

Who Needs a License to Sell Insurance?

No License, No Business.

Let's be clear: if you're selling, soliciting, or negotiating insurance you must be licensed. Full stop. Relying on someone else's license or the agency's license isn't just wrong – it's a compliance violation.

You Must Be Individually Licensed If You...

- Discuss coverage or pricing
- Take or assist with applications
- Recommend products or carriers
- Collect commissions

State regulators don't care about your job title – they care what you're doing.

Licensing is Always State-Specific

You must be licensed in every state where you are providing insurance coverage to the insured. One license won't cover selling or soliciting insurance outside the state you are licensed in.

Noncompliance = Major Consequences

If you operate without proper licensing, you risk:

- Regulatory enforcement or fines
- Forfeiture of commissions
- Loss of appointments
- Exposure to lawsuits and E&O claims



Misconceptions That Create RISK

"I can use my agency's license."

No – agencies need licenses, but so do the individuals selling under that umbrella.

"A teammate is licensed. I can write under them."

Absolutely not. Licenses aren't transferable. You need your own, in your name, for the right lines of authority.

"I'm just talking to the client – I'm not actually selling."

If your role influences the sale in any way, you're selling – and you must be licensed.

"It's fine. I've been doing it this way for years."

Doesn't make it compliant - or a good idea. The longer you're noncompliant, the greater the risk of being caught.

Need Help Navigating Licensing Rules?

3H Compliance Group helps agencies eliminate licensing guesswork with:

- Expert guidance on licensing and compliance matters
- Comprehensive license management
- Automated renewals & CE tracking
- Multi-state compliance oversight
- Dedicated support for complex structures and acquisitions
- And more