



BRUNSWICK
COMPANIES

Insurance Experts Since 1972

Key Insights to the P&C Insurance Market

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YOUR CLIENTS WANT TO KNOW...

WHY IS IT SO HARD TO GET INSURANCE?

**WHY ARE MY PREMIUMS SIGNIFICANTLY
INCREASING?**



TOP 5 REASONS

**WEATHER
REINSURANCE
INFLATION
LITIGATION
SMALL CLAIM FREQUENCY**



Billion-Dollar Disasters Separate Weather Events

2023 = 28

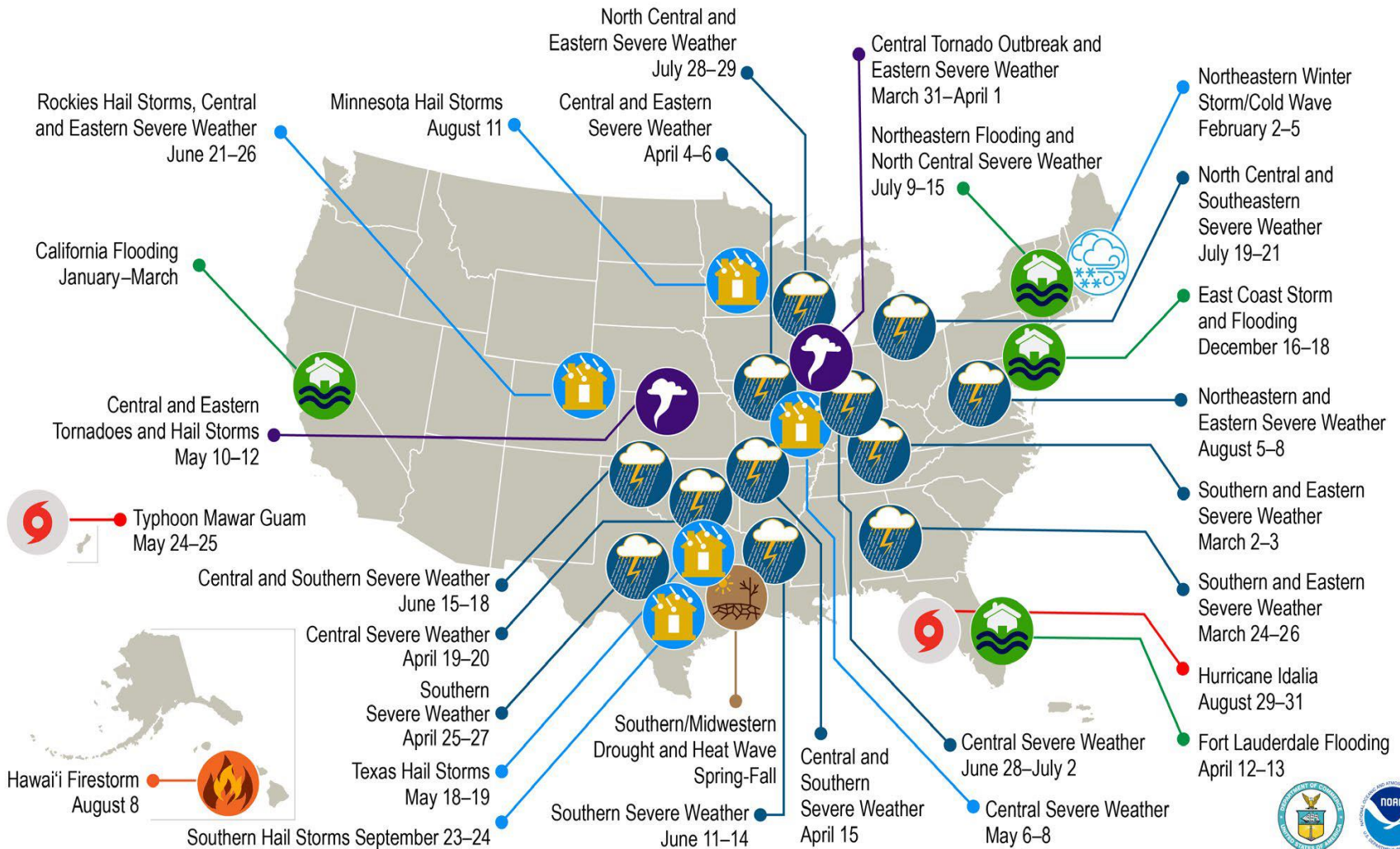
2022 = 18

2021 = 20

2020 = 22



- Drought/Heat Wave
- Flooding
- Hail
- Hurricane
- Severe Weather
- Tornado Outbreak
- Wildfire
- Winter Storm/Cold Wave



