



Remarketing Standard Sheet

RATE CHANGE		
Agency Standard Rate Increase: \$	Previous Rate: \$	New Rate: \$
Percentage Change:	Dollar Rate Change:	
Monthly Difference (12 month policy):	Monthly Difference (6 month policy):	
Area Average Rate Change: %	Rate Change Comparison: %	

Notes:

WHAT HAPPENED?

Don't panic! Let's have a conversation and build a plan!

Review Client Activities

Was there a recent endorsement?

Did they have any claims?

How is their driving record?

Did their insurance score change? (some states)

How is their payment history?

Did any discounts or credits fall off?

How old is their roof?

Did they have a milestone birthday?

When was the last replacement cost estimator done?

Carrier rate increase?

Natural disasters in the area?

Notes:

DISCOUNT REVIEW

Review what they currently have for discounts

Common Auto Discounts

AAA

Good Student

Memberships

Bundle

Usage Based

Defensive Driving

Student Away

Multi-policy

E-Bills

Deductible

Mileage

Occupation

Pay In Full

Loyalty

Common Home Discounts

Bundling	Loyalty	Monitored Burglar/Fire
Roof	Electrical	Plumbing
Gated Community	Smoke Detectors	Leak Sensors
Deductible	Payment Terms	E-policy
Recent RCE/MSB		

Common Business Discounts

Safety equipment	Fire security	Bundling
Security System	Groups/Associations	Safety Training
Loyalty	Employee Manual	Deductibles
Claims that can be closed		

Notes:

ACCOUNT REVIEW FOR ADDITIONAL DISCOUNTS

Review deductible option _____

What is your occupation _____

Have you made any home improvements to your house in the last 5 years?

Security System Roof Basement Heating System

Review current drivers and vehicle _____

Review mileage and usage for each vehicle _____

Notes:

REMARKETING GUIDELINES

Remember, remarketing doesn't always solve all the challenges. Sometimes it can create new ones.

What kind of pets do they have? _____

What kind of property is it (second home, log cabin, etc.) _____

What do they do in the home (run a business?) _____

Age of the roof, plumbing & electrical _____

Age of the driver _____

Driving history _____

Changes in the business activities _____

Open claim _____

Does the policy meet the minimum agency premium for a remarket? _____

Monoline — work to get the other line _____

Did the rate adjustment meet the agency standard for a remarket? _____

Does the agency want to keep them? _____

Notes:

AGREEMENT WITH THE CLIENT

Let's make sure we set the rules of the road.

How much would you be looking to save to change insurance carriers? _____

HOME ONLY: If we do move insurance companies, that new carrier will send an inspector to review your property. If they find any issues, you will have to repair them for the carrier to stay on your policy. This could be as small as patching some paint or as big as a new roof. Before we begin, are you comfortable with an inspection and the risk of having to make home updates? Yes No

AUTO ONLY: Some carriers do require a larger down payment. I know price is on your mind. Is this something you are comfortable with? Yes No

Book an appointment with the client: When on X date can we connect to review your options? _____

Notes:

TALKING POINTS IF SOMEONE DOES NOT QUALIFY FOR A REMARKET

Pets: I know that pets are part of your family, however, due to the history of certain breeds, carriers have restrictions. Our best strategy is to go back and review the discounts for your current carrier.

Property Type/Electrical/Roof/Plumbing: Due to the type of property you have, you will likely have to remain with your current carrier. There are only a handful of carriers that specialize in your property type. Many of them do not have the same coverages. Let's review your coverages and make sure we have what you are happy with.

Home activities: Due to your home activities, you will likely have to remain with your current carrier. There are only a handful of carriers that specialize in the type of property you have now. Many of them do not have the same coverages. Let's review your coverages and make sure we have what you are happy with.

Age of the driver: You have been with this carrier for X years and have built up loyalty with them. In the event of an accident, I would hate to see you have any issues. Let's review your discounts.

Driving history: It looks like you have had x this year. Based on that, the carrier has increased your premiums. The best strategy is to stay where you are, and in X years the violations will fall off. However, let's review the discounts to see what we can do.

Changes in the business activities: Since your business is now doing X, there are only a few carriers that may accept your policy. Often the coverage they offer is not as good as what you have now. Let's review your discounts.

Open claim: Since you have an active claim with the carrier, I recommend we stay where you are until the claim is finalized. As an active client they give you preferred treatment to finalize the claim.

Minimum Premium: Taking a look at your policy, I see that you are at a competitive rate. However, let's review your discounts.

Monoline: Have you heard of the multi-policy discount? Carriers give the best rates when you combine everything together. Let me get a few pieces of information so we can investigate this discount.

Rate adjustment below standard: On average, most insurance rates are climbing by X, and yours only went up Y. You are at less than the state average, so let's review your discount options.

Don't want to keep the client: Looking at your policy, this is the best opportunity we can offer you.

Notes: