renewal dates of policies; policyholder listings and any policyholder information subject to any privacy law; claim information; certain information and material identified by the Company as confidential or information considered a trade secret as provided herein or by law; and any information concerning any matters affecting or relating to the pursuits of the Company that is not otherwise lawfully available to the public. All such confidential information is wholly owned by the Company. Such confidential information may be used by Agency only for the purposes of carrying out the provisions of this Agreement.
- E. Any confidential information or trade secrets recorded on paper, electronic data file, or any other medium, whether provided by the Company or by Agency, is the exclusive property of the Company, as is any such medium and any copy of such medium.
- F. Agency recognizes that a breach of the foregoing provisions will cause irreparable damage to the Company's business and that such damage is difficult or impossible to measure. Agency agrees that in the event of such breach, the Company, in addition to such other rights and remedies it may have, will be immediately entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and Agency waives any defense to an application for such order, except that the violation did not occur. Agency agrees that the Company will be entitled to an award of reasonable attorneys' fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.

# V. SALES LOCATION:

A. Agency may select its sales location, within a geographical area specified by the Company, subject to Company approval. Initially, Agency has selected the location at <u>Tamarac</u>, <u>Florida</u> and such sales location has been approved by the Company. Agency agrees that it will not establish any additional sales location without the prior written approval of the Company. Agency acknowledges that it has no exclusive territorial rights in connection with its sales location.

- B. Agency agrees to keep its sales location open for business as appropriate in the market to provide a proper level of customer service. As a minimum, Agency agrees to operate its sales location consistently with the Agency Standards.
- C. Agency is authorized to sell insurance offered by the Company and Company Business only in the state containing its sales location and other states in which Agency has been authorized to act as a Company agent.

#### VI. ADVERTISING:

- A. The Company will advertise its products and provide promotional material in accordance with its advertising policies. Agency may also advertise in its sole discretion, subject to the requirements in paragraph B. below.
- B. Agency will submit all signs and advertising copy, including, but not limited to, sales brochures, display advertisements in telephone directories, newspaper advertisements, radio and television commercials, electronic media displays, all sales promotional plans and devices, and all other materials to the Company for approval, if they use or contain any reference to any service mark or trade name of the Company. Agency will not use any such advertising material or sales promotional plan or device without obtaining prior written approval from the Company. The Company has the right to disapprove any or all of the aforesaid advertising forms and other materials insofar as they, in the exclusive judgment of the Company, do not conform to Company policy regarding use of Company service marks or trade names; may subject the Company to liability or loss of goodwill; may damage the reputation of the Company or Company customer relations; may fail to adhere to the requirements of any federal, state, or local governmental rules, regulations, or laws; may fail to conform to community or Company standards of good taste and honest dealing; or may be detrimental to the business interests of the Company.

# VII. SERVICE MARK AND TRADE NAME PROTECTION:

- A. Agency agrees to cooperate fully in the quality control program conducted by the Company relating to the use of its service marks and trade names and the nature and quality of services rendered and goods distributed under its service marks and trade names. The Company will have the right to specify, delineate, or limit the services or goods in connection with which Agency may use any of its service marks or trade names. In the event that the nature or the quality of the services or goods in connection with which Agency uses any of the service marks or trade names of the Company is not acceptable to the Company, then the Company will have the right to require Agency to institute appropriate procedures to correct any deficiencies noted by the Company.
- B. Agency agrees, at the request and expense of the Company, to assist the Company in protecting and enforcing the rights of the Company in and to any and all of its service marks and trade names which Agency may then be using.
- C. Agency will not in any manner encumber, alienate, license, or transfer to any other entity any right whatsoever concerning the service marks or trade names the Company authorizes the Agency to use in the performance of this Agreement, except as permitted in Section XVI.

D. Agency recognizes that a breach of the foregoing provisions will cause irreparable damage to the Company's business and that such damage is difficult or impossible to measure. Agency agrees that in the event of such breach, the Company, in addition to such other rights and remedies it may have, will be immediately entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and Agency waives any defense to an application for such order, except that the violation did not occur. Agency agrees that the Company will be entitled to an award of reasonable attorneys' fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.

# VIII. EXPENSES:

Agency will be responsible for the payment of all expenses that it incurs in the performance of this Agreement including, but not limited to: expenses for its sales location, supplies not furnished by the Company, compensation of its employees or other assisting persons whom it engages, telephone, postage, and advertising expenses incurred at its direction, and all other charges and expenses.

# IX. TELEPHONE:

All telephone numbers used in connection with business conducted pursuant to this Agreement are the property of the Company.

# X. INDEMNIFICATION:

- A. The Company will defend and indemnify Agency against liability, including the cost of defense and settlements, imposed on Agency by law for damages sustained by policyholders and caused by acts or omissions of the Company, provided that Agency has not caused or contributed to cause such liability by its acts or omissions. Agency agrees, as a condition to such indemnification, to notify the Company promptly of any claim or suit against it and to allow the Company to make such investigation, settlement, or defense as the Company deems prudent. The Company reserves the right to select counsel to represent Agency in connection with any such claim or suit. Agency also agrees to cooperate fully with the Company in any such investigation, settlement, or defense.
- B. Agency will indemnify the Company against liability, including the cost of defense and settlements, imposed on the Company by law for damages sustained by any person and caused by the acts or omission of Agency, its officers, directors, shareholders, members, employees, including Key Person or other persons working in connection with this Agreement, provided that the Company has not caused or contributed to cause such liability by its acts or omissions. The Company agrees, as a condition to such indemnification, to notify Agency promptly of any such claim or suit against the Company. The Company reserves the right to select counsel to represent it in connection with any such claim or suit and to make such investigation or settlement as the Company deems prudent.

# XI. INSURANCE:

- A. Agency agrees that it will, at its sole expense, obtain and maintain during the term of this Agreement policies of insurance as described in the EA Manual, as may be amended from time to time. Such policies must be obtained from companies satisfactory to the Company and must be adequate to protect against all expenses, claims, actions, liabilities, and losses related to the subjects covered by the required policies.
- B. Where specified, each policy must name the Company as an additional insured and must contain a severability of interest/cross liability endorsement. Each policy must also expressly provide that it will not be subject to material change or cancellation without at least thirty (30) days prior written notice to the Company.

C. Agency must furnish the Company with proof of insurance upon request by the Company. If, in the Company's opinion, such policies do not afford adequate protection for the Company, the Company will so advise Agency and if Agency does not furnish evidence of acceptable coverage within fifteen (15) days after being requested to do so by the Company, the Company will have the right to obtain additional insurance at Agency's expense and deduct the cost of such insurance plus a processing fee from monies owed Agency by the Company.

# XII. FINANCIAL INFORMATION:

Agency shall maintain all books and records relating to the business under this Agreement including, but not limited to, all checkbooks, check registers, deposit receipts, and general ledgers for a period of not less than five years after the close of the fiscal year to which they relate. All of the foregoing records shall be open and available for inspection or audit at any time during Agency business hours without notice by the Company or its designated auditors and Agency shall have the duty to cooperate fully with the party(ies) making such inspection or audit.

#### XIII. POLICIES IN AGENCY'S ACCOUNT:

Policies which are credited to Agency's account are described in the Supplement. While this Agreement is in effect, the Company will leave in Agency's account all policies credited to such account so long as the policyholder resides within a state in which Agency is authorized to act as a Company agent, except that the Company may remove any policy from Agency's account at the request of a policyholder.

# XIV. MONEY COLLECTED BY AGENCY:

All payments collected or received by Agency in the performance of this Agreement are the property of the Company, will be treated as trust funds, and will be promptly transmitted to the Company without deduction for any purpose in the manner specified by the Company. Agency must maintain accurate records and current remittance reports which may be inspected by the Company at any time without notice and which shall be submitted to the Company in accordance with its rules and procedures.