THE RESULT

- ✓ Mandatory Requirements
- ✓ Non-Renewals
- ✓ Moratoriums
- ✓ Exiting HNW Market
- ✓ Increased Premiums
- ✓ Full Account Package
- ✓ Low Claim Tolerance
- ✓ Thorough Underwriting



FLORIDA

Requirements:

- ✓ > 2002 Construction
- ✓ Positive Elevation
- ✓ Full Account

Appetite:

- ✓ Broward, Collier, Miami-Dade, Monroe, Palm Beach: > \$3M Home; > \$1M condo
- ✓ All other locations > \$2M Home
- ✓ Minimum Premium \$25K; \$50K Coastal



CALIFORNIA

Requirements:

- ✓ Low Wildfire Exposure
- ✓ > 1998 Construction
- ✓ Full Account

Appetite:

- ✓ LA and SD Counties:
 - \$3M Home; \$1M Condo
 - Santa Barbara & Ventura
 - \$5M Home; \$3M Condo
- ✓ All Other Counties:
 - \$1.5 Home; \$500,000 Condo



ADMITTED VS. NON-ADMITTED (EXCESS & SURPLUS)

- ✓ *Policy Forms*
- ✓ *Rates*
- ✓ *Regulations*
- ✓ *Claims Handling*
- ✓ *State Guaranteed*





NON-ADMITTED

When/Why?

- ✓ Coastal and Brush Exposure
- ✓ Builder's Risk
- ✓ Prior Claims History
- ✓ Unprotected Homes
- ✓ Rental Properties/Airbnb
- ✓ Recreational Marine
- ✓ Primary and Excess Umbrellas
- ✓ High Liability Limits



What do you tell your coastal/wildfire risk clients?

- ✓ *Do not give carriers a reason to non-renew*
- ✓ *Upgrade construction/improvements*
- ✓ *Bundle policies*
- ✓ *High deductibles or exclude wind*
- ✓ *Confirm insurance before purchase*
- ✓ *Pay cash & self-insure or ex-wind*
- ✓ *Remove vehicles during off-season*
- ✓ *Confirm umbrella coverage*



What do you tell your NON-coastal clients?

- ✓ *Inflation is real; Average increases > 18%*
- ✓ *New requirements are not optional*
- ✓ *Water claims = Non-renewal*
- ✓ *Don't turn in small claims*
- ✓ *Remove adult children from policies*
- ✓ *Update appraisals*
- ✓ *Ask when is the last time they've been shopped*
- ✓ *Don't sacrifice coverage for lower pricing*

