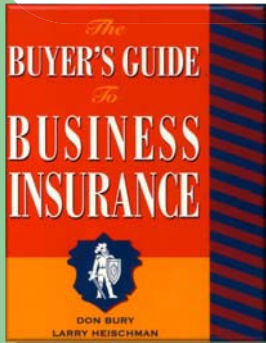


Hello! Please turn up your speaker volume!



How To Save Fortunes on Business Insurance



Presented By:



Don Bury, Founder & President
Insurance Cost Reduction Services
Phone/Fax 800-760-1867

email: donbury@icrs.biz
web: www.icrs.biz
License OC08451

Don Bury

1



Learning Objectives For Today Walk Away Knowing How To:



- Save money – avoid overspending.
- Maximize coverage – avoid coverage gaps.
- Minimize time and effort – avoid wasting time and energy.
- Manage it competently and efficiently.
- Avoid crisis and irritation
- Make sound decisions rapidly.
- Enjoy even more productive broker relationships.

2

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance



What We Will Cover



1. Why Smart People Unintentionally Overpay For Business Insurance
2. How To Negotiate Better Win-Win Deals With Your Broker
3. How & Why To Control Broker Access To Quoting Insurance Companies
4. How To Use Your Claim History To Greater Advantage
5. Shortcuts To Supercharge Your "Request For Proposal" (RFP) & Use It To Better Manage Your Risks
6. Ask Your Broker The Questions That Energize Productive Relationships

PART 1

Why Smart People Unintentionally Overpay For Business Insurance



Smart People Overpay Because...

- rely too much on brokers or agents paid by commissions on a percentage of premium.
- have weak renewal controls
- don't know how or why to negotiate & control this cost category
- they fail to prepare



6

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

The high price of not knowing how to control this...



- Denied Insurance Claims
- Shocking audit billings
- Claims escalating out of control due to poor service
- **Unsolved Insurance Problems Can Actually Put You Out Of Business**

7 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

You are in the right place if you....

- Have a good insurance broker or not
- Spend between ten thousand to a million dollars per year on business insurance
- Would love to **reduce those costs**
- while **increasing** coverage quality
- And **raising** broker service & attention
- Don't have time to focus on this

8 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

Insurance Is Negotiable For example... ~~\$15,661~~ saved



- Workers Comp Quote Company "A" = \$63,746
- ICRS-research-produced Quote "B" = \$42,340 (same coverage, stronger company rating!)
- Company "A" revised to = **\$48,085**
- 24% reduction in rates overnight from same company
- **People are surprised at how much they can save with a little negotiating**

9 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

My Story: Don Bury & ICRS



10 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

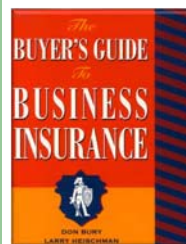
My Story : Don Bury & ICRS



- I've been working at getting the insurance industry to better serve clients 33 years
- As a broker, did not like what I saw behind the curtains...
- Found the marketplace dysfunctional, and not serving people as it could and should.

11 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

My Story: Don Bury & ICRS



- First major attempt to fix the industry - wrote the book in '91-'92
- Controller's secret weapon for getting costs down.
- People said, "Great book, Don. Why don't you do it for me?"
- Founded ICRS in 1993
- The book is as valid today as the day it was published

12 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

Time has proved this
to be an understatement.
Now, when I Google
“bid rigging insurance”...

Major Brokers & Insurance Companies Busted For Bid Rigging & Price Fixing
“On Monday, January 31, 2005, a settlement was announced between Marsh & McLennan and the New York Attorney General’s Office. Marsh has agreed to create a **restitution fund of \$850 million** for its domestic policyholder clients.”

14

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

COOKING THE INSURANCE BOOKS
(A SECRET RECIPE)
OR
THE CHEF'S SURPRISE

“I smell something fishy”

PEST TAX REASON
BRING PREMIUMS TO A FULL BOIL
LOWER HEAT FROM INSURANCE REGULATORS
SERVE AND TAKE WITH A GRAIN OF SALT

ASSINGER ASSOCIATES
“I’M GOING FISHY”

16

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

My Story: Don Bury & ICRS

Power & Speed Overcomes Inertia & Gravity

- Developed unstoppable web-based services.
- Tools, information, and full support now fully accessible

16

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

My Story: Don Bury & ICRS

- Philosophy, concepts, and implementation...
- Have helped buyers save over \$20 million so far

17

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

Inc Magazine Endorsed Don Bury

Inc Magazine wrote
“Finally there’s help...”

18

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

Now, When You Google Insurance Cost Reduction...

Search results for "insurance cost reduction" include:

- Business Insurance Costs**: Reduce Business Insurance Costs With Wise Buying Practices. Smarter, get brokers to compete. how to get competitive bids... www.insurancecostreduction.com
- Commercial Insurance Cost Reduction Service**: Call (800) 760-1967 or send an email to donbury@icrs.biz to **Insurance Cost Reduction Services** -- We do the work. ... www.icrs.biz
- Reduce Contractor Insurance Rates - Get Bids**: Insurance Cost Reduction Services provides a much needed "Insurance Cost Reduction Services has been good for S... www.contractorinsuranceloohigh.com
- Video results for insurance cost reduction**:
 - Insurance Cost Reduction Services - 6 min - Mar 15, 2008 - www.youtube.com
 - https://www.icrs.biz/insurance Cost Reduction... - 1 min 13 sec - May 15, 2009 - uk.video.yahoo.com

Don Bury Insurance Cost Reduction Service
 "Our members just go on and on about all the money Don Bury saved them." - Greg Niel - NARI chapter president

19 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

amazon.com

Search results for "The Buyer's Guide to Business Insurance" on Amazon.com:

- The Buyer's Guide to Business Insurance** by Don Bury (Author), Larry Heischman (Author). 5 stars (2 customer reviews).
- Book cover image: "The BUYER'S GUIDE to BUSINESS INSURANCE" by Don Bury, Larry Heischman.

