



The Untapped Market: Home Business Insurance

It seems more new businesses are getting started at home which then continue to be run from home after the initial start-up. It's possible you could be passing up many opportunities to write these policies. You may have customers with a home business that you are unaware of:

- A photographer
- An artist
- A young woman selling beauty products
- A florist
- Jewelry
- Candy/Nuts Confections



These are only a few of RLI's 140 or more home business scenarios.

Home business owners may not realize that their homeowners or renters policy will most likely exclude coverage for business exposures on premises. Your customers need business coverage if they sell a product or service. Generally coverage options on the homeowners policy are inadequate. Ask your customers about any home-based businesses and then review their current policy.

The **RLI Home Business Insurance Policy** has provided affordable coverage tailored for home-based businesses for over 20 years, and can provide your customers peace of mind. Don't miss out on the opportunity to protect your customers, increase retention, and grow your book. Quoting and submitting business is faster and easier than ever with RLI's new and improved submission process. For more information, quoting instructions, or to contact your state's administrator, visit www.iiaba.net/homebusiness.