#### XV. COMPENSATION:

- A. The sole compensation to which Agency will be entitled for services rendered pursuant to this Agreement will be the commissions set forth in the Supplement, as may be amended from time to time. All commissions will be paid solely to the Agency, except as described in Section XIX. below. The Company will pay Agency its commissions at the time and in the manner set forth in the Supplement. However, due to the inherent uncertainty of business conditions, the Company reserves the right to increase or decrease any commission amounts and to change the commission rules. If the Company changes commission amounts, it will provide Agency with written notice of the changes at least ninety (90) days prior to the date on which they are to become effective.
- B. The Company may provide Agency with such bonuses, awards, prizes, and other remuneration based on performance, if any, as it may prescribe in its sole discretion.
- C. If any application for insurance is rejected, or any policy is surrendered or canceled, in whole or in part, for any reason, before the expiration of the policy period, or if any premium is reduced or any overpayment made to Agency, or if any premium paid is not earned by the Company, the commissions paid to Agency on the amount returned or credited to the policyholder, or the amount overpaid to Agency, will constitute an indebtedness of the Agency to the Company and will be charged to Agency or recovered from Agency by reducing any future commissions, awards, or bonuses due Agency.

#### XVI. TRANSFER OF INTEREST:

- A. Agency may not execute a transfer of its interest in this Agreement without the prior written approval of the Company. A transfer of interest in this Agreement is described in the Supplement and EA Manual and includes, but is not limited to, any sale, merger, or assignment, in whole or in part, directly, indirectly, or contingently, of this Agreement or any rights or obligations under it. Neither Agency, nor any shareholder or member of Agency, shall transfer any shares or interest in Agency, including, but not limited to, any sale, assignment, conveyance, or the granting of any lien, security interest, pledge, or mortgage thereof, without the prior written approval of the Company. Agency has the obligation to notify the Company of a proposed transfer and to request Company approval.
- B. Agency has an economic interest, as defined in this Agreement and the incorporated Supplement and EA Manual, in its Allstate customer accounts developed under this Agreement. Subject to the terms and conditions set forth in this Agreement and the incorporated Supplement and EA Manual, Agency may transfer its entire economic interest in the business written under this Agreement upon termination of this Agreement by selling the economic interest in the business to an approved buyer. The Company retains the right in its exclusive judgment to approve or disapprove such a transfer. Any failure to disclose and obtain the prior written approval of the Company for any transfer of Agency's interest in this Agreement or any share or interest in Agency shall constitute a breach of this Agreement and cause for termination of this Agreement.
- C. Approval of a proposed transfer of Agency's entire interest in this Agreement will be conditioned upon the termination of this Agreement and the execution of a then current agency agreement by the proposed transferee.
- D. Policies in Agency's account (Section XIII. above) will be transferred to an approved transferee.

# XVII. TERMINATION OF AGREEMENT:

- A. This Agreement will be terminated automatically:
  - 1. On the effective date of any transfer of Agency's entire interest in this Agreement, whether approved or not, as described in Section XVI. above;
  - 2. Upon the death or permanent incapacity of Key Person;
  - 3. On the date Key Person ceases to be employed by Agency;
  - 4. Upon the loss of any required agent license of Agency or Key Person;
  - 5. Upon the dissolution of Agency; or
  - 6. Upon the surrender of, or the election not to renew, the Company's license to sell insurance in all lines in the state in which Agency's sales location is located or the discontinuation of the sale of insurance in the state.
- B. This Agreement may be terminated:
  - 1. At any time by mutual agreement of the parties in writing;

- 2. By either party, with or without cause, upon providing ninety (90) days prior written notice to the other, or such greater number of days as is required by law. Once written notice of termination has been given by either party, Agency will, immediately upon request of the Company, cease to act or to represent itself in any way as an agent or representative of the Company, but it will receive compensation pursuant to Section XV. from the Company for the period up to and including the specified termination date; or
- 3. Alternatively, by the Company, with cause, immediately upon providing written notice to Agency. Cause may include, but is not limited to, breach of this Agreement, fraud, forgery, misrepresentation or conviction of a crime. The list of examples of cause just stated shall not be construed to exclude any other possible ground as cause for termination.

