

Do You Need an Insurance Story?

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Have you had trouble getting the coverage you need – or a broker tell you how difficult the ‘market’ is for your industry? Have you had a claim and been worried about if they’d raise your rates?

You can be refused or surcharged ~

Most insurers had record profits last year. But many are still wary of catastrophic exposures (windstorm, flood, earthquake) and business they don’t understand - and that often means anything associated with ‘specialty’ or ‘custom’.

To stay out of the rejection pile or away from ‘non-admitted’ (high rate) options you need a great story about your business – one the underwriters can understand (not too many big or ‘scary’ words). Here are the kinds of things to address:

- What’s your business all about – a good summary of products and services
- Your key operating procedures - including attention to detail, quality and safety
- Your recognition of possible losses and thoughts about loss prevention and mitigation

They can be as interested in your strategy and corporate values as in your loss history.

Here’s an example ~

Several years ago I worked with a firm involved in the home staging business. It was a new concept and insurers weren’t sure how to classify and rate it. A simple, well-written story detailing the clear customer communications, the training and certification process and all the in-home precautions taken, helped immensely to interest new insurers and saved my client an astounding 50% in basic premiums.

A little effort can go a long way ~

So, help your broker get you to the top of the pile and negotiate a great deal by creating a meaningful story.

- Use examples to make it believable
- Get a client or vendor testimonial to back it up
- Keep it fresh with new details and statistics every year
- And if you do have a claim write a new paragraph about your ‘lessons learned’ and what you’re doing now to prevent a recurrence

Insurers know losses happen; and they love pro-active, concerned clients.