



APPLICATIONS 101: HOW TO EFFECTIVELY PRESENT YOUR CLIENT TO AN UNDERWRITER

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July 26, 2022

HOW TO EFFECTIVELY PRESENT CLIENTS TO THE MARKET

Getting the full value for your client

Key areas of opportunity

- Capturing the right exposure basis
- Getting the right program the first time
- Showing the value of risk management to differentiate



GETTING TO THE RIGHT EXPOSURE

Categorizing the Revenues

Reporting Periods

- Prior 12 months of billings used for rating purposes.
- Fiscal, annual or past 12 month periods can be used.
- 3 prior years required for multi-year policies.

Subconsultants

We do include these billings for rating purposes due to vicarious liability.

Direct Reimbursables

Includes items that would be directly reimbursed by a client e.g. travel, mileage, calls, meals, copy expenses, per diem etc.

ACCOUNTING YEAR DATA			
4. List your professional service billing information below, including billings to consultants.			
	Current Fiscal Year	Past Fiscal Year	Second Past Fiscal Year
4A. Date of Reporting Periods	From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>
4B. Total Gross Billings	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4C. Direct Reimbursables (not to include sub-consultants)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4D. Sub-consultants	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4E. International Work	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4F. Abandoned Projects	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4G. Separately Insured Projects	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4H. Approximate Construction Values	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4I. For projects currently covered by a project policy (separate from your practice policy), list below the project name, location, construction values, current status, insurance carrier, and limits of liability. <input type="text"/>			
4J. If you currently have a supplemental additional limit of liability endorsement (SALE), please provide your firm's billings for the most recently completed fiscal year and estimated billings for each project on the endorsement. <input type="text"/>			

GETTING TO THE RIGHT EXPOSURE

Finding Differentiation Through Specialization

SERVICES					
5. During the past year, what percentage of your firm's billings were performed in these service areas? (Must total 100%)					
Alarm Systems/Fire Protection		%	HVAC Engineering		%
Analytical Laboratory Testing		%	Interior Design		%
Architecture		%	Laboratory Testing		%
Chemical Engineering		%	Land Surveying		%
Civil Engineering		%	Landscape Architecture		%
Commissioning/Test & Balance		%	Machinery/Equipment Design		%
Concept Design without Construction Documents		%	Management Consulting		%
Construction/Program Management		%	Marine Engineering		%
Drafting Services		%	Mechanical Engineering		%
Electrical Engineering		%	Mining Engineering		%
Environmental Abatement		%	Nuclear Engineering		%
Environmental Impact Studies		%	Oil/Gas Well Engineering		%
Environmental Permitting		%	Process Engineering		%
Facilities/Operations Management		%	Structural Engineering		%
Feasibility Studies/Reports/Opinions/Master Plans		%	Schematic Design without Construction Documents		%
Forensic Engineering		%	Specialized Non-licensed Technical Consultants		%
Forensic Investigations & Testimony		%	Transportation Engineering		%
Geotechnical Engineering		%	Other (please provide description)		%



GETTING TO THE RIGHT EXPOSURE

Finding Differentiation Through Specialization

Lower Rated Services:

- Services typically included within the billings reported by our insureds that do not result in construction.
- Rate difference can be between 40% - 75% less than the base architectural or civil engineering rate.

- **Feasibility Studies** – early stage planning to determine success of project.
- **Master Plans** – long term outline and/or study of project.
- **Reports** – identify possible options for design. Identify deficiencies and provide statements on project progress.
- **Opinions** – written design suggestions.

WHERE DOES YOUR CLIENT FIT?

Finding placement more efficiently

Business Info Questions - Key Considerations

- Any “yes” answer is a red flag for you to consider additional risks.
- Having a discussion and gathering specifics from a client beforehand will save time for you in the long run.
- Many concerns on the A&E program addressed in this section leads to a better covered elsewhere solution.