Potential Credits & Savings

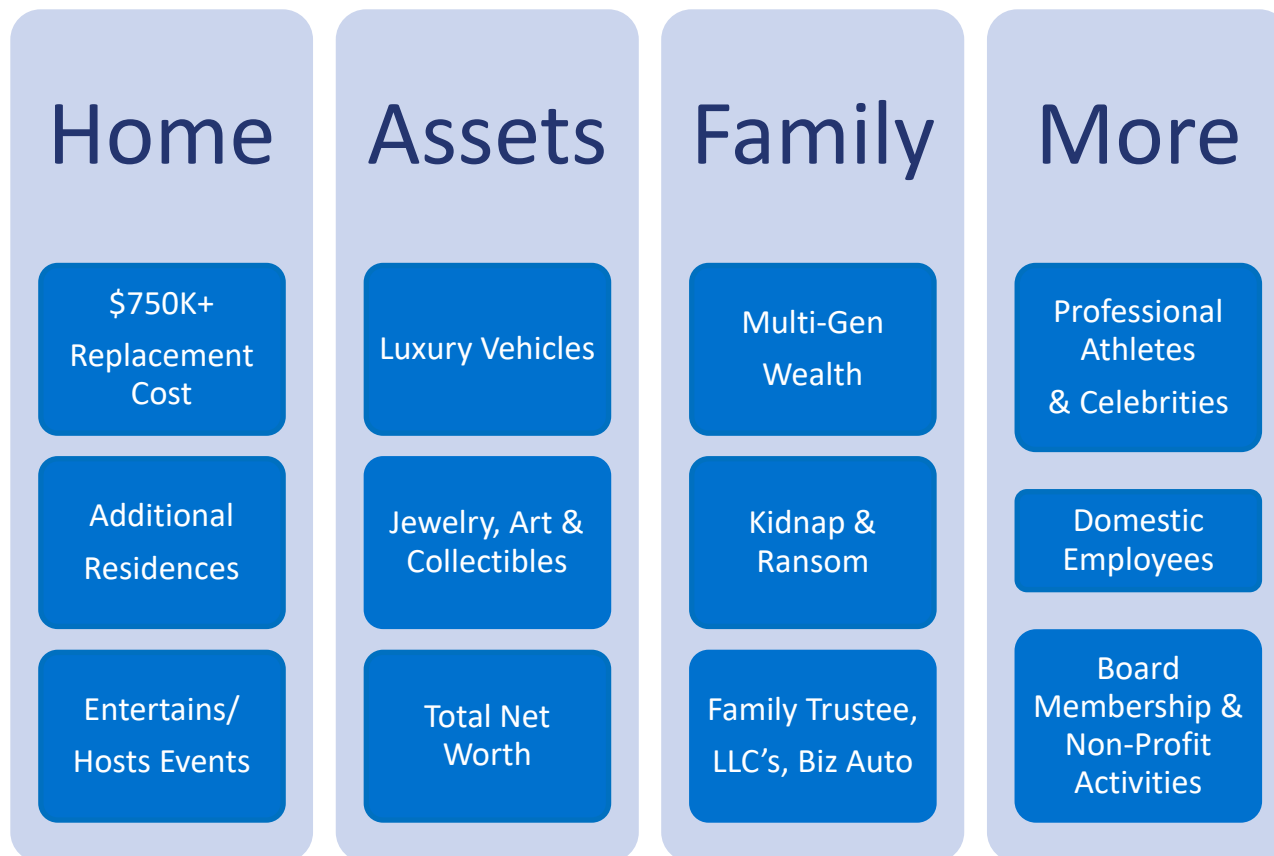
- ✓ **Burglar/Fire Alarm**
- ✓ **Home Updates (i.e New Roof)**
- ✓ **In-Home Safe or Safety Deposit Box**
- ✓ **Gated Community/Doorman**
- ✓ **Water Shutoff/Temp Monitoring**
- ✓ **Whole House Generator**
- ✓ **Good Grades = 3.0+**
- ✓ **Children Away at School w/out Car**
- ✓ **Carrier Driving App**
- ✓ **Packaging Policies w/Same Carrier**

Premium Carriers

70% of HNW Clients are NOT with HNW Carriers



High Net Worth – Who Qualifies?



Major Concerns of the Affluent

- ✓ Exposure to extreme weather
- ✓ Cyberattack/Identity Theft
- ✓ Weather-related water damage
- ✓ Damaging jewelry during travel; theft.
- ✓ Liability and defense costs

**Source – Chubb: The Wealth Report, 2024*



Claims: A Conversation





TOP CLAIMS = FREQUENCY:

- ✓ Roofs
- ✓ Comprehensive Auto
- ✓ Cracked Windshields
- ✓ Vehicle Theft (Up 103% in last 5 years)
- ✓ Jewelry
- ✓ Uninsured/Underinsured



TOP CLAIMS = SEVERITY:

- ✓ Water!
- ✓ Flood
- ✓ Collision & Total Auto Loss
- ✓ Cyber
- ✓ Convective Storms
- ✓ Fire/Smoke Damage



CALL BROKER FIRST!

- ✓ Determine Damage, Exposure and Cost, TAKE PICTURES
- ✓ Review Deductibles
- ✓ Discuss Comfortability in Paying Out of Pocket
- ✓ Know Repercussions of Filing Claim
- ✓ Auto: Towing/Roadside Assistance
- ✓ Review Claim History
- ✓ Understand Your Risk Profile

Umbrella/Excess Liability

- ✓ *Why an Umbrella?*
- ✓ *What does it cover?*
- ✓ *How much coverage?*
- ✓ *Punitive Damages*
- ✓ *What are Group Umbrellas?*



HNW Umbrella's

- ✓ *Defense Costs*
- ✓ *EPLI – Nanny/Caretaker*
- ✓ *Non-Profit D&O*
- ✓ *Uninsured/Underinsured
(Bodily Injury & 3rd Party)*
- ✓ *Short-term Rental
Properties*