20 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance



My Story: Don Bury & ICRS

Overwhelming Proof

Testimonials From Owners, CFO's, and Risk Managers

Reduced our annual premiums by 39%
 Doug Caufield, Big 4 Rents

Keith Alward, Alward Construction

21 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

alward
 Alward Construction
 780 San Luis Road
 Berkeley, CA 94707-2030
 Telephone: 510-527-6498

To Whom It May Concern:

Don Bury was referred to us by one of his long-term clients, McCutcheon Construction. He has been working with our firm over the past year towards containing insurance costs. With the help of Kaat Rabaey our Finance Officer and Marilyn Levi the Office Manager they were able to save our company close to \$70,000.00. Insurance Cost Reduction Services provides a much needed and extremely valuable service, helping business owners negotiate with the insurance industry.

I have learned that while respecting my relationship with my insurance broker, the high quality information and insight provided by Insurance Cost Reduction Services is extremely valuable.

Sincerely,

 Keith Alward

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance



Boden Construction
 132 Wikiup Dr.
 Santa Rosa, CA 95403
 707.577.7301



To Whom It May Concern:

We at Boden Construction Inc. wish to express our gratitude to Don Bury for his tremendous effort and expertise in acquiring liability insurance at a net annual savings of over \$28,000.

Don continues to serve the mission and integrity of Boden Construction Inc. through his own high standards of integrity and honesty as well as the ability and need to stay in close communication and constantly learn throughout the process.

We highly recommend Don Bury to anyone who is ready to challenge the status quo, seek solutions beyond what is commonly accepted, and substantially increase their bottom line.

Sincerely,

 Linda Floan
 Boden Construction Inc.

Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance



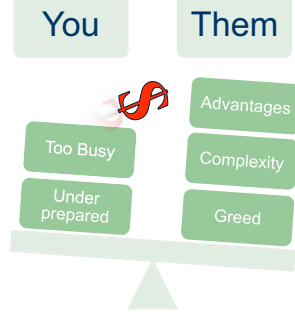
My Story: Don Bury & ICRS

- Our Biggest Savings Have Come From
 - Workers Compensation
 - Liability (General and Umbrella)
 - Auto
 - Property Insurance
 - Life Insurance
- But, concepts can be applied to almost any type of insurance policy

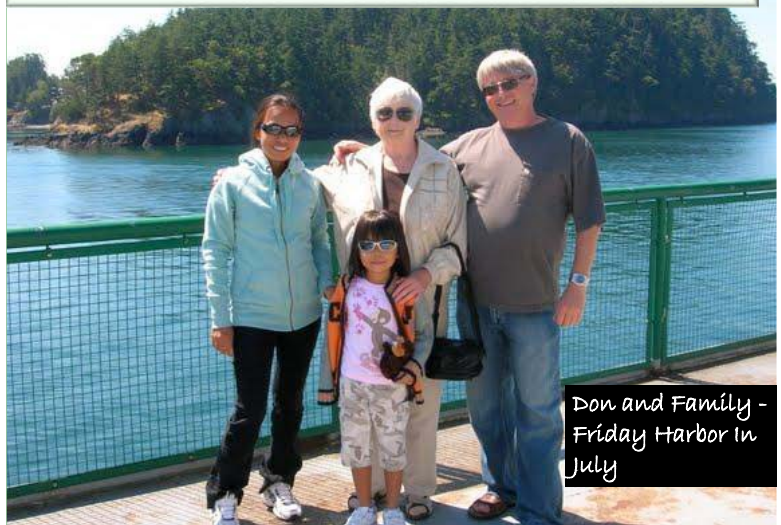
24 Part 1 of 6 - Why Smart People Unintentionally Overpay For Business Insurance

Summary Of Part 1 People Overpay Because...

- rely too much on brokers or agents paid by commissions on a percentage of premium.
- have weak renewal controls
- don't know how or why to negotiate & control this cost category
- they fail to prepare



A Well Designed Control System Will Free You, And Fund You To Relax And Have Fun With Your Family



Don and Family - Friday Harbor in July

PART 2

How To Negotiate Better Win-Win Deals With Your Broker

Win-Win Deals?

- In every transaction, there is a still better transaction for both parties, if you look for it.

Win-Win Deals?

- Wise negotiators explore all the issues and dimensions of a negotiation
- **to find trade off areas and ways to enhance the ultimate agreement for all parties.**

Wisdom from Dr Chester L Karrass
The worldwide leader in negotiation training



Expanding The Pie

Understand more about your broker's needs, which you can easily meet, and become a more valuable client

- match each party's needs with the other party's assets to find unique ways to optimize agreement and create more value for each side.
- Creative trade offs between the different assets, needs and preferences which each party has, are diligently examined to find ways to build new value.
- **When the pie is successfully expanded, both parties leave with new value that was created purely from the process of negotiating.**

From www.karrass.com

Negotiating With Integrity

- Negotiating is more than a discussion of issues or a signed agreement.
- Negotiating is an unwritten judgment on the quality and character of the participants.
- In reaching that judgment, integrity is the key element. Integrity makes the deal work.
- There is no substitute for it.

