

TWO FOR TUESDAY from Big "I" Markets

MIDDLEOAK APARTMENT SUCCESS STORY, CELEBRATE FREEDOM...FROM PAPER, & DEEP-SEA BEAR FISHING

MIDDLEOAK APARTMENT SUCCESS STORY

The client had acquired an apartment complex in Pennsylvania that had been part of a program for extremely large property managers. Being split off of a larger property group meant it no longer qualified for superior pricing; the premium was going to go up and the new owners knew it.

Enter Robert (Bob) Sobel, Director of Sales, VP of Oxford Millin Insurance Agency, an agent for 33 years (17 with Oxford) who set out to find out how much more it was going to go up. At first it didn't look pretty. His best quote was nearly double what it had been. Then he read in *ia magazine* about the **Habitational - Apartment Program** from MiddleOak® on Big "I" Markets. He'd never used BIM before but gave it a shot.

The responsiveness was "very good, very fast, easily handled, questions were minimal" and the "process was easy." The underwriters, Jacob and Rick, "were all over it," working hard to get Bob a quote back as quickly as possible. When it came in it was less than a 50% increase with "better coverage & limits in places," which made the client "very, very happy."

Bob has already submitted a second quote request and plans more in the future. You can get this great level of service for your habitational risks as well.

To qualify for the Apartment program the insured must own a **minimum of eleven residential rental units**, there is no maximum number of units or building/property size.

Eligible Classes / Occupancies

- 1-4 family Dwelling
- 5+ family converted Dwelling
- Apartment Buildings
- Garden Apartments
- Mixed Apartment/Office or Apartment/Mercantile and Mercantile lessors risk or Office Lessors risk occupancies, where the office or mercantile represents 15% or less of the total square footage.
- Rental Condominiums
- Outbuildings and appurtenant structures usual to dwelling and apartment living such as vehicle garages and storage facilities.
- Public Housing (Housing Authorities, low income, affordable, Tax credit, Section 8)
- Senior Housing (Not assisted living)
- Student Housing (privately owned off-campus housing, no fraternities or sororities)
- High-rise
- Urban risks

Unless specifically outlined in the state-specific restrictions below, each state follows the general underwriting guidelines.

The Habitational - Apartment Program and also the Habitational - Condominium Program from MiddleOak are available in AR, AZ, CO, DE, GA, IA, ID, IN, KY, MD, ME, MI, MO, MT, NH, NJ, NY, NV, OH, OR, PA, SC, TN, UT, VA, VT, WA, and WI on Big "I" Markets.

SPECIAL FEATURE:

Celebrate Freedom... from Paper

by Elif Wisecup *Director of Marketing* of Big I Advantage®

Now that we've all enjoyed a star-spangled 4th of July celebration in honor of our country, it's time to turn our attention to an important non-insurance partner that can help you get free from the tyranny of endless filing. Unless you enjoy dealing with

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the stacks of paper involved with collecting signatures the old-fashioned way, you need to know about DocuSign.

So what exactly is DocuSign? DocuSign is the leading eSignature solution in the market allowing easy, efficient, and secure signing of electronic documents. Accessible anytime, anywhere, on any device, businesses of all sizes and industries solve their paper problems by replacing manual, paper-based methods with DocuSign. It enables agencies to accelerate transactions to increase speed to results, reduce costs, improve visibility and control, and delight customers.

Want to see DocuSign in action? Visit www.docusign.com/IIABA to review your exclusive Big "I" member pricing (starting at just \$192 per user annually) and to watch a short demo video.

DEEP-SEA BEAR FISHING

I was channel surfing not long ago and saw the movie title "Salmon Fishing in the Yemen." It sounded like a metaphor for futility such as "Cactus Harvesting of the Arctic" or "Deep-Sea Bear Hunting." It's about a Yemeni sheikh (Amr Waked) that has a dream of bringing the serene calm of salmon fishing to Yemen despite the obvious problem of introducing cold water fish to a desert river. The sheikh's dream is in the hands of a fishery expert (Ewan McGregor) who doesn't think it possible but is swept along by the politics of international goodwill. It's a sometimes funny, twisted love-story with an "impossible task" backdrop and assassination attempts.

Fortunately for most private fishing clubs and lodges stocking rivers and lakes is less dramatic but a good way to keep their stock of high-quality fish, healthy and plentiful. You can take stock of **Markel's Outdoor** programs of *Outfitters & Guides*, *Rod & Gun Clubs* and *Hunting & Fishing Lodges* all of which involve fishing as well as hunting. These outdoor insurance programs are available on a licensed and admitted basis in all states except Alaska and Hawaii. It's also not available in Yemen.