# XVIII. OBLIGATIONS UPON TERMINATION OF AGREEMENT:

Except as otherwise provided in a subsequent agreement between Agency and the Company, upon termination of this Agreement, Agency agrees that:

- A. Agency will not act or represent itself in any way as an agent or representative of the Company.
- B. Agency will immediately return all property belonging to the Company, or dispose of it in such manner as the Company specifies.
- C. Agency will immediately cease to use such telephone numbers referenced in Section IX. above and execute an Order of Transfer of Responsibility for such numbers in its or Key Person's name to the Company or to any party the Company designates, and Agency will immediately notify the telephone company of any such transfer. Agency will be responsible for all charges incurred up to the date of execution of the transfer.
- D. For a period of one year following termination, neither Agency, nor any of its officers, directors, shareholders, members, or employees, including Key Person or any other persons working in connection with this Agreement, will solicit the purchase of products or services in competition with those sold by the Company:
  - With respect to any person, company, or organization to whom Agency or anyone acting on its behalf sold insurance or other products or services on behalf of the Company and who is a customer of the Company at the time of termination of the Agreement;
  - 2. With respect to any person, company, or organization who is a customer of the Company at the time of termination of this Agreement and whose identity was discovered as a result of Agency's status as a Company agent or as a result of Agency's access to confidential information of the Company; or
  - 3. From any office or business site located within one mile of the agency sales location maintained pursuant to Section V. of this Agreement at the time this Agreement is terminated.

In the event that such one year period or one mile distance exceeds the time or distance permitted by any applicable law, such period or distance will be automatically adjusted to the maximum period or distance permitted by such law. If any other provision in this paragraph D. conflicts with any existing law, it will be applied to the extent permitted by such law.

E. Agency will immediately cease and desist from any and all use of Company service marks and trade names. Agency will immediately return to the Company all property in its possession or under its control bearing any Company service mark or trade name, or dispose of it in such manner as the Company specifies.

- F. Agency recognizes that a breach of any of the foregoing provisions will cause irreparable damage to the Company's business and that such damage will be difficult or impossible to measure. Agency agrees that in the event of any such breach, the Company, in addition to such other rights and remedies as it may have, will be immediately entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and Agency waives any defense to an application for such order, except that the violation did not occur. Agency agrees that the Company will be entitled to an award of reasonable attorneys' fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.
- G. Agency recognizes and acknowledges that each of the foregoing provisions of this Section XVIII. is reasonable and necessary to protect and preserve the legitimate business interests of the Company, its present and potential business activities, and the economic benefits derived therefrom. Agency and Key person recognize and acknowledge that the foregoing provisions are not an undue restraint on Agency or Key Person.

# XIX. PAYMENT TO AGENCY UPON DISSOLUTION:

If at any time following the Company's receipt of notice of Agency's dissolution, the Company shall be obligated under this Agreement to pay money to Agency, the Company is irrevocably authorized to pay such money to Key Person, or in the event of the death or incapacity of Key Person, his executor or personal representative, who shall be responsible to Agency's successors-in-interest for distribution of such payment to the persons or entities legally entitled thereto. Company shall have no liability whatsoever for any payments made pursuant to the foregoing authority regardless of whether Company has received any conflicting demand from any other person or entity, except for payments made by the Company in violation of an order of a court of competent jurisdiction properly served upon the Company which directs the Company not to make any such payment to Key Person and designates an alternate person or entity to which the Company is directed to make such payments.

# XX. NOTICE:

All notices will be deemed to have been given if personally delivered, sent by facsimile transmission, or mailed as follows:

if to the Company:	Allstate Insurance Company 8711 Freeport Parkway		
	Irving, TX 75063		
	Attention:		
if to Agency:	Ulises Cicciarelli		
in to Agency.	3726 NE 167 Street		
	North Miami Beach, FL 33160		

or to such other person or address as any party may furnish or designate to the other in writing.