From www.karrass.com

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Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

80% of Negotiating Is Preparation

- Most people are not prepared, so they fail, and overpay.
- Develop and maintain a Request For Proposal (RFP) – increase the quality of information you provide, and your broker can improve results
- The RFP document, well done, is extremely effective at saving you money, and helping you manage your risks
- In the second half you will see how to get it done with minimum time and effort

32

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

How To Influence Expectations & Aspirations In Your Favor

- Aim High – Expect major breakthroughs & improvements (The RFP does this for you)
 - Apply to price, service, & coverage expectations
- Help Your Broker Negotiate With Their Suppliers (Underwriters) (The RFP does this too)

33

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Acquire Valuable Market Intelligence

- Compare your quotes with others having similar businesses
- Sample the marketplace widely – through various brokers, and agents (but control contact with insurance companies)
- Seek peer comparisons for coverage limits, costs, and how much risk is retained (deductibles and self insured retentions)

34

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Acquire Valuable Market Intelligence

- Keep track of all quotations you collect over time from various companies
- Keep track of which brokers are interested in your specialty
- Develop and maintain relationships with more than one broker
- Intelligence you provide your broker is extremely valuable to your broker

35

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Make Time Work For You, Not Against You

- Get all your policies to expire on the same date
- Organize action sequences around expiration date
- Set quotation deadlines 2 weeks ahead of expiration date
- Publish your RFP 90 days in advance
- During the year, keep requesting timely service

36

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Know & Understand Your Negotiating Partner

- Understand how valuable you are to your broker
- How difficult & expensive you are to replace
- How commissions add up
- How profitable you are to insurance companies
- What your account is worth when a broker sells you or merges
- Creating breakthroughs costs your brokers time and effort, so you must inspect to verify it is happening

37

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Control What Information Is Released To Brokers

- Get proposals emailed in advance, so you can prepare your questions
- Avoid offhand remarks that can cost you a lot
- Such as “the other quotes were not attractive”
- Such as “we don’t have any other options”
- Control with written communication – interviews can work against you

38

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Your Ideal Negotiating System Will...

- Publish your complete specs on demand (RFP)
- Keep you requesting service efficiently & proactively with calendared actions
- Ensure that you can obtain quotations at any time
- Ensure that you have full access to all your documentation, at anytime (shifts power in your direction)

39

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Recognize Intimidation & Neutralize It

Examples we’ve heard from brokers:

- You barely qualify for this special deal
- The underwriters wanted to cancel you
- We are running out of time

- You have many options
- Many people can help you – make a call
- Remember, you are the one writing the checks

40

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

Take Control & Gain Negotiating Power

- Hand your broker complete renewal specifications (RFP) 90 days in advance of renewal
- Dictate Timelines
- Establish Specific Standards For Broker Services
- Ask your broker(s) to name which insurance companies they will approach for quotations

41

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

If You Get Just One Thing...

Never depend entirely on any single person for all your insurance advice.

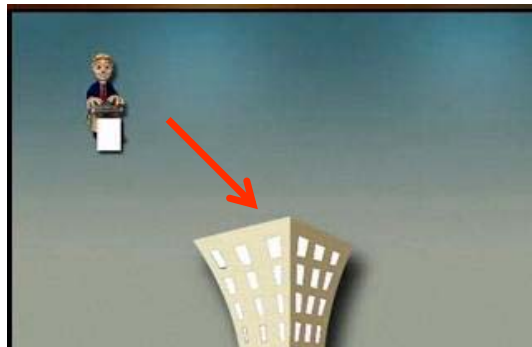
42

Part 2 of 6 - How To Negotiate Better Win-Win Deals With Your Broker

PART 3

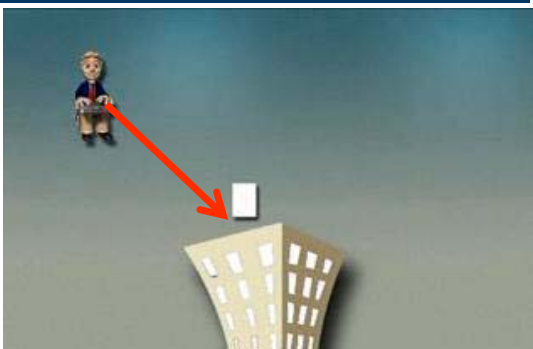
How & Why To Control Broker Access To Quoting Insurance Companies

Market Access & Market Blocking Applications For Quotations Are Prepared



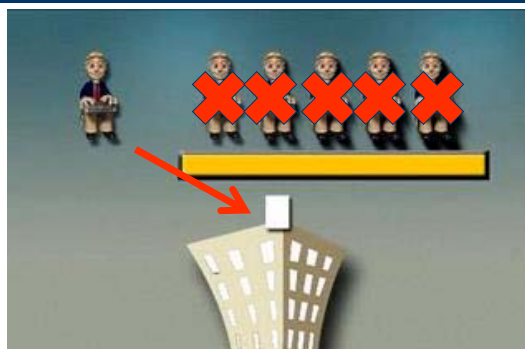
44 Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Market Access & Market Blocking Applications For Quotations Are Submitted



