Commissioner Bulletin 26-01

To: All Preneed Sellers, Sales Agents, Insurance Companies, Financial Institutions and Other Interested Parties
From: Doug Ommen, Iowa Insurance Commissioner
RE: Launch of New Licensing System for Preneed Sellers and Sales Agents and Implementation of the New Submission Method for Annual Reports Related to Prearranged Funeral Agreements
Date: January 23, 2026

PURPOSE

This bulletin announces the implementation of **NIPR LicenseHub** as the system for submitting initial and renewal license applications for preneed sellers and sales agents, and the use of **OPTins** for the submission of annual reports by preneed sellers, insurance companies, and financial institutions, as required under Iowa Code chapter 523A.

BACKGROUND

Over the past year, the Iowa Insurance Division ("Division") conducted a comprehensive review of its regulatory and oversight processes for prearranged funeral arrangements. With input from stakeholders, the Division identified opportunities to enhance regulatory effectiveness and improve operational efficiencies to benefit all parties. As a result of this review, the Division has modernized its licensing and annual reporting systems and streamlined annual reporting requirements.

Pursuant to Iowa Code §§ 523A.501 and 523A.502, any business or individual offering to provide funeral merchandise, funeral services, or cemetery merchandise upon an individual's future death must be licensed by the Iowa Insurance Division ("Division") as a preneed seller (business entity) or a sales agent (individual).

In addition, preneed sellers, financial institutions trusting purchase agreement funds, and insurance companies issuing insurance policies or annuities that fund purchase agreements must each file their respective annual reports with the Division pursuant to Iowa Code §§ 523A.204, 523A.205, 523A.401, and 523A.402.

PRENEED SELLER AND SALES AGENT LICENSING

Effective **February 13, 2026**, the Division will accept **initial and renewal applications for preneed sellers and sales agents** exclusively through the NIPR LicenseHub, consistent with the Division's authority under Iowa Code chapter 523A. This change does not alter the licensing requirements as outlined in Iowa Code chapter 523A; it updates the method of submission.

NIPR LicenseHub is a licensing platform currently utilized for the licensing of insurance producers, adjusters, appraisers, and umpires. Instructions on the new process and the opportunity to attend virtual training will be made available through the Division's website and via email communications prior to the implementation date.

FILING OF ANNUAL REPORTS

Beginning this year, annual reports required under Iowa Code chapter 523A must be filed electronically through OPTins by **preneed sellers, insurance companies, and financial institutions**. As a part of the Division's streamlining efforts, **sales agents will no longer be required to file annual reports with the Division.**

OPT*ins* is a secure application which facilitates the submission of premium tax, surplus lines, and other state-specific filings and payments to participating states. Registration information, filing instructions, and the opportunity to attend virtual training will be sent via email communication to the primary contact on file with the Division within the coming week. If you do not receive an email on or before February 2, 2026, please email riu@iid.iowa.gov to confirm the Division's designated primary contact or review the information provided on the Division's website.

COMPLIANCE

Licensees and reporting entities are responsible for ensuring timely compliance with all licensing and reporting requirements using the systems identified in this bulletin.

QUESTIONS

Questions may be submitted to: riu@iid.iowa.gov or 515-654-6472.