#### XXI. GENERAL PROVISIONS:

- A. Agency warrants and represents that Agency is a [corporation] [limited liability company] duly organized, validly existing and in good standing under the laws of the State of Florida and has all requisite power and [corporate] [limited liability company] authority to enter into this Agreement and to perform Agency's duties and obligations under this Agreement. Agency further warrants and represents that it is duly qualified and in good standing to do business in every jurisdiction in which such qualification is necessary because of the nature of the business conducted by it pursuant to this Agreement.
- B. Agency and Key Person warrant and represent that Agency and Key Person have the power, [corporate] [limited liability company] authority, and capacity to enter into and consummate this Agreement. The execution, delivery, and performance of this Agreement and the consummation of the transactions contemplated hereby have been duly and validly authorized by all necessary [corporate] [limited liability company] action, as applicable, on the part of Agency and Key Person.
- C. This Agreement may not be modified except by a written agreement between the Company and Agency which expressly states that it modifies this Agreement. No other written statements, representations, or agreements and no oral statements, representations, or agreements will be effective to modify this Agreement. No representative of the Company will have authority to modify this Agreement, except as provided in this Section XXI. Nothing in this Section will affect the Company's right to amend the Supplement, EA Manual, and Agency Standards, as provided in Section I.C.
- D. Agency acknowledges that it has reviewed the Supplement, EA Manual, and Agency Standards and that it has an ongoing responsibility to review all changes to the Supplement, EA Manual and Agency Standards issued by the Company and agrees to be bound by them.
- E. References in this Agreement to the Supplement, EA Manual, and Agency Standards are references to the Supplement, EA Manual, and Agency Standards including any changes which may be made from time to time and distributed to Agency by the Company.
- F. Agency acknowledges that it has read this Allstate R3001C Exclusive Agency Agreement, understands it, and agrees to be bound by its terms.
- G. The authority granted to Agency under this Agreement is nonexclusive. The term "Exclusive" as used in the title of this Agreement refers to the obligations assumed by Agency under Section I.E.
- H. The descriptive headings of this Agreement are intended for reference only and will not affect the construction or interpretation of this Agreement.
- I. If any provision or part of this Agreement is held invalid for any reason, such invalidity will not affect any other provision or part of this Agreement not held invalid, and such remaining provisions and parts will remain in full force and effect.
- J. The failure of either party to insist upon the performance of any of the terms of this Agreement in any one or more instances will not be construed as a waiver or relinquishment of the future performance of any such term. The obligation of the parties with respect to any such future performance will continue in full force and effect.
- K. Nothing in this Agreement shall be construed to confer upon any person or entity other than the Company and Agency any rights under this Agreement.

- L. This Agreement, and the obligations or rights hereunder, shall not be assignable by Agency except as provided by Section XVI. The rights and obligations of the parties to this Agreement shall be binding upon and inure to the benefit of the Company and its successors and assigns.
- M. This Agreement may be executed in counterparts, each of which will be deemed an original.

IN WITNESS WHEREOF, the Company and Agency have caused this Agreement to be executed by their authorized representatives and the parties hereby accept the terms of this Agreement.

# ALLSTATE INSURANCE COMPANY De-Signed by Stacy Wines 2020-08-03 17:54:10 GMT (authorized representative) August 03, 2020 (date) AGENCY Company Description (name) ULISES CICCIARELLI (Key Person) August 03, 2020 (date)

#### R3001C APPENDIX A

# GONEDENTAL INVANDATIONE ONE ELITONATE EN ENTE

#### KEY PERSON

This Confidentiality and Non-Competition Agreement ("A	Agreement") is entered into this	1st day of
August 2020 ,, by and between	· ·	(referred to in
this Agreement as "Service Provider"), and Prestige Insur	rance Group LLC	_ (referred to in this
Agreement as "Agency"), and Allstate Insurance Compa	any as a direct third party benefi	ciary of this Agreement
(referred to in this Agreement as "the Company").		

WHEREAS, the Company has entered into an agency agreement appointing Agency to act as its agent for the purpose of receiving and accepting applications for insurance and for selling certain specified products of the Company's subsidiaries and affiliates; and

WHEREAS, under the terms of the agency agreement, Agency has agreed to maintain the confidentiality of the Company's confidential information; and

WHEREAS, Agency has employed Service Provider to assist Agency in performing services under the agency agreement; and

WHEREAS, Service Provider will have access to certain confidential information of the Company;

NOW, THEREFORE, for and in consideration of the agreements, covenants, and conditions herein contained, the adequacy and sufficiency of which is expressly acknowledged by each of the parties hereto, the parties agree as follows:

