

In the Matter of the

FINANCIAL INSTITUTIONS ACT, RSBC 1996, c.141
(the “Act”)

and the

INSURANCE COUNCIL OF BRITISH COLUMBIA
 (“Council”)

and

WILLIAM EDWARD ELLIOTT
(the “Licensee”)

ORDER

As Council made an intended decision on June 17, 2025 pursuant to sections 231 and 236 of the Act; and

As Council, in accordance with section 237 of the Act, provided the Licensee with written reasons and notice of the intended decision dated July 2, 2025; and

As the Licensee has not requested a hearing of Council’s intended decision within the time period provided by the Act;

Under authority of sections 231 and 236 of the Act, Council orders that:

- 1) The Licensee is fined \$500 to be paid by October 14, 2025;
- 2) The Licensee is required to complete the following courses, or equivalent courses as acceptable to Council, by October 14, 2025:
 - a. The Insurance Council Rules for General Insurance Agents, Salespersons and Adjusters; and
 - b. The Continuing Education Requirements & Guidelines course (collectively, the “Courses”);
- 3) A condition is imposed on the Licensee’s general insurance licence that failure to pay the fine in full and complete the Courses by October 14, 2025 will result in the automatic suspension of the Licensee’s licence, and that the Licensee will not be

Order
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permitted to complete his 2027 annual licence renewal until such time as the Licensee has complied with the conditions listed herein.

This order takes effect on the **16th day of July, 2025**

A handwritten signature in black ink, appearing to read 'J. Sinclair', is written over a horizontal line.

Per Janet Sinclair, Executive Director
Insurance Council of British Columbia

INTENDED DECISION

of the

INSURANCE COUNCIL OF BRITISH COLUMBIA

(“Council”)

respecting

WILLIAM EDWARD ELLIOTT

(the “Licensee”)

1. Pursuant to section 232 of the *Financial Institutions Act* (the “Act”), Council conducted an investigation to determine whether the Licensee had acted in compliance with the requirements of the Act, Council Rules, and Code of Conduct regarding allegations that the Licensee failed to meet the continuing education (“CE”) requirements for the 2023/2024 licensing period (the “Licence Period”).
2. As part of Council’s investigation, the Licensee was provided with an investigation report, and on May 17, 2025, the Licensee acknowledged the breaches contained within the investigation report and accepted responsibility for his conduct. The Licensee agreed that remedial action was necessary as a result of the referenced breaches.
3. The investigation materials and the Licensee’s admission were reviewed by Council at its June 17, 2025, meeting, where it was determined that the matter should be disposed of in the manner set out below.

PROCESS

4. Pursuant to section 237 of the Act, Council must provide written notice to the Licensee of the action it intends to take under sections 231 and 236 of the Act before taking any such action. The Licensee may then accept Council’s decision or request a formal hearing. This intended decision operates as written notice of the action Council intends to take against the Licensee.

FACTS

5. The Licensee has held a general insurance salesperson (“General Agent”) licence since July 8, 2015.
6. On August 15, 2024, Council staff conducted an audit based on the Licensee’s 2023/2024 annual licence renewal declaration. As part of the audit, Council staff asked the Licensee to provide Continuing Education (“CE”) records for the Licence Period.
7. The Licensee could not demonstrate that he had obtained 8 CE credits required for the 2023/2024 Licence Period. Over the course of the audit, the Licensee provided evidence of completing 3 CE

credits for Licence Period.

8. The Licensee stated that he did not meet his CE requirements because he had completed a practice exam instead of the designated final exam for the course he took. When the Licensee realized that he had not obtained CE credits from the practice exam, he wrote the final exam to obtain the CE credits.
9. The Licensee acknowledged his misconduct and responded to Council inquiries in a timely manner. The Licensee understood and accepted that Council would make a determination on misconduct without requiring additional submissions from the Licensee.

ANALYSIS

10. Council determined that the Licensee failed to obtain the required CE credits for the Licence Period and is in breach of Council Rules 7(5) and 7(8), as well as section 5 (“Competence”) of the Code of Conduct.

