Insurance Applications & Supplementals – How to Get Them to the Top of the Pile
Featured Speakers

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What we’ll cover today:

• Building the Underwriter Relationship
• Creating Impactful Submissions
• The Significance of Losses and Supplemental Applications
• Takeaways and Follow-Up Items
Objectives

• Provide an underwriter’s perspective of the submission and quote process.

• Develop strategies to elicit favorable responses to your submissions.

• Provide guidance on how best to communicate with an underwriter.
Building the Underwriter Relationship
How to Talk to an Underwriter

Trust

• Get to know your underwriters.
  • Gain perspective.
  • Find common interests.

• Appreciate the company’s perspective.
  • Culture
  • Resources

• Communicate by phone as much as possible.

• Understand that people tend to do business with people they like.
  • Hidden biases

• Know that underwriters will verify information.
  • Yelp reviews
Respect

• Don’t waste time.
  • Understand and respect appetites.

• Provide direction.
  • Targets
  • Open to options?

• Be patient with questions.
  • Push back when appropriate.

• Realize no means no.
  • But ask for justification.
A View of the Underwriter’s Desk
Typical E&S Underwriter
Triage

Underwriters prioritize submissions by three factors: Completeness of submission, fit for appetite, and familiarity with broker.

- Complete submission
  - Fits my appetite
  - Broker I trust

- Partial submission
  - On the fringe of my appetite
  - Broker I know

- Incomplete submission
  - Outside my appetite
  - Unknown broker

Top of pile
Middle of pile
Bottom of pile
Hidden Biases
(all things being equal)

- Human factor
  - Winning the jump ball

- Target appetite factor
  - Grabs attention

- Follow-up factor
  - Squeaky wheel gets the grease
Building a Better Submission
1. **Operations**
   - What do they do and where do they do it?
   CAUTION: Underwriter may verify!

2. **Losses**
   - How well do they do it?
   - Not a deal-killer if there are losses
     - Changes implemented post-loss?

3. **Exposures**
   - How much do they do?
Submission Basics

- **Anticipate Questions.**
  - Be proactive and provide answers early.

- **Provide Summaries.**

- **Provide Specifics.**
  - Fleet: Size and state
  - Losses > $25K
  - Property SOV: Sprinkler, year built, etc.
Supplemental

GENERAL CASUALTY
HOTEL/MOTEL SUPPLEMENTAL APPLICATION

Applicant Name:  
Mailing Address:  
Location Address: Same

GENERAL INFORMATION

1. Year Built: 2007  
Construction:  
Stories: 10  
# of Rooms: 146
2. Year Updated: Heating: 2012  
Roof: 2012  
Plumbing: 2012  
Wiring: 2012  
Parking areas: 265
3. What?  
Cooper  
Aluminum  
Pipe-Tailed
4. Average Room Rate ($)  
290 - 410  
Average occupancy rate (%) 87
5. Is this a Seasonal Occupancy?  
No  
Business Travel  
December
6. Do the rooms open to:  
Outside  
Interior Hallway
7. Number of years in business: 15 years
8. Who manages the hotel?  
Owner Operated  
Hired Management
9. Number of years management experience: 50+
10. If hired management, is applicant named addv. Insured w/hold harmless on the manager's policy?  
No  
Yes
11. Are any rooms rented for a period less than 24 hours?  
Yes  
No
12. Gross Annual Sales:  
Hotel Excl Food/Liquor: $13,350,000  
Food: 2,750,000  
Liquor: 4,350,000  
Other: 8,500,000

FIRE/SAFETY INFORMATION

13. Sprinklered?  
Yes  
No
14. Smoke detectors in each unit?  
Yes  
No
15. Emergency Lighting?  
Yes  
No
16. Central Station alarms?  
Yes  
No
17. Cooking facilities in rooms?  
Yes  
No
18. Are there an elevator?  
2  
Yes  
No
19. Non-skid surfaces in tubs?  
Yes  
No

[Image of a form with hand-written answers to the questions]
Communication
Communication Keys

- Cover email
  - First impression is everything

- Anticipate questions
  - Beat the underwriter to the punch

- Follow up
  - By phone as much as possible
Example of a Good Cover Email

Have a good one here that had a fluke claim. Got nothing right now because they have some limited NY work but it’s all ground level janitorial and they are unwinding the NY ops. I can probably sell 5x the expiring.

Attached are the following:

- UL Quotes
- Updated workbook (note they are non-renewing a large contract in NY so now the revised exposures are as follows)
- Updated Supplemental
- COI for elevator firm used to maintain elevators as part of their building maintenance (this is where the sub-costs come from)
- Details of large claim

Sales – $5,150,000
Payroll – 2,738,000 (665k in NY)

Looking for 3mm x UL.

Expiring was 18k but is being non-renewed by Liberty.

If you look at the workbook, the NY exposure is only janitorial operations, the HVAC and installation repair work is OUTSIDE NY so hoping this is a fit for you.

Looking for something in the 75k-100k range.
Summary

1. Insurance is a **people** business. Underwriters tend to bind deals with brokers they know and trust.

2. **Quality** submissions generate greater **response** from underwriters.

3. **Communication** (written and verbal) is the key to building **trust**.
One Last Piece of Advice:
Always be thinking about the future!

- Future exposures
- Future coverages/products
What questions do you have?
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Thank you.