- 1. The terms "employed" or "employment" as referred to in this Agreement apply to any service provided by the Service Provider as an employee, independent contractor, or in any other capacity.
- 2. Service Provider acknowledges that while assisting Agency in performing services under the agency agreement, Service Provider will have access to or will have disclosed to him/her confidential information concerning the Company, the disclosure of which could be harmful to the Company.
- 3. Confidential information includes, but is not limited to, business plans of the Company; information regarding the names, addresses, and ages of policyholders or prospective policyholders of the Company; types of policies; amounts of insurance; premium amounts; the description and location of insured property; the expiration or renewal dates of policies; policyholder listings and any policyholder information subject to any privacy law; claim information; certain information and material identified by the Company as confidential or information considered a trade secret as provided herein or by law; and any information concerning any matters affecting or relating to the pursuits of the Company that is not otherwise lawfully available to the public. Confidential information may be oral or recorded on paper, electronic data file, or any other medium.
- 4. Service Provider agrees that he/she will not at any time or in any manner, directly or indirectly, disclose to any third party or permit any third party to access any confidential information, except upon the written consent of the Company; nor will Service Provider use any confidential information for his/her own benefit, except for the purposes of assisting Agency in performing services under the agency agreement.
- 5. Any and all confidential information and all Company forms, manuals, records, and other materials and supplies furnished to Service Provider by Agency will at all times remain the property of the Company and will be returned to the Company at any time upon the demand of the Company or upon the termination of Service Provider's employment by Agency.
- 6. Upon the termination of Service Provider's employment by Agency, Service Provider agrees to treat as confidential and not disclose, either directly or indirectly, to any third party any confidential information of the Company.

- 7. For a period of one year following the termination of Service Provider's employment by Agency, Service Provider agrees not to solicit the purchase of products or services in competition with those sold by the Company:
  - 1. With respect to any person, company, or organization to whom Agency, or any person employed by Agency, including Service Provider, sold insurance or other products or services on behalf of the Company, and who is a customer of the Company at the time of the termination; or
  - 2. With respect to any person, company, or organization who is a customer of the Company at the time of the termination and whose identity was discovered as a result of access to confidential information of the Company; or
  - 3. From any office or business site located within one mile of any locations from which Agency solicited or sold Company insurance or other products or services during the year immediately preceding the termination.

In the event that such one year period or one mile distance exceeds the time or distance permitted by any applicable law, such period or distance will be automatically adjusted to the maximum period or distance permitted by such law. If any other provision in this paragraph 7 conflicts with any existing law, it will be applied to the extent permitted by such law.

- 8. Upon the termination of Service Provider's employment with Agency, Service Provider will immediately cease and desist from any and all use of Company service marks and trade names. Service Provider will immediately return to Agency or the Company all property bearing any company service marks or trade names, or dispose of such materials in the manner specified by the Company. If requested by the Company, Service Provider will execute an Order of Transfer of Responsibility for any telephone numbers in the Service Provider's name, which were used in connection with the conduct of business on behalf of the Company.
- 9. While employed by Agency, Service Provider agrees that he/she will not either directly or indirectly, solicit, sell or service insurance of any kind for any other company, agent or broker, or refer a prospect to another company, agent or broker without the prior written consent of the Company.
- 10. Service Provider recognizes that a breach of any of the foregoing provisions will cause irreparable damage to the Company's business and that such damage will be difficult or impossible to measure. Service Provider agrees that in the event of any such breach, the Company, in addition to such other rights and remedies as it may have, will be entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and Service Provider waives any defense to an application for such order, except that the violation did not occur. Service Provider agrees that the Company will be entitled to an award of reasonable attorney's fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.
- 11. This Agreement may be executed in counterparts, each of which will be deemed an original. This Agreement supersedes and replaces any prior confidentiality and non-competition agreement between the parties hereto. The parties agree that the use of facsimile signatures for the execution of this Agreement shall be legal and binding and shall have the same full force and effect as if originally signed.

IN WITNESS WHEREOF, the parties hereby accept the terms of this Agreement.

Accepted by:

SERVICE PROVIDER	AGENCY	ALLSTATE INSURANCE COMPANY
ULISES CICCIARELLI	e-Signed by ULISES CICCIARELLI on 2020-08-03 17:04:56 GMT	e-Signed by Stacy Wines
(Key Person as an Individual)	(Key Person on behalf of Agency)	(authorized representative)
August 03, 2020	August 03, 2020	August 03, 2020
(date)	(date)	(date)