PRECEDENTS

11. Prior to making its recommendation, Council took into consideration the following precedent cases. While Council is not bound by precedent and each matter is decided on its own facts and merits, Council found that these decisions were instructive in terms of providing a range of sanctions for similar types of misconduct.
12. [*Levita Bueno Velasco*](#) (November 2023): involved a licensee who failed to complete continuing education credits for the 2018/2019, 2019/2020 and 2020/2021 licence periods. Although the licensee attempted to complete the outstanding continuing education credits, at the time of the investigation she had only completed 20 of the 45 outstanding credits. Council determined that it was appropriate to fine the licensee \$1,000 for each licence period in which she had not met the continuing education requirements. The licensee was fined \$3,000, required to take the Council Rules Course and assessed investigation costs.
13. [*Xiao Yan \(Ceila\) Xu*](#) (May 2024): involved a licensee who failed to complete continuing education credits for the 2019/2020 and 2020/2021 licence periods. The licensee completed all outstanding continuing education credits and showed remorse for her failure to complete the credits. Given the licensee’s efforts to self-correct and complete all outstanding continuing education credits, Council ordered that the licensee be assessed a fine of \$500 for each licence period in which she did not meet the continuing education requirements.

MITIGATING AND AGGRAVATING FACTORS

14. Council considered several mitigating factors in this matter. The Licensee fully accepted and acknowledged the breaches, which Council views as a mitigating factor. When the Licensee was made aware of the deficiencies, he completed an additional six CE credits. Furthermore, the Licensee accepted that remedial action against him is warranted as he was unable to demonstrate that he had completed the CE credits during the Licence Period. The Licensee fully co-operated with Council's investigation by providing prompt replies to Council's inquiries, acknowledging the misconduct and providing fulsome responses in a timely manner. Council did not identify any aggravating factors.

CONCLUSIONS

15. Given the significant mitigating factors, Council concluded that a lower penalty is warranted when assessing an appropriate fine for failing to complete the required CE credits in a licensing year. Council determined that this matter had several mitigating factors and no aggravating factors, and that similar to the [Xu](#) precedent, a fine lower than the \$1,000 threshold is justified in these circumstances. Council concluded that a fine of \$500 is appropriate, representing the Licence Period in which the Licensee had a CE shortfall.
16. As a self-funded regulatory body, Council looks to licensees who have engaged in misconduct to bear the costs of their discipline proceedings, so that those costs are not otherwise borne by British Columbia's licensees in general. Council notes that in this particular instance, the Licensee's full co-operation and assistance in expediting the investigation process are important factors to consider when determining if costs should be assessed. In these circumstances, Council has determined that no costs be assessed against the Licensee.

INTENDED DECISION

17. Pursuant to sections 231 and 236 of the Act, Council made an intended decision to:
 - a. The Licensee be fined \$500 to be paid within 90 days of Council's order;
 - b. The Licensee be required to complete the following courses, or equivalent courses as acceptable to Council, within 90 days of Council's order:
 - i. Insurance Council Rules for General Insurance Agents, Salespersons and Adjusters; and
 - ii. Continuing Education Requirements & Guidelines course
(collectively, the "Courses");

- c. That a condition be imposed on the Licensee's general insurance licence that failure to pay the fine in full and complete the Courses within 90 days of Council's order will result in the automatic suspension of the Licensee's licence, and that the Licensee will not be permitted to complete his 2027 annual licence renewal until such time as the Licensee has complied with the conditions listed herein.

18. Subject to the Licensee's right to request a hearing before Council pursuant to section 237 of the Act, the intended decision will take effect after the expiry of the hearing period.

ADDITIONAL INFORMATION REGARDING FINES

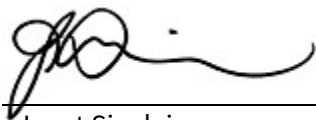
19. Council may take action or seek legal remedies against the Licensee to collect the outstanding fine, should this not be paid by the 90-day deadline.

RIGHT TO A HEARING

20. If the Licensee wishes to dispute Council's findings or its intended decision, the Licensee may have legal representation and present a case in a hearing before Council. Pursuant to section 237(3) of the Act, to require Council to hold a hearing, the Licensee **must give notice to Council by delivering to its office written notice of this intention within fourteen (14) days of receiving this intended decision.** A hearing will then be scheduled for a date within a reasonable period of time from receipt of the notice. Please direct written notice to the attention of the Executive Director. **If the Licensee does not request a hearing within 14 days of receiving this intended decision, the intended decision of Council will take effect.**
21. Even if this decision is accepted by the Licensee, pursuant to section 242(3) of the Act, the British Columbia Financial Services Authority ("BCFSA") still has a right of appeal to the Financial Services Tribunal ("FST"). The BCFSA has thirty (30) days to file a Notice of Appeal once Council's decision takes effect. For more information respecting appeals to the FST, please visit their website at <https://www.bcfst.ca/> or visit the guide to appeals published on their website at <https://www.bcfst.ca/app/uploads/sites/832/2021/06/guidelines.pdf>.

Dated in Vancouver, British Columbia on the **2nd day of July, 2025.**

For the Insurance Council of British Columbia



Janet Sinclair
Executive Director