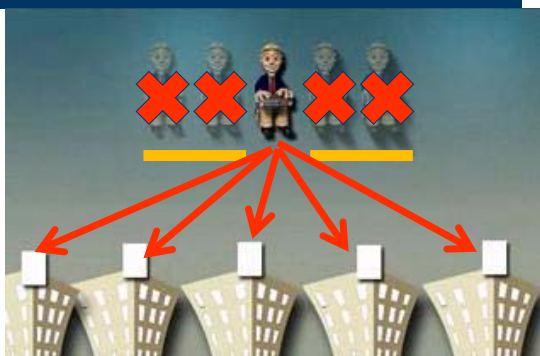
45 Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Market Access & Market Blocking The Submission Blocks The Market



46 Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Market Access & Market Blocking Broker Blankets The Marketplace With Submissions



47 Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Market Blocking Gives Brokers A Monopoly On Your Access To The Marketplace



48 Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Silver Bullets

Brokers save a "silver bullet", a special favor to use with their underwriters, to get extraordinary concessions and pricing for a client they really want.



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Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Silver Bullets

Of course, brokers use these sparingly because they are so valuable.

Assigning markets breaks up monopoly, and increases the chances your broker will use a silver bullet for you.



The result is a seeming miracle in cost reductions.

50

Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Assign Markets to Brokers



- Avoid letting two brokers go to same insurance company
- It creates conflicts, and turns off underwriters.

51

Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Assign Markets to Brokers



- Ask each broker which companies they want to quote
- Ask them to prioritize the resulting list
- Make final decisions about broker to market assignments

52

Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Assign Markets To Brokers Favor Your Primary Broker



- Discuss the market assignment requests with your favorite/primary broker
- Let your broker know much of what else is going on.
- You can give your broker advantages, and reward your broker for excellent service.
- **Make sure there is always authentic competition.**

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Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Example Of Market Allocation You Have The Power To Control

Markets	Broker A	Broker B	Broker C
Erie	Approved		
Travelers	Denied	Approved	Denied
Liberty			Approved
Hartford	Approved		
AIG	Denied	Approved	Denied
Allied	Approved	Denied	Denied
Chubb	Denied		Approved
Zurich	Approved		
Northern	Approved		

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Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Do Not Allow Brokers To Race To Markets

They do this to block access and control markets

This is not acceptable.

You can easily control market assignments.

You can take control again by issuing broker of record letters, to assign markets to brokers you select.

55

Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Correcting Market Allocation With Broker Of Record Letters

Broker of record letter

To XYZ Insurance Company

Please accept this letter as authorization for ABC Brokerage as my exclusive broker of record for XYZ company.

Sincerely,

The Boss

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Part 3 of 6 – How & Why To Control Broker Access To Quoting Insurance Companies

Half Time

- We've Covered Just 3 of 6 parts
- 1. Why Smart People Unintentionally Overpay For Business Insurance
- 2. How To Negotiate Better Win-Win Deals With Your Broker
- 3. How & Why To Control Broker Access To Quoting Insurance Companies

We are just getting warmed up. Coming Next

- 4. How To Get Discounts With Your Claim History
- 5. Shortcuts To Supercharge Your RFP & Manage Risk
- 6. Ask Your Broker The Questions That Energize Productive Relationships



58

Half Time

You Don't Have To Do This Alone



We Brought Support Resources



59

Half Time

Instant Expert Support

Insurance Cost Reduction System

Puts You On Track And In Control With Only 2 To 3 Hours Per Year Of Attention

- Built For You – Insurance Management System – Structured Process
- Gets you in possession of your documents and information
- Helps you organize your information and be able to publish bid specs
- Get well-worded well-timed requests to send to your broker
- Keep the insurance industry responding to your requirements
- Control the renewal cycle with proven actions
- Avoid missing silent deadlines that cost you money
- Gain confidence as the process is performed.
- Learn how to control costs and negotiate by following our course.
- Train your staff, by simply plugging them as process participants

60

Half Time

Instant Expert Support



Insurance Cost Reduction System

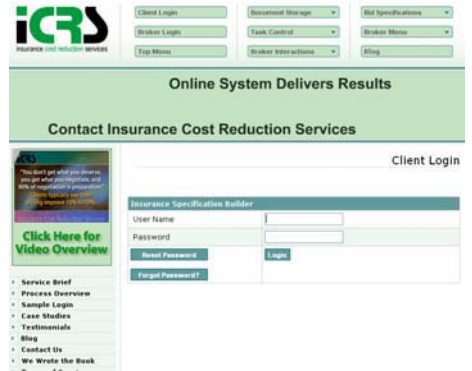
Includes Personal Service & Ongoing Advice

- We check on your progress and help you correct course
- Get Email and phone support and interaction
- Ask us questions
- We review your specifications and suggest improvements
- We inspect your loss runs for completeness
- We troubleshoot with you, and keep things moving
- We help make sure it gets done!

