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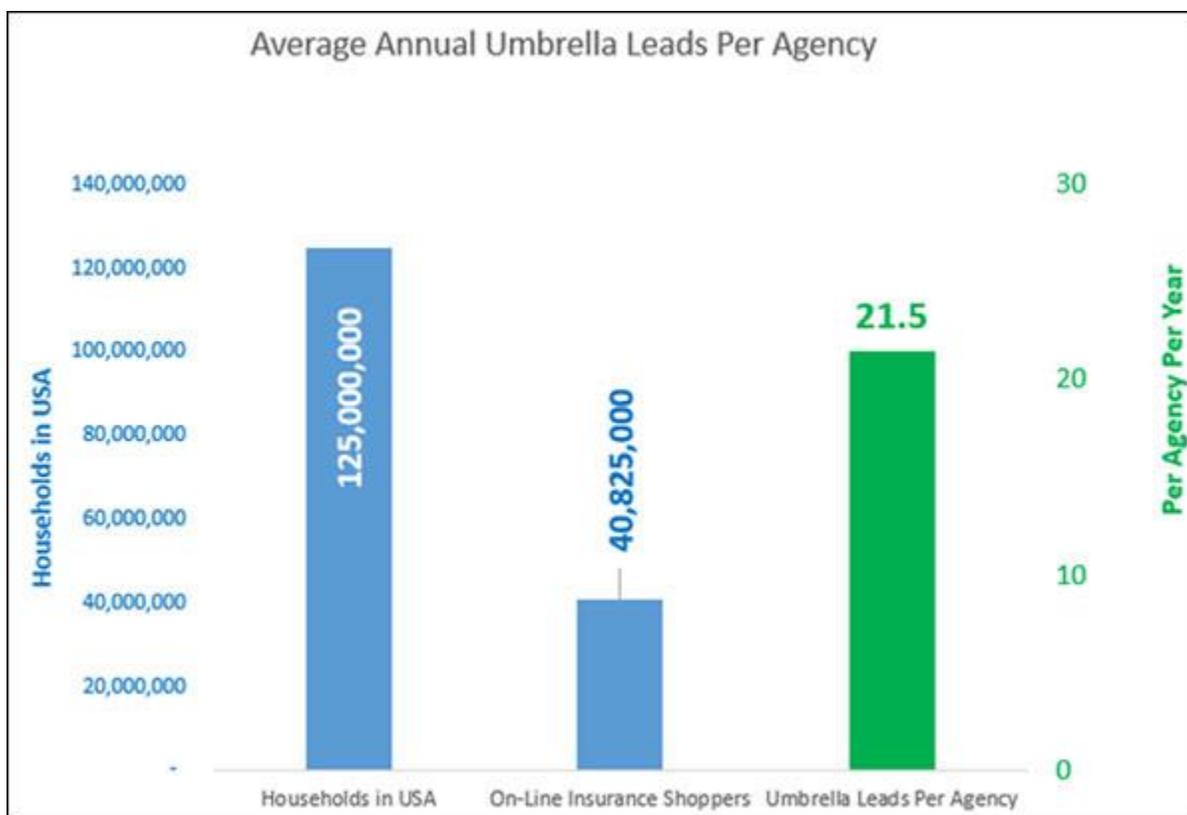
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STUDENT OF THE INDUSTRY PARTING SHOT

Does Your Website Have a Personal Umbrella Page?

By Paul Buse, President of Big I Advantage®

If you write personal lines in your agency, it should. Without such a page you are missing the chance at 21.5 prime personal lines leads per year (average agency).



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Source: See Source and Computation Table at End.

Why do you need a page on your website dedicated to personal umbrellas? Because there are a lot of people on Internet every day searching for a personal umbrella. I estimate about 1 in 50 are focused primarily on personal umbrellas. These are prime opportunities for independent agencies as umbrella leads are going to be for prospects that are well established in life. They NEED an independent agent.

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Plus, you don't want your customers going to the web and not seeing your agency. Apparently a lot of people do go and search for information on personal umbrellas. We estimate about 1 in 20 homeowners policies are matched with a personal umbrella in the average independent agency. That is lower than it should be in my opinion and if your customers think it through, they may go to the Internet to research umbrellas. I recommend the average agency strive for a ratio of at least one umbrella (1 PUP) for every five homeowner (5 HO3, H04 or HO5) policies.

To put a picture on this for you, below I paraphrase some reasons an insurance consumer might search the Internet for information on personal umbrellas:

1. Your customer's new employer requires them to carry umbrella (e.g., lawyers, CPAs and others where line between work and personal life is blurry)
2. Your customer's financial planner observed: "You are worth \$5 million and you have \$250,000 of liability insurance on your home and car..."
3. Your prospect's direct writer salesperson was stumped by the consumer's situation and couldn't offer them a personal umbrella with their limited choice of one market.
4. Your customer went bike riding with me and I said, "Yikes, that car nearly side-swiped you...what do you mean you don't have Uninsured Motorist on your Umbrella?"

Our endorsed standalone PUP insurer, RLI, and I discussed this situation and we reviewed data they had access to on individuals searching the Internet for personal lines insurance. We believe about 1 in 20 searching the Internet for personal lines insurance is specifically interested in personal umbrella coverage...about half the time specifically only an umbrella policy. Of course, we endorse RLI as your "go-to insurer" for the umbrellas that don't fit your standard market. We also have an alternative market for the really tough risks or higher limits.

RLI information is accessed via your state administrator and you can find that on Big "I" Markets or by going to www.iiaba.net/RLI.

E&O Happens! Oh, yes, if your client doesn't want an umbrella or they don't want Uninsured/Underinsured Motorist coverage on their umbrella? Document those with a quick send with [DocuSign](#) of an umbrella declination that you can [download here](#).

Sources ([Source and Computation Table](#)):