

STATE OF NEW JERSEY
DEPARTMENT OF BANKING AND INSURANCE

IN THE MATTER OF:

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| Proceedings by the Commissioner of Banking |) | |
| and Insurance, State of New Jersey, to fine |) | CONSENT |
| Exclusive PIA, LLC, Reference No. N/A, and |) | ORDER |
| Joy Alarcon-Castro, Reference No. 3000930443 |) | |

| | |
|-------------------------------|-------------------------------|
| To: Exclusive PIA, LLC | Joy Alarcon-Castro |
| 1655 W 44 th Place | 1655 W 44 th Place |
| Suite #429 | Suite #429 |
| Hialeah, FL 33012 | Hialeah, FL 33012 |

This matter, having been opened by the Commissioner of Banking and Insurance ("Commissioner"), State of New Jersey, upon information that Exclusive PIA, LLC ("Exclusive"), unlicensed public adjuster business entity and Joy Alarcon Castro ("Castro"), previously licensed nonresident public adjuster, pursuant to N.J.S.A. 17:22B-5, may have violated various provisions of the insurance laws of the State of New Jersey; and

WHEREAS, Exclusive and Castro (collectively the "Respondents") are subject to the Public Adjusters' Licensing Act, N.J.S.A. 17:22B-1 to -20, ("the Public Adjusters' Act") and the regulations governing the licensing of public adjusters, N.J.A.C. 11:37.1 to -19; and

WHEREAS, pursuant to N.J.S.A. 17:22B-14a(1) and N.J.A.C. 11:1-37.14(a) 1 and 2, a public adjuster shall not violate any provisions of the insurance law, including any rules promulgated by the Commissioner, or violate any law in the course of his, or its, dealing as a public adjuster; and

WHEREAS, pursuant to N.J.S.A. 17:22B-14a(4) and N.J.A.C. 11:1-37.14(a) 4, a public adjuster shall not demonstrate his, or its, lack of integrity, incompetency, bad faith, dishonesty, financial irresponsibility, or untrustworthiness to act as a public adjuster; and

WHEREAS, pursuant to N.J.S.A. 17:22B-3(a) and N.J.A.C. 11:1-37.3(a), no individual, firm, association or corporation shall act as an adjuster in this State unless authorized to do so by virtue of a license issued or renewed pursuant to this act; and

WHEREAS, pursuant to N.J.A.C. 11:1-37.13(b) 3(iii), the written memorandum or contract between a licensed public adjuster and an insured shall contain the following:(iii) the time and date of execution of the contract (day, month, year) by each party; and

WHEREAS, the Respondents entered into twenty public adjuster contracts with New Jersey insureds, from September 26, 2020 to September 15, 2021, for the adjustment of insurance claims; and

WHEREAS, the twenty contracts were written under the letter head, "Exclusive PIA, LLC," which did not hold a public adjuster license in New Jersey, in violation of N.J.S.A. 17:22B-3(a) and N.J.A.C. 11:1-37.3(a); and

WHEREAS, the twenty written public adjuster contracts failed to include a time of contract execution, pursuant to and in violation of N.J.S.A. 17:22B-14a (1)&(4), N.J.A.C. 11:1-37.14 (1), (2) and (4) and N.J.A.C. 11:1- 37.13(b)3 (iii); and

IT FURTHER APPEARING, that the Respondents:

- 1) Have admitted responsibility for the aforementioned violations; and
- 2) Have cooperated with the investigation conducted by the New Jersey Department of Banking and Insurance ("Department"); and
- 3) Have asserted that the violations cited in this Consent Order were not willful; and

WHEREAS, cause does exist under N.J.S.A. 17:22B-17 to impose a fine; and

WHEREAS, the Respondents have waived their right to a hearing on the aforementioned violations and consent to the payment of a fine in the amount of ten thousand dollars; and

WHEREAS, this matter should be resolved upon the consent of the parties without resort to a formal hearing; and

NOW, THEREFORE, IT IS on this 3rd day of April, 2025

ORDERED AND AGREED, that Respondents pay a penalty in the amount of ten thousand dollars (\$10,000.00) to the Department; and

IT IS FURTHER ORDERED AND AGREED, that said penalty, shall be paid by certified check, cashier's check or money order made payable to the "State of New Jersey, General Treasury," with an initial payment of \$5,000.00 due and payable immediately upon execution of this Consent Order by Respondent and 10 monthly payments of \$500.00 due and payable on or before the 19th day of each month thereafter; and

IT IS FURTHER ORDERED AND AGREED, that the signed Consent Order, together with the payment of \$5,000.00 shall be remitted to:

New Jersey Department of Banking and Insurance
Attention: Matthew Gervasio – Supervising Investigator
9th Floor, Consumer Protection Services, Enforcement
P. O. Box 329
Trenton, New Jersey 08625-0329

and

IT IS FURTHER ORDERED AND AGREED, that in the event full payment of the fine is not made or any payment is not made in accordance with this Order, the Commissioner may exercise any and all remedies available by law, including but not limited to recovery of any unpaid penalties in summary proceedings, in accordance with the penalty enforcement law N.J.S.A. 2A:58-10 to 12; and

IT IS FURTHER ORDERED AND AGREED, that the civil penalty in this Consent Order is 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 is not intended to constitute debts which may be limited or discharged in a bankruptcy proceeding; and


IT IS FURTHER ORDERED AND AGREED, that the provisions of this Consent Order represents a final agency decision and constitutes a final resolution of the violations contained herein; and

IT IS FURTHER ORDERED AND AGREED, that the Respondents shall cease and desist engaging in the conduct that gave rise to this Consent Order.

Consented to as to Form,
Entry and Content:


Justin Zimmerman
Commissioner

By: 
Joy Alarcon Castro, Owner of Exclusive PIA, LLC


Joy Alarcon Castro, Individually

Date: 3/21/2025

STATE OF FLORIDA
COUNTY OF MIAMI-DADE
The foregoing instrument was introduced before me
By means of Notary Signature
This 21st day of March, 2025
By: Joy Alarcon Castro
Notary Signature [Signature]
Personally Known Yes FL-DL
Type of Identification Process FL-DL