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Half Time

Interactive Software \$1,500 Enroll Today - FREE



Client Login

62

Team Based, Collaborative Renewal Control Software



Spec builder,
organizer, and
control software
online



63

Team Based, Collaborative Renewal Control Software



Specs on
Demand



64

Underwriting Data / Renewal Specifications

- [View/download all renewal specification data](#)
- [View/download custom report specification data](#)
- [View documents uploaded by client](#)
- [Upload Document](#)
- [Spreadsheet Downloading](#)

Markets

- [Request non-workers comp markets to reserve for quotations](#)
- [Request workers compensation markets to reserve for quotations](#)
- [Review requested NON-workers compensation markets to review for quotations](#)
- [Review requested workers compensation markets to review for quotations](#)
- [View Assigned Market](#)

Service Agreement / Tasks / Events

- [Request Information / Add task](#)
- [Review/record service agreement](#)
- [Review/Edit Task List](#)
- [View Broker Email records](#)

Quotations

- [Enter quotations and market feedback for non-workers compensation](#)
- [Enter quotations and market feedback for Workers Compensation](#)

Invite Any
Broker To
Participate,
Contribute,
Or Quote

Fast Action Bonus Resources



Bonuses That Keep On Giving		
	Value	Price
What To Expect When OSHA visits Interview With Senior OSHA District Manager	\$ 297	Free
The Buyer's Guide To Business Insurance	\$ 39	Free
15 Training Slideshows For Avoiding Claims	\$ 300	Free
A brokers' perspective – interview	\$ 175	Free
Collaborative Team Based Software For Controlling Renewals	\$1,500	Free
Includes at least 3 hours of consultation	\$ 750	Free
Risk Manager Interview – How To Sleep Better Using Renewal Control	\$175	Free
Total Value Of Bonuses	\$3,236	ALL FREE

* Special Pricing For Those Who Buy Today

66

Act Now To Start Saving Money On Your Insurance

Instant Expert Support ~~\$2,500/Year~~ **Xmas Discount!** **Invest Only** **-\$1,503** **\$997**



Your Satisfaction Is Unconditionally Guaranteed For A Full Year.

We Can Accept Only 18 Instant Expert Support Clients At This Discounted Rate

www.icrs.biz/support

67

Your Satisfaction Is Unconditionally Guaranteed For A Full Year.



If You Are Not Satisfied For Any Reason During 12 Months We will refund your investment.



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Half Time

You don't have to go it alone. With my help, get better results

How Much Can You Save? Savings Average 10% To 25%		
Current Costs	One Year Savings @ 15%	Three Year Savings Value
\$10,000	\$1,500	\$4,500
\$25,000	\$3,750	\$11,250
\$50,000	\$7,500	\$22,500
\$100,000	\$15,000	\$45,000
\$150,000	\$22,500	\$67,500
\$200,000	\$30,000	\$90,000

69

Half Time

Finally, The First Practical, Step-By-Step, Insurance Cost Reduction System That Will Help Your Business Save Big Dollars On Premiums AND Nail Your Risk Management In Just a Few Hours Per Year.. 100% Guaranteed!"

December 15, 2009

Dear Fellow Business Owner,

If you'd like to see your business insurance costs go down, see your coverage improve and get higher levels of service from your broker, then this might be the most important letter you'll ever read.

Here's why:

Being certain you have the right business insurance can be extremely confusing. You rely and

Three Reasons To Believe What I Say

- 1** I worked for over 17 years inside various brokerages and witnessed first hand how the insurance industry routinely under-served it's clients. I **decided to fight back** and in 1993 turned my attention to helping businesses learn how to take control of their insurance needs.
- 2** I wrote a book called "The Buyers Guide To Business Insurance" to help business owners understand everything involved in obtaining the best possible insurance. This book also defined the first renewal control system ever.
- 3** **This system works**. I have many testimonial letters and examples from clients that I've helped with the successful implementation of my system. And because my system manages the process and has can be put on auto pilot, I'm able to bring these benefits to everyone.

You can examine some of these testimonials later on in this letter or you can google "insurance cost reduction" and you'll see I totally dominate this space on page one. The video testimonials and other articles are proof that this system really works!

If you've seen my webinar about Insurance Cost Reduction Strategies you've already got a pretty good idea how this works. In fact you can probably start taking action to lower your insurance premiums immediately.

Here are just some of the Insurance Cost Reduction benefits you receive

- 1** **This system gives you the tools you need to put your broker or agent on notice.** You'll be able to request proposals for the insurance products you really need with the click of a button. Your broker will see that you really know what's going on and will be thoroughly motivated to work extra hard for you and produce extraordinary results even if you never engage any other brokers for quotations.
- 2** **Expertly crafted email requests and a follow up process** that will help you secure your vital documents in digital format. You'll take full possession of all pertinent information and critical documents essential for obtaining quotations, in highly portable format.
- 3** **Precisely timed emails containing requests you can email to your brokers.** These are designed to get your brokers to provide you with everything necessary for all of your insurance documentation. You'll be able to competently manage the complex task of gathering all of this information in a minimal amount of time, with little effort, and without having to wonder if you're missing anything.
- 4** **"Request for Quotation" emails** that are timed and sequenced relative to the expiration dates of all of your policies. These emails will automatically be sent to you and your brokers and will help assure that everything gets done at the proper times, in the proper order, based on your expiration dates.
- 5** **Each step in the process is instructive, as well as actionable.** You'll discover the actions to take, the who behind them and the background information and examples relevant to

with better coverage.
Jim Vance, CEO
California Electric
www.californiaelectric.com

"Our liability insurance premium was reduced by 29% while increasing our coverage by 25% with the same insurance company and agent!"
Rob Shibata, President
Mt Eden Floral Company
www.mteden.com

MT Eden Floral Company

"I am thrilled with your service! You saved me way more than your fees. as you guaranteed, and, more importantly, made sense out of the crazy insurance world. I should have used your services years ago but it sounded too good to be true. It is true and very good. Thanks!"
Kevin Wallace, President
Wallace Remodeling, Inc.
www.wallaceremodeling.com