#### R3001C APPENDIX B

# CONFIDENTIALITY AND NON-COMPETITION AGREEMENT

This Confidentiality and Non-Competition Agreement ("Agreement") is entered into this,, by and between	day of (referred to in
this Agreement as "Service Provider"), and	(referred to in this
Agreement as "Agency"), and Allstate Insurance Company as a direct third party benefici (referred to in this Agreement as "the Company").	iary of this Agreement
WHEREAS, the Company has entered into an agency agreement appointing Agency to a purpose of receiving and accepting applications for insurance and for selling certain spec Company's subsidiaries and affiliates; and	
WHEREAS, under the terms of the agency agreement, Agency has agreed to maintain to Company's confidential information; and	ne confidentiality of the
WHEREAS, Agency has employed Service Provider to assist Agency in performing serving agreement; and	ices under the agency
WHEREAS, Service Provider will have access to certain confidential information of the C	ompany;
NOW, THEREFORE, for and in consideration of the agreements, covenants, and condition the adequacy and sufficiency of which is expressly acknowledged by each of the parties agree as follows:	ons herein contained, hereto, the parties

- 1. The terms "employed" or "employment" as referred to in this Agreement apply to any service provided by the Service Provider as an employee, independent contractor, or in any other capacity.
- 2. Service Provider acknowledges that while assisting Agency in performing services under the agency agreement, Service Provider will have access to or will have disclosed to him/her confidential information concerning the Company, the disclosure of which could be harmful to the Company.
- 3. Confidential information includes, but is not limited to business plans of the Company; information regarding the names, addresses, and ages of policyholders or prospective policyholders of the Company; types of policies; amounts of insurance, premium amounts; the description and location of insured property; the expiration or renewal dates of policies, policyholder listings and any policyholder information subject to any privacy law claim information certain information and material identified by the Company as confidential or information considered a trade secret as provided herein or by law; and any information concerning any matters affecting or relating to the pursuits of the Company that is not otherwise lawfully available to the public. Confidential information may be oral or recorded on paper, electronic data file, or any other medium.
- 4. Service Provider agrees that he/she will not at any time or in any manner, directly or indirectly, disclose to any third party or permit any third party to access any confidential information, except upon the written consent of the Company, nor will Service Provider use any confidential information for his/her own benefit, except for the purposes of assisting Agency in performing services under the agency agreement.
- 5. Any and all confidential information and all Company forms, manuals, records, and other materials and supplies furnished to Service Provider by Agency will at all times remain the property of the Company and will be returned to the Company at any time upon the demand of the Company or upon the termination of Service Provider's employment by Agency.
- 6. Upon the termination of Service Provider's employment by Agency, Service Provider agrees to treat as confidential and not disclose, either directly or indirectly, to any third party any confidential information of the Company.

- 7. For a period of one year following the termination of Service Provider's employment by Agency, Service Provider agrees not to solicit the purchase of products or services in competition with those sold by the Company:
  - 1. With respect to any person, company, or organization to whom Agency, or any person employed by Agency, including Service Provider, sold insurance or other products or services on behalf of the Company, and who is a customer of the Company at the time of the termination; or
  - 2. With respect to any person, company, or organization who is a customer of the Company at the time of the termination and whose identity was discovered as a result of access to confidential information of the Company; or
  - 3. From any office or business site located within one mile of any locations from which Agency solicited or sold Company insurance or other products or services during the year immediately preceding the termination.

In the event that such one year period or one mile distance exceeds the time or distance permitted by any applicable law, such period or distance will be automatically adjusted to the maximum period or distance permitted by such law. If any other provision in this paragraph 7 conflicts with any existing law, it will be applied to the extent permitted by such law.

- 8. Upon the termination of Service Provider's employment with Agency, Service Provider will immediately cease and desist from any and all use of Company service marks and trade names. Service Provider will immediately return to Agency or the Company all property bearing any company service marks or trade names, or dispose of such materials in the manner specified by the Company. If requested by the Company, Service Provider will execute an Order of Transfer of Responsibility for any telephone numbers in the Service Provider's name, which were used in connection with the conduct of business on behalf of the Company.
- 9. While employed by Agency, Service Provider agrees that he/she will not either directly or indirectly, solicit, sell or service insurance of any kind for any other company, agent or broker, or refer a prospect to another company, agent or broker without the prior written consent of the Company.
- 10. Service Provider recognizes that a breach of any of the foregoing provisions will cause irreparable damage to the Company's business and that such damage will be difficult or impossible to measure. Service Provider agrees that in the event of any such breach the Company, in addition to such other rights and remedies as it may have, will be entitled to an order granting injunctive relief from any court of competent jurisdiction against any act which would violate any such provision, without the necessity of posting a bond, and Service Provider waives any defense to an application for such order, except that the violation did not occur. Service Provider agrees that the Company will be entitled to an award of reasonable attorney's fees in the event that it is successful in an application for injunctive relief or in an action based upon breach of the foregoing provisions.
- 11. This Agreement supersedes and replaces any prior confidentiality and non-competition agreement between the parties hereto. The parties agree that the use of electronic signatures for the execution of this Agreement shall be legal and binding and shall have the same full force and effect as if originally signed.