BRUNSWICK

PRIVATE CLIENT

BPC – 5 STEP PROCESS



Proposal Summary




**BRUNSWICK
COMPANIES**

Sample Family Personal Insurance Proposal

March 10, 2020

PRESENTED BY:
Brunswick Companies
5309 Transportation Blvd.
Cleveland, OH 44125

brunswickcompanies.com
800.686.8080



**BRUNSWICK
COMPANIES**

Managing Risk - Insuring Success - Since 1972

Executive Summary

Thank you for the opportunity to review your personal insurance program. We consider it our responsibility to partner with professionals that are focused on growing and protecting the assets of their clients. Brunswick Companies has been a provider of risk management services and personal, commercial, and professional insurance since 1972. Over the years, we have created strong relationships in the industry and have selected carriers that cater to successful, high-profile individuals and athletes. Our goal is to have our clients benefit from this risk management expertise and recommendations for comprehensive coverage. Below is a summary of the features, benefits and coverage gaps we have identified from our audit of your current coverages vs. our markets.

Home:

- Dwelling Coverage:** We calculated the replacement cost of your home as currently undervalued with 150% replacement cost. With "Guaranteed Replacement Cost" coverage, the carriers pay what it takes to have your home repaired or rebuilt, even if the cost exceeds your policy limit. The carriers may inspect your homes to be sure you have sufficient coverage and if it is determined that your home is over insured, the coverage would be reduced appropriately.
- Cash Out Option:** If rebuilding after a covered total loss doesn't make sense for you — or you'd prefer to build somewhere else — you can choose cash up to your policy limit instead. The same applies when replacing a covered item that has been lost, stolen or damaged. This is not available on your current policy.
- Temporary living expenses:** When you can't live in your home due to a covered loss or forced evacuation, we can help you find a comparable place to stay, and we'll cover the increase in expenses until you can go home again (includes pet kenneling). Your current policy caps at a specific dollar amount.
- Water/Sewer Backup in a basement or lower level** would currently only provide \$5,000 in coverage. Our carriers offer the full dwelling amount for repairs and renovations.
- Coverage for identity theft** protection is included up to \$50,000, currently not included.
- If a claim is over \$50,000 in damages,** our carriers will waive your deductible, currently not included.

Collections:

- Our proposal includes world-wide coverage for your valuable collections.
- Claims are covered at the Agreed Value, plus up to 150% if the market value of the item exceeds that value at the time of the loss.

2867 Rivers Drive | Fairport, Ohio 44333 | Phone: 330-864-8802
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Risk Management | Commercial | Professional | Surety | Personal

The Sample Family's Insurance Review

HOME	Westfield	Chubb	AIG	Pure
# Daisy Lane, Pepper Pike, OH 44124	150% Replacement Cost	Guaranteed Replacement	Guaranteed Replacement	Guaranteed Replacement
Dwelling	\$1,025,000	\$1,025,000	\$1,180,000	\$1,075,000
Other Structures	\$168,000	\$396,200	\$396,200	\$396,200
Personal Property	\$844,000	\$629,500	\$864,500	\$629,500
Cash Out Option	Not Included	Included	Included	Included
Loss of Use	\$500,000	Actual Loss Sustained	Actual Loss Sustained	Actual Loss Sustained
Liability	\$500,000	\$500,000	\$500,000	\$500,000
Medical Payments	\$5,000	\$10,000	\$10,000	\$10,000
Sewer/Water Backup	\$5,000	Dwelling Amount	Dwelling Amount	Dwelling Amount
Identity Theft	Not Included	\$50,000	\$50,000	\$50,000
Waiver of Deductible	Not Included	Included	Included	Included
Deductible	\$1,000	\$1,000	\$1,000	\$1,000
ANNUAL PREMIUM	\$4,478	\$3,045	\$3,826	\$3,554
SCHEDULED PROPERTY	Agreed Value	Agreed Value	Agreed Value	Agreed Value
Scheduled Jewelry	\$225,000	\$225,000	\$225,000	\$225,000
Reimiced Fine Art	\$2,345,870	\$2,345,870	\$2,345,870	\$2,345,870
ANNUAL PREMIUM	\$6,921	\$5,302	\$5,454	\$5,536
AUTO	Geico	Chubb	AIG	Pure
10 Sequoia, 08 CRV, 15 CRV, 16 BMW, 17 BMW	Actual Cash Value	Agreed Value	Agreed Value	Agreed Value
Liability	\$500,000	\$500,000	\$500,000	\$500,000
Medical Payments	\$5,000	\$10,000	\$10,000	\$10,000
Uninsured/Underinsured	\$500,000	\$500,000	\$500,000	\$500,000
Comprehensive Deductible	\$500 who glass	\$500 who glass	\$500 who glass	\$500 who glass
Collision Deductible	\$250	\$250	\$250	\$250
Towing/Labor/Roadside Assistance	Not Included	100 miles	100 miles	\$250
Rental Reimbursement	Not Included	\$15,000 no per day limit	\$12,500 no per day limit	\$5,000 no per day limit
ANNUAL PREMIUM	\$5,989	\$4,592	\$5,035	\$3,487
UMBRELLA	Allstate	Chubb	AIG	Pure
Excess Liability	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Uninsured/Underinsured	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
ANNUAL PREMIUM	\$369	\$369	\$310	\$333
TOTAL ANNUAL PREMIUM	\$17,713	\$13,308	\$14,625	\$12,789