"We found Don's services to be extremely effective in reducing our insurance costs and analyzing our coverages. We actually enjoy having them prepare and negotiate our renewals with various insurance vendors. Not only do we save time every year, but using Don's expertise and experience results in us saving many thousands of dollars every year."
Michael McCutcheon, President
McCutcheon Construction, Inc.
www.mccbuild.com

LANDMARK "We retained our original broker through this process, but our costs have reduced significantly."
Justin Stinson, President

You Must Act Fast!
There Are Only 18 Spots Available At This Special Price

Total Value of the Fast Action Bonuses \$3,336.00
Total Value of the Instant Experts Support System \$2,500.00
Total Package Value \$5,836.00
Total Savings of \$4,839.00

Act Today and receive the complete package for only \$997.00

Buy Now
Sign Me Up!

Satisfaction 100% Guaranteed!

Your Satisfaction is Guaranteed!
I'm so confident that this system will work for you that if for any reason you're not satisfied with the results

PART 4

How To Use Your Claim History To Greater Advantage



Importance Of Loss Runs

- Reports from your insurance carriers of your premium and claims history. They are known as Loss Runs
- No one can accurately quote your insurance without currently valued loss runs.
- This is important because, if you don't have your loss runs, you cannot create competition. Most brokers know this.

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Part 4 of 6 How To Use Your Claim History To Greater Advantage



Prove Your Claim History With Loss Runs

Present a complete policy history table

5 years of policy history for

- Auto
- Liability
- Property
- Workers Compensation

Display premiums and losses for each year

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Part 4 of 6 How To Use Your Claim History To Greater Advantage



Prove Your Claim History With Loss Runs

They need to be updated (currently valued) at least each year, within 90 days prior to expiration.

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Part 4 of 6 How To Use Your Claim History To Greater Advantage



Example Of Loss Runs



Insured Name(s):
Policy No(s):
Policy Period:
Transaction Date

Inception Year: 2007
Inception Date(s): 14-Aug-2007

Claim No	Claimant	Claim Description	Loss Date	Report Date	Status	LRI%	Total Paid	Total OS	Total Incurred	
NO CLAIMS REPORTED										
Grand Total							0	0	0	0

GROSS TOTAL INCURRED = TOTAL PAID + TOTAL OS
Formula does not take into account any deductible
NET INCURRED = GROSS TOTAL INCURRED less DEDUCTIBLE



Policy History 5 Years, By Coverage Type

Policy and Loss History									
Inception	Expiration	Insurance Company	Policy Number	Premium	# of Losses	Paid	Reserved	Total Incurred	Loss Runs Value Date
GL									
6/1/2006	6/1/2009	Great American	0251804	\$32,000	0	\$0	\$0	\$0	4/10/2009
6/1/2007	6/1/2008	First Specialty	FCP11700428900	\$25,292	0	\$0	\$0	\$0	4/10/2008
6/1/2006	6/1/2007	First Specialty	RP 102673-0	\$26,631	0	\$0	\$0	\$0	4/10/2008
6/1/2005	6/1/2006	Lexington	1142187	\$19,577	0	\$0	\$0	\$0	4/10/2008
6/1/2004	6/1/2005	Lincoln General	LRA515314	\$26,109	0	\$0	\$0	\$0	4/10/2009
GL Subtotals:				\$131,609	0	\$0	\$0	\$0	
Auto									
6/1/2006	6/1/2009	Allied Prope	ACP 7801825637	\$21,740	0	\$0	\$0	\$0	4/10/2009
6/1/2007	6/1/2008	Allied Prope	ACP 7801825637	\$19,096	1	\$2,554	\$0	\$2,553	4/10/2009
6/1/2006	6/1/2007	Safeco Insur	01CG354497	\$33,326	0	\$0	\$0	\$0	4/10/2009
6/1/2005	6/1/2006	Safeco Insur	01CG354497	\$44,163	1	\$7,072	\$0	\$7,072	4/10/2009
6/1/2004	6/1/2005	Golden Eagle	CBP AUTO 9511721	\$35,338	3	\$9,165	\$0	\$9,165	4/10/2009
Auto Subtotals:				\$153,663	5	\$18,791	\$0	\$18,790	
Property									
6/1/2006	6/1/2009	Allied Prope	ACP 7801825637	\$3,103	0	\$0	\$0	\$0	4/10/2009
6/1/2007	6/1/2008	Allied Prope	ACP 7801825637	\$2,829	1	\$9,858	\$0	\$9,858	4/10/2009
6/1/2006	6/1/2007	Safeco Insur	01CG354497	\$0	0	\$0	\$0	\$0	4/10/2009
6/1/2005	6/1/2006	Safeco Insur	01CG354497	\$0	1	\$7,072	\$0	\$7,072	4/10/2009
6/1/2004	6/1/2005	Golden Eagle	CBP PROP 9511721	\$5,825	0	\$0	\$0	\$0	4/10/2009
Property Subtotals:				\$11,757	2	\$16,730	\$0	\$16,730	



Policy History 5 Year Summary Example

Policy and Loss History					
Inception	Premium	# of Losses	Paid	Reserved	Total Incurred
GL	\$131,609	0	\$0	\$0	\$0
Auto	\$153,663	5	\$18,791	\$0	\$18,790
Property	\$11,757	2	\$16,730	\$0	\$16,730
Excess Liability	\$50,630				\$2,542
Grand Totals	\$347,659				\$38,062



Prove Your Claim History With Loss Runs

How to get them.