IN WITNESS WHEREOF, the parties hereby accept the terms of this Agreement.

Accepted by:		
SERVICE PROVIDER	AGENCY	ALLSTATE INSURANCE COMPANY
(name)	(Key Person)	(authorized representative)
(date)	(date)	(date)

# **EXHIBIT D**



Char Jordan District Sales Leader Zone 3

November 13, 2020

Prestige Insurance Group LLC Attn: Ulises Cicciarelli 5850 Hiatus Rd Ste D Tamarac, FL 33321

Dear Ulises:

This letter is notice that Allstate Insurance Company is terminating the Allstate R3001C Exclusive Agency Agreement ("Agreement") with [INSERT AGENCY NAME], ("Agency") effective immediately. The termination is pursuant to Section XVII.B.3 of the Agreement. Allstate is taking this action for reasons that include providing false information to the company and failing to issue policies according to Allstate guidelines.

Agency's obligations to Allstate are stated in the Agreement. The Agreement requires that Agency must, among other things:

- Immediately return all property belonging to Allstate including all manuals, equipment, and any materials bearing any Allstate service mark or trade name;
- Immediately cease to use any telephone numbers used to conduct Allstate business from the former sales location; and
- Immediately cease and desist from any and all use of Allstate service marks and trade names.

Agency may have the option of accepting a termination payment from Allstate or selling the economic interest to an approved buyer as outlined in the Independent Contractor Manual and Supplement for the R3001C Agreement. If Agency is eligible for and elects the termination payment option, Agency will receive such payment calculated and paid in accordance with the Supplement for the R3001C Agreement. Please note the termination payment is conditioned upon, for example, compliance with the confidentiality and non-solicitation provisions that survive the termination of the Agreement and the immediate return of all Allstate property.

If Agency elects to sell the economic interest in the book of business, Allstate has the absolute right of approval of the buyer. The buyer must meet Allstate's eligibility requirements. If Allstate approves a proposed buyer, the sale must be completed on or before March 1, 2021 and must be effective on the first day of that or any earlier month. If Agency does not present a buyer or the buyer that Agency presents is not approved, we will process the termination payment as described above.

If agency elects, it may sell its interest in any assigned risk policies it may own. After the Agreement terminates, agency will continue to receive commissions on existing assigned risk policies processed by Allstate that it retains, if any. Also, if agency elects, it may seek to transfer any flood policies it may have produced subject to such rules and policies that are applicable to flood business.

Please contact me with any questions you have regarding the termination process.

Sincerely,

Char Jordan

DSL

# **EXHIBIT B**



November 17, 2020

Florida Office of Ins Regulation 200 East Gaines St Tallahassee FL 32399

Re: **Termination For Cause** 

> Producer: Ulises Cicciarelli License Number: W553959

NPN: 19073054

To Whom It May Concern:

The producer referenced above has been terminated for cause from the following companies:

- Allstate Fire & Casualty Insurance Company
- Allstate Insurance Company
- Allstate Indemnity Company
- Allstate Property & Casualty Insurance Company
- Castle Key Indemnity Company
- Castle Key Insurance Company
- Allstate Assurance Company
- Allstate Life Insurance Company
- Lincoln Benefit Life Company
- American Heritage Life Insurance Company

The "for-cause" termination reason is due to providing false information to the company and failing to issue policies according to Allstate guidelines. Please use the following contact information for any questions or supporting documentation needed:

Ewelina Buczakowski 8711 Freeport Pkwy Irving TX 75063 Phone: (877) 717-7278

Email: HRPART@allstate.com

Sincerely,

Chris Reetz Manager

Cc: Ewelina Buczakowski

Ulises Cicciarelli