Shaker Heights, OH

- Home:
 - 120% vs. Guaranteed Replacement Cost
 - No Identity Theft, Equipment Breakdown, Service Line
 - No Wavier of Deductible
- Auto:
 - Adult Son in TX Driving Dad's Car
 - ACV vs. Agreed Value (2 Porsches + Audi)
- Umbrella:
 - No Uninsured/Underinsured
 - \$3M vs. \$10M

***Moved from
Allstate to Cincinnati
=
\$1,200 Savings***

Rocky River, OH

- Home:
 - \$700K vs. \$1.7M
 - Replacement Cost vs. Guaranteed Replacement
 - Added Equipment Breakdown & Service Line
 - Added Identity theft & Cyber
 - Increased deductible \$1k to \$10K
 - Gained Cash Out Option and Deductible Waiver
- Auto
 - Increased Liability
 - Increased Deductibles
- Umbrella:
 - \$2M to \$10M
 - No Uninsured/Underinsured Bodily Injury

**Moved from
Allstate to Berkley One
=
Same Premium**

Bath, OH

- **OH Home:**
 - Added Cyber
- **Hilton Head, SC Condo:**
 - Dwelling: \$400K vs. \$1.2M
 - Personal Property: \$50K vs. \$100K
 - Deductible: \$1K vs. \$5,000
 - Added Applicable Credits
- **Auto:**
 - Deductible: \$500 to \$2,500
- **Umbrella:**
 - Added EPLI
 - Added Non-Profit D&O

***Moved from Chubb
to PURE***

=

\$7K+ Savings

Hunting Valley, OH

- **OH Home:** No Changes
- **Chautauqua Home:**
 - Dwelling: \$1.2M vs. \$1.7M
 - Personal Property: \$250K vs. \$500K
 - Deductible: \$1K vs. \$10K
 - Added Applicable Credits
- **Auto:**
 - Towing/Labor/Roadside Asst & Rental Reimbursement: Added
- **Umbrella:**
 - No Uninsured/Underinsured

**Stayed with
Chubb**
=
**Broker of Record
Change**

Common Pain Points

- ✓ *Agency was Purchased*
- ✓ *Agent Retired*
- ✓ *Revolving Door of Servicing*
- ✓ *Service Center*
- ✓ *Outgrown Carrier*
- ✓ *Same Carrier – Auto Renewal*
- ✓ *No Annual Review with Broker*

40% of successful individuals would consider switching to an advisor who provided P&C referral support.

**Chubb Insurance*

How To Get Started:

- ✓ *Current Policies*
- ✓ *All Drivers' License Numbers*
- ✓ *All Dates of Birth & Occupations*
- ✓ *Home Update Info*
- ✓ *Secure Portal or Email to Brunswick*

Switch insurance carrier at any time, existing paid premium will be prorated and refunded.

Engaging Your Client

- ✓ *New Item on Annual Checklist*
- ✓ *Discounted Umbrella*
- ✓ *Event = Review*
- ✓ *Personal Testimonial*

162%

*Increase in audits
performed in the
last year*

Our Solutions

- ✓ *Risk Management Services*
- ✓ *Insurance*
 - Commercial
 - Personal
 - Professional
- ✓ *Surety Products*
- ✓ *Claims Management*





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At Brunswick Companies, we believe in protecting our client's aspirations and achievements as they evolve.



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Questions?