If brokers are slow to provide them, go to the insurance companies directly

Identify where your loss runs come from.

Set up letters requesting them.

Shoot the letters out each year at the right time.

They must be provided in 10 business days.



You Don't Have To Rely On Brokers Loss Run Request Example

XYZ Insurance Company
Fax # 800-123-4567

Re Policy #GL987654 Effective 6/1/08 to 6/1/09

Please fax me currently valued loss runs

Sincerely,

The Boss

PART 5 Shortcuts To Supercharge Your "Request For Proposal" (RFP) & Use It To Better Manage Your Risks

Can you publish a compelling, complete RFP with a push of a button?



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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

What Is An RFP?

- RFP should provide everything any broker needs to produce a quotation.
- It describes your operations and helps identify your risks
- It specifies coverage, and invites risk management advice
- It also specifies the rules of conduct you establish
- Measure quality by an absence of questions.
- This quality saves precious time and prevents errors and surprises.

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Why Establish A Solid, Compelling RFP?

- It is proven, buyers with RFP's get better deals.
- The RFP helps you identify your risks, and communicate them to brokers.
- The RFP puts you and your brokers in position to better manage your risks, so you can decide which risks to avoid, mitigate, accept, or transfer (insure).

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Shortcut: Capture All Relevant Documents To PDF Files

Why?

- Digital Is Portable And Accessible
- People Can Help You If They Can See Your Stuff
- You Can Rapidly Get Second Opinions & Comments
- It Engages Your Broker

What?

- Policies
- Applications & Questionnaires & Surveys
- Experience Rating Forms
- Loss Runs & Policy History

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Capture All Relevant Documents To PDF Files

How?

- Advise Your Broker You Are Going Paperless
- Ask Your Broker To Provide Your Policies, Applications, Questionnaires, Inspections, Surveys, Loss Runs & Policy History In PDF Format
- Insist and Persist Until It Gets Done

When?

- Do It Now

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Organize Tabular Data On Spreadsheets – Easy To Maintain

RFP Presents Tabular Data Including

Vehicles



Drivers



Equipment



Sales – 5 year history & projection

Payroll - 5 year history & projection

Subcontractor volume - 5 year history & projection



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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Describe Your Operations



Describe what you do, and where you do it.

Your web-site is looked at by underwriters.

Include everything that affects your exposure to risk.

Shortcut: Your sales material and contracts make great supplements to a brief narrative

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Describe Your Locations

- Complete a brief survey for each building you occupy
- Photograph each building
- Photograph valuable property
- Shortcut: Ask your broker for a report of location underwriting information on file, because you want to inspect it, and update it.

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

How To Get The Coverage Specifications Done

RFP should describe your coverage needs.

Require your broker to examine & itemize coverage you may need.

Current Policies are a start, but are usually flawed.

Stipulate your requirements for certificates of insurance, and your contractual obligations with suppliers and customers.

Keep a running coverage wish list, or a missing list, and invite your broker to add to it.

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

Include Contractual Relationships With Vendors & Clients

Make sure your RFP describes contractual risk transfer terms in your various agreements with clients and vendors.

Specify certificates of insurance you are obliged to provide.

Specify certificates you require from others.

Describe how you inspect and monitor these.

Inform about hold harmless and indemnification terms you agree to.

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Part 5 of 6 Shortcuts To Supercharge Your RFP & Better Manage Risk

PART 6

Ask Your Broker The Questions That Energize Productive Relationships

Reasonable Requests That Lead To Lower Costs & Better Coverage & Service

1. Insist Brokers Adhere To Your Market Assignments
2. Set Real Quote Deadlines And Make Them Stick
3. Ask Experts To Compare & Analyze Quotes
4. Reach Agreement As To Exactly What Services the Broker Agrees To Provide



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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

Set Real Quote Deadlines

- Set Quote Deadline For 2 Weeks Prior To Expiration Date
- Remind Brokers From 4 Weeks Prior To 2 Weeks Prior Of The Deadline
- Email and/or Phone Calls
- Be Firm. If Quote Is Not On The Table By The Deadline, Don't Bother.
- Doing This Gives You Two Weeks To Maneuver & Negotiate. Very Important

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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

Set Real Quote Deadlines Calendared Actions



- Build actions around your renewal cycle
- Stay ahead of your experience mod (x-mod) factor
- Publish your updated specs 90 days prior to policy expiration
- Order your loss runs 100 days prior to expiration

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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

Comparing Quotations

Compare



- Premiums and rates
- Carrier Strength & Size
- Coverage
- Broker Service

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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

Compare Premiums & Rates

General Liability Carrier	Landmark (A X)	NIC Insurance Company (Navigators) A X
Rate Per thousand of sales	12.00	8.00
Premium Based on sales of	4,500,000.00	4,500,000.00
Premium	54,000.00	36,000.00
Premium tax 3%	1,620.00	1,170.68
Stamp Fee	108.00	included
Broker fee (wholesaler)	600.00	300.00
Total premium for underlying liability	56,328.00	37,470.68
Excess Liability Premium	14,001.00	13,698.00
Taxes and stamp fee on excess liability	451.53	441.76
Broker fee on excess liability		410.94
Inspection fee on excess liability		
Total Premium for Excess Liability	14,452.53	14,550.70
Total Premium	70,780.53	52,021.38
Savings relative to expiring		18,759.15
Percent savings relative to expiring		27%