Guides and Outfitters

This program segment focuses on a variety of guided activities to include:

- Freshwater and saltwater fishing guides (inland and coastal waters)
- Float trip outfitters
- Upland bird and waterfowl hunting guides
- North American big game guides/outfitters
- Pack trip outfitters
- Guided canoe and kayak tours
- Backpacking/wilderness camping
- Nature tours, wildlife study, photography

Rod & Gun Clubs

Private sporting clubs (not-for-profit) eligible for this program are those whose members own all or the majority of the land on which club-approved activities take place. Operations may include:

- Hunting and Fishing
- Camping
- Lodging, including food and beverage services, for members and guests
- Rifle ranges and clay target courses
- Kennel facilities for members' hunting dogs
- Limited use of club facilities for fee-paid social events and charitable fund-raising activities

Fishing and Hunting Lodges and Plantations

This specialty segment focuses on wing shooting and fly fishing resorts, hunting lodges and southern sporting plantations. Guest activities may encompass a broad range of guided sporting and recreational offerings such as:

- Wing shooting- upland bird and waterfowl
- Big game and turkey hunting
- Fly fishing and other types of guided fishing

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- Clay target and other range facilities

To further explore how your agency can take advantage of these markets, visit www.bigimarkets.com today!

WEBINARS

"Data Breach, The New Wild West? Cyber Risk Exposures and Insurance"

July 15, 2015; 1:00 - 4:00 p.m. Eastern Time

\$79 - [Click here to register](#)

In 2014 the number of data breaches was widely publicized including online fraud, identity theft and business data breaches. Criminal hackers are no longer 'thrill seekers', but professional computer experts and criminals mostly located outside of the United States. Very few insurance producers have knowledge of the problems and possible solutions and this can leave them unable to discuss what steps (including risk management and insurance coverages) need to be pursued. This webinar will explain first and third party exposures to various cyber risks, the lack of insurance coverages in current CGL and property policies and the emerging markets for this coverage.

Other upcoming VU webinars include Beyond the Basics: Emerging Issues Personal Lines Issues and Certificates of Insurance - 2015 Edition. VU webinar questions can be sent to bestpractices@iiaba.net.

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Remember that you can view the following webinars 24/7 by checking out the BIM Webinar Library. To do that log onto Big "I" Markets and click on "Publications".

- Personal Liability Trends - Fireman's Fund
- TravPay
- Commercial Lessor's Risk
- Affluent Homeowners
- Travelers Select Products (series)
- Travel Insurance
- Community Banks
- XS Flood
- Real Estate E&O
- RLI Personal Umbrella
- Affluent Homeowner
- "Oh, by the way...Flood Sale"
- Habitational
- Non-standard Homeowner
- Student Housing

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BIM WEBSITE TRAINING WEBINAR

For all you folks who recently registered for Big "I" Markets, remember you can participate in a webinar from the comfort of your office to help you learn how to navigate around the system. Every Thursday at 2:00 p.m. EDT we'll show you how to navigate the Big "I" Markets platform, including how to submit a quote! A recording of this webinar can be found under "Publications" after logging into Big "I" Markets.

- Thursday, July 9 @ 2 p.m. EDT
- Thursday, July 16 @ 2 p.m. EDT

STUDENT OF THE INDUSTRY PARTING SHOT

Know Your Line of Business: Other Liability

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By Paul Buse, *President of Big I Advantage*

The Insurance Expense Exhibit and other portions of the "Convention Blanks" or "Yellow Books" require insurers to provide information on 35 Lines of Business or LOBs. One that is near and dear to your national and state associations is Other Liability. It is about 10% of total industry premiums and about 20% of all commercial lines written. This LOB consists of not only errors & omissions, like your own insurance agency E&O policy, but also all other professional liability, environmental/pollution, excess/umbrella, liquor liability along with a host of unusual liability-only policies on things like escalators, contractual liability and completed operations. The line can also be broken out between Occurrence-based and Claims-made. One important coverage area is treating separately and that is medical professional liability. Below is a graph of the particulars on the total LOB for the past five years, excluding medical professional but including both Occurrence- and Claims-made coverage.



Click Graph for larger version

Source: A.M. Best Aggregates and Averages

As a student of insurance, you may notice the over 20% difference on this LOB from Direct to Net Written premium (10 year average is 23%). This line relies on reinsurance to spread risk taken on by the policy issuing insurer at a rate about three times bigger than all other lines combined. You may also notice that 2013 was a good year for this line with a combined ratio below 100. When adding investment income to this often long-tailed line where dollars sit for years before being paid, investment income can add 6-8% of profits in proportion to each premium dollar. At this point of the year we are about 2 months away from when the data for 2014 will become aggregated and available. We will be watching at your state and national association as this LOB is so important to our relationship with you via your agency E&O policy.

LAST WEEK'S MOST CLICKED LINKS

Here are the top three items that got BIM agents clicking from our last edition... see what you missed!

1. Certificates of Insurance - 2015 Edition
2. Hurricane Preparedness
3. ACE Platinum Portfolio

BIG "I" MARKETS SALE OF THE WEEK

Congrats to our agent in Arkansas on a habitational apartment sale of **\$56,259** in premium.