

**STATE OF NEW JERSEY**  
**DEPARTMENT OF BANKING AND INSURANCE**  
**BUREAU OF FRAUD DETERRENCE**



**CONSENT ORDER NO. 22-52055-04**

In the Matter of	)	<b>CONSENT ORDER</b>
Cherice Nealy	)	
295 East 48 <sup>th</sup> Street	)	
Brooklyn, NY 11203-3303	)	
Respondent.	)	

THIS MATTER having been opened by the Bureau of Fraud Deterrence, Department of Banking and Insurance of the State of New Jersey, upon information indicating that Respondent, Cherice Nealy, currently residing at 295 East 48<sup>th</sup> Street, Brooklyn, New York 11203-3303, may have violated the provisions of N.J.S.A. 17:33A-4; and

WHEREAS, Respondent, Cherice Nealy, did knowingly provide false and misleading information to the Progressive Insurance Company on May 5, 2022, by misrepresenting her primary address as 133 Graybar Drive, North Plainfield, New Jersey 07062, when, in fact, she resides at 295 East 48<sup>th</sup> Street, Brooklyn, New York 11203-3303. Futhermore, Cherice Nealy did knowingly provide false and misleading information to the Progressive Insurance Company on May 16, 2022, during a recorded call by stating that her policy vehicle was involved in an accident in mid-January of 2022, when, in fact, the accident occurred on December 30, 2021, prior to the inception of her policy on January 5, 2022; and

WHEREAS, the above conduct constitutes a violation of N.J.S.A. 17:33A-1 et seq., and any future violation of N.J.S.A. 17:33A-1 et seq., shall be considered to be a second offense; and

WHEREAS, Respondent has been informed that she has a right to notice and to request a hearing, in accordance with the Administrative Procedure Act (N.J.S.A. 52:14B-1 et seq.), on the violation alleged herein before a civil and administrative penalty is imposed; and

WHEREAS, Respondent understands these rights and has voluntarily waived the right to notice and to a formal legal proceeding in this matter; and

WHEREAS, Respondent consents to pay a civil administrative penalty in the amount of \$5,000.00, and surcharge in the amount of \$250.00, the total amount of \$5,250.00 being due immediately by certified check, bank check or money order made payable to the "Acting Commissioner, Department of Banking and Insurance". This signed order and the payment shall be returned to Managing Investigator, Michael I. Palumbo, Bureau of Fraud Deterrence, Department of Banking and Insurance, PO Box 326, Trenton, New Jersey 08625; and

WHEREAS, the penalties of this Consent Order are imposed pursuant to the police powers of the State of New Jersey for the enforcement of the law and the protection of the public health, safety and welfare, and are not intended to constitute debts which may be limited or discharged in a bankruptcy proceeding; and

IT FURTHER APPEARING that the matter is suitable for resolution upon the consent of the parties and that Respondent and the Bureau of Fraud Deterrence desire to terminate this matter without further hearing or litigation, and for further good cause appearing;

NOW, THEREFORE, IT IS ON THIS 10 day of ~~NOVEMBER~~, 2024,  
ORDERED AND AGREED as follows: 11:04 December 2024  
RS RS RS

1. Pursuant to N.J.S.A. 17:33A-5(c), civil administrative penalty of \$5,000.00 is imposed on Respondent, Cherice Nealy.
2. Pursuant to N.J.S.A. 17:33A-5.1, Respondent shall pay to the Acting Commissioner, Department of Banking and Insurance, a surcharge equal to five (5%) percent of the settlement amount, which is \$250.00, such amount to be in addition to the civil administrative penalty.
3. This Consent Order shall not be binding until it is signed by the Assistant Commissioner, Bureau of Fraud Deterrence.

4. Respondent consents to the entry of this final administrative order. Respondent understands that this final administrative order may be docketed with the Clerk of the Superior Court as provided in the Penalty Enforcement Law (N.J.S.A. 2A:58-1 et seq.).

JUSTIN ZIMMERMAN  
ACTING COMMISSIONER  
DEPARTMENT OF BANKING AND INSURANCE

By: Richard Besser  
RICHARD BESSER  
ASSISTANT COMMISSIONER  
BUREAU OF FRAUD DETERRENCE

CONSENTED TO AS TO FORM, CONTENT  
AND ENTRY OF ORDER:

Nealy  
Cherice Nealy, Respondent

Dated: 11.10.24

RECEIVED

11/10/24

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DEPARTMENT OF BANKING AND INSURANCE