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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

www.ambest.com Inspect AM Best Ratings

Best's
United States | Asia Pacific | Canada | Europe

Travelers Indemnity Company
(a member of Travelers Group)
A.M. Best #: 02520 NAIC #: 25658 FEIN #: 060566050

Address: One Tower Square, Hartford, CT 06183, UNITED STATES
Phone: 860-277-0111, Fax: 860-277-7002, Web: www.travelers.com

Best's Ratings
Financial Strength Ratings: Rating: A+ (Superior), Affiliation Code: g (Group), Financial Size Category: XV (\$2 Billion or greater), Outlook: Stable, Action: Affirmed, Effective Date: May 15, 2009

Issuer Credit Ratings: Long-Term: aa-, Outlook: Positive, Action: Affirmed, Date: May 15, 2009

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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

www.ambest.com Understanding Best's Ratings

Best's Ratings
Financial Strength Rating: A+ (Superior)
Affiliation Code: g (Group)
Financial Size Category: XV (\$2 Billion or greater)
Outlook: Stable
Action: Affirmed
Effective Date: May 15, 2009

Financial Size Category			
Class	Adj. PHS (\$ Millions)	Class	Adj. PHS (\$ Millions)
I	Less than 1	IX	250 to 500
II	1 to 2	X	500 to 750
III	2 to 5	XI	750 to 1,000
IV	5 to 10	XII	1,000 to 1,250
V	10 to 25	XIII	1,250 to 1,500
VI	25 to 50	XIV	1,500 to 2,000
VII	50 to 100	XV	2,000 or greater
VIII	100 to 250		

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Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships



Ask Your Broker To Compare Coverages Side By Side

- Setup spreadsheet comparing quotes side-by-side
- Lining up coverage and exclusions surfaces vital issues & questions
- Carrier strength must not be overlooked

	LEXINGTON Insured by of AIG	NEW MARKET Insured by of CIBC	Clarendon America Insurance Co.
All Best Rating	A++	A+	A-
All Best Financial Size Category	XII	X	VII
Cut Through Endorsements Admitted or Non Admitted	Non Admitted	Non Admitted	Non Admitted
ISO Commercial General Liability Edition	Jan-96	Oct-93	Jan-96
Claims Made	NO	NO	NO
Occurrence	YES	YES	YES
Per Occurrence limit	1,000,000	1,000,000	1,000,000
General Aggregate	2,000,000	2,000,000	2,000,000
Products Completed Ops Aggregate	2,000,000	2,000,000	1,000,000
Amendment - Aggregate Limits of Insurance per Project - does not increase completed ops aggregate)	1,000,000	1,000,000	2,000,000
Deductible Amount	5,000	5,000	5,000
Deductible per occurrence BI/PD	YES	YES	YES
Deductible per claim?	NO	NO	NO
Self Insured Retention?	NO	NO	NO
Employee Benefit Errors and Omissions Liability	1,000,000/ 1,000,000	1,000,000/ 1,000,000	1,000,000/ 1,000,000
Minimum earned premium	YES	YES	100%
Wrap up exclusion	NO	NO	YES
Additional Insureds get completed operations? (CG2010 11/85)	YES	YES	YES
Additional Insureds premises operations only? (CG2010 10/93)	NO	NO	NO
Blanket additional insured?	YES	YES	YES
Blanket waiver of subrogation clause?	YES	YES	YES

Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

	LEXINGTON (subsidiary of AIG)	NEW MARKET (subsidiary of CIBC)	Clarendon America Insurance Co.
AM Best Rating	A++	A+	A-
AM Best Financial Size Category	XII	X	VIII
Cut Through Endorsements Admitted or Non Admitted	Non Admitted	Non Admitted	Non Admitted
ISO Commercial General Liability Edition	Jan-96	Oct-93	Jan-96
Claims Made	NO	NO	NO
Occurrence	YES	YES	YES
Per Occurrence limit	1,000,000	1,000,000	1,000,000
General Aggregate	2,000,000	2,000,000	2,000,000
Products Completed Ops Aggregate	2,000,000	2,000,000	1,000,000
Amendment - Aggregate Limits of Insurance per Project - does not increase completed ops aggregate)	1,000,000	1,000,000	2,000,000
Deductible Amount	5,000	5,000	5,000
Deductible per occurrence BI/PD	YES	YES	YES
Deductible per claim?	NO	NO	NO
Self Insured Retention?	NO	NO	NO
Employee Benefit Errors and Omissions Liability	1,000,000/ 1,000,000	1,000,000/ 1,000,000	1,000,000/ 1,000,000
Minimum earned premium	YES	YES	100%
Wrap up exclusion	NO	NO	YES
Additional Insureds get completed operations? (CG2010 11/85)	YES	YES	YES
Additional Insureds premises operations only? (CG2010 10/93)	NO	NO	NO
Blanket additional insured?	YES	YES	YES
Blanket waiver of subrogation clause?	YES	YES	YES

Part 6 of 6 Ask Your Broker The Questions That Energize Productive Relationships

Key Action Steps & Take Aways

Things To Do Now

- Get your documents in digital format
- Get your loss runs to review
- Get your loss runs summarized
- Build out your RFP
- Get your risks identified and compared to coverage
- Mark your calendar with at least these key dates
 - expirations
 - 90 days prior to expirations
 - 7 months prior to Workers Comp Expiration to inspect open claims

