

1 State of New Hampshire Banking Department

2  
3 In re the Matter of: ) Case No.: 08-BD-003  
4 State of New Hampshire Banking )  
5 Department, ) Staff Petition  
6 Petitioner ) August 11, 2008  
7 and )  
8 Family Protection Center (a/k/a )  
9 Mortgage Protection Center), Mortgage )  
10 Protection Center (a/k/a Family )  
11 Protection Center), The Mortgage )  
12 Protection Center, LLC (d/b/a )  
13 Mortgage Protection Center and Family )  
14 Protection Center), National Agents )  
15 Alliance Insurance Agency, LLC (a/k/a )  
16 NAA, National Agents Alliance, d/b/a )  
17 www.naaleads.com, Family Protection )  
18 Center, and Mortgage Protection )  
19 Center), National Agents Alliance )  
20 (a/k/a NAA, National Agents Alliance )  
21 Insurance Agency, LLC, d/b/a )  
22 www.naaleads.com, Family Protection )  
23 Center, and Mortgage Protection )  
24 Center) )  
25 Respondents )

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STATEMENT OF ALLEGATIONS

I. The staff of the Banking Department, State of New Hampshire (hereinafter referred to as the "Department") alleges the following facts:

1. On or about July 17, 2008, the Department received a written communication from Consumer A, an individual, regarding a mailing from Respondent Family Protection Center P.O. Box 9001 in Burlington, North Carolina 27216-9001.
2. A search from the Better Business Bureau shows a March 24, 2008 Communications/Investigations tip regarding Respondent Family Protection Center (hereinafter "FPC") states Respondent FPC is also known as Respondent Mortgage Protection Center (hereinafter "MPC") with the same address as in paragraph 1 above.
3. A search for "Mortgage Protection Center" via the North Carolina Secretary of State website reveals Respondent The Mortgage Protection Center, LLC (hereinafter "MPC, LLC") is out of Hendersonville, North Carolina.
4. The telephone number listed with the same Better Business Bureau March 24, 2008 Communications/Investigations tip leads to a voice mail indicating the caller has reached NAA and its website is [www.naaleads.com](http://www.naaleads.com), which advertises it is "America's #1 Seller of Mortgage Protection Insurance".
5. The website [www.naaleads.com](http://www.naaleads.com), as indicated in a Network Solutions WHO IS search, is owned by Respondent National Agents Alliance out of Burlington, North Carolina (hereinafter

1 "National Agents Alliance"). The street address is listed as  
2 "Private".

3 6. The website [www.naaleads.com](http://www.naaleads.com) shows two significant addresses.  
4 For NAA, the address is listed as 1214 Turrentine Street in  
5 Burlington, North Carolina and for the Senior Vice President -  
6 Sales Development and Sales Quality Manager, it is listed as  
7 3325 US HWY 29N in Danville, Virginia.

8 7. NAA stands for National Agents Alliance, which is on the  
9 company's logo as advertised on [www.naaleads.com](http://www.naaleads.com).

10 8. National Agents Alliance is mentioned on [www.ripoffreport.com](http://www.ripoffreport.com)  
11 with an address of 3696 US HWY 29, Suite B in Danville,  
12 Virginia.

13 9. A search for "National Agents Alliance" via the Virginia  
14 Secretary of State website reveals Respondent National Agents  
15 Alliance Insurance Agency, LLC (hereinafter "NAA, LLC") is out  
16 of 3696 US HWY 29, Suite B in Danville, Virginia and its  
17 registered agent is the same individual listed on  
18 [www.naaleads.com](http://www.naaleads.com) as its Senior Vice President - Sales  
19 Development and Sales Quality Manager with the same address.

20 10. Consumer A indicated in the letter that Consumer A had been  
21 solicited via written correspondence by Respondent FPC to  
22 purchase mortgage life and disability insurance with no physical  
23 examination to enable Consumer A to protect Consumer A's  
24 mortgage loan in case of an unexpected occurrence.

1 11. On or about August 8, 2008, the Department received a written  
2 and verbal communication from Financial Institution A, a New  
3 Hampshire state-chartered bank, regarding its policy with  
4 respect to solicitations.

5 12. Respondent FPC's (and therefore all of the above mentioned  
6 Respondents) solicitation further advised that benefits can  
7 include:

8 a. in case of death, the program/plan would pay the mortgage  
9 amount in the event of borrower's death,

10 b. in case of disability, the program/plan provides money to  
11 make the consumer's mortgage payment if the consumer cannot  
12 work due to an illness or injury,

13 c. in case of unemployment, the program/plan pays the  
14 consumer's Policy Premium for up to six months, and

15 d. a return of premium, wherein the program/plan returns 100%  
16 of the consumer's premium at the end of the term.  
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18 13. Respondent FPC's (and therefore all of the above mentioned  
19 Respondents) solicitation reference the bank name in two places  
20 on the solicitation itself:

21 a. At the very top of the solicitation preceded by "RE:  
22 MORTGAGE TIME SENSITIVE" and followed by Consumer A's name and  
23 address with the loan amount and date on the right of the  
24 page,  
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