

2024 Regular Session

HOUSE BILL NO. 387

BY REPRESENTATIVE ROBBY CARTER

INSURANCE/RATES: Provides for the exclusion of advertising expenses in setting rates or making rate filings

1 AN ACT

2 To amend and reenact R.S. 22:1452(C)(introductory paragraph) and (7) and 1454(B)(3),  
3 relative to rate making and rate filing; to prohibit the use of advertising expenses in  
4 rate setting; to modify definitions; and to provide for related matters.

5 Be it enacted by the Legislature of Louisiana:

6 Section 1. R.S. 22:1452(C)(introductory paragraph) and (7) and 1454(B)(3) are  
7 hereby amended and reenacted to read as follows:

8 §1452. Purpose of rate regulation; construction; definitions

9 \* \* \*

10 C. As used in this Subpart, the following definitions ~~shall be applicable~~  
11 apply:

12 \* \* \*

13 (7) "Expenses" means that portion of a rate attributable to acquisition, field  
14 supervision, collection expenses, general expenses, taxes, licenses, and fees and does  
15 not include loss adjustment expenses or advertising expenses.

16 \* \* \*

17 §1454. Rating standards and methods

18 \* \* \*

19 B. In determining whether rates are excessive, inadequate, or unfairly  
20 discriminatory, consideration may be given to the following items:

21 \* \* \*