BUSINESS INFORMATION	
9. Does your firm, any subsidiary, parent or other organization related to your firm, or any principal, partner, officer, director, or employee have a percentage ownership interest, management, or control of a company engaged in:	
9A. Development, sale, or leasing of computer hardware and software to others?	<input type="checkbox"/> Y <input type="checkbox"/> N
9B. Actual construction, installation, fabrication or erection that is over 20% of the services?	<input type="checkbox"/> Y <input type="checkbox"/> N
9C. Real estate development?	<input type="checkbox"/> Y <input type="checkbox"/> N
9D. Manufacture, sale, lease, or distribution of any product, process, or patented production process?	<input type="checkbox"/> Y <input type="checkbox"/> N
10A. Is your firm controlled/owned by or associated with any other entity?	<input type="checkbox"/> Y <input type="checkbox"/> N
10B. Does your firm control any other entity?	<input type="checkbox"/> Y <input type="checkbox"/> N
10C. Has your firm ever been party to any acquisition, consolidation, merger, change in name or change in business organization?	<input type="checkbox"/> Y <input type="checkbox"/> N
10D. Has your firm or any subsidiary or predecessor firm ever filed for or been in receivership or bankruptcy?	<input type="checkbox"/> Y <input type="checkbox"/> N
11. Has your firm or any member of the firm ever had a professional liability policy cancelled or non-renewed by any insurance company, for any reason other than premium nonpayment? (Not applicable in Missouri)	<input type="checkbox"/> Y <input type="checkbox"/> N
<i>If the answer to question 10A, 10B, 10C, 10D or 11 is yes, please provide full particulars below. For 10C, please include a listing of each firm name in chronological order and specify the date of the change, and include claims information for each firm name. _____</i>	

RISK MANAGEMENT AS A MEANS TO DIFFERENTIATE

Firm practices can position carrier relationship for stability

Providing Confidence to the Market Focus on Areas of Strength

- A firm's internal practices can differentiate them to the market (even in tough market conditions).
- "Yes" and "No" answers help you to identify both strengths and weaknesses within a firm.
- Weaknesses of the firm are opportunities for you to provide value, knowledge and partnership.
- Finding available premium credits.

RISK MANAGEMENT AND LOSS PREVENTION	
12. Does the majority of your staff know and implement your firm's written in-house quality management procedures?	<input type="checkbox"/> Y <input type="checkbox"/> N
13. Do the majority of your firm's projects use an automated master specification system?	<input type="checkbox"/> Y <input type="checkbox"/> N
14. Does your firm have an in-house continuing education program for professional employees?	<input type="checkbox"/> Y <input type="checkbox"/> N
15. In the last year, did at least 50% of your firm's employees attend any Risk Management seminar/webinar?	<input type="checkbox"/> Y <input type="checkbox"/> N
16. Have at least 50% of the firm's employees completed at least one course within a Risk Management continuing education program?	<input type="checkbox"/> Y <input type="checkbox"/> N
17. Does your firm use written contracts on all projects?	<input type="checkbox"/> Y <input type="checkbox"/> N
18. Do at least 51% of your written contracts contain specified payment terms?	<input type="checkbox"/> Y <input type="checkbox"/> N
19. Do at least 51% of your firm's projects involve pre-project planning that result in a project-definition document?	<input type="checkbox"/> Y <input type="checkbox"/> N
20. Are at least 51% of your firm's instruments of service or deliverables peer reviewed prior to delivery?	<input type="checkbox"/> Y <input type="checkbox"/> N
21. Do at least 51% of your firm's projects use a documented constructability review process during design?	<input type="checkbox"/> Y <input type="checkbox"/> N
22. When your firm performs construction contract administration services, do you maintain a documented submittal or shop drawing log that indicates planned dates, actual dates of receipt, and dates of response?	<input type="checkbox"/> Y <input type="checkbox"/> N
23. In projects with subconsultants, do you receive both a written agreement and insurance certificates proving general liability and professional liability coverages?	<input type="checkbox"/> Y <input type="checkbox"/> N

YOUR ELEVATOR SPEECH

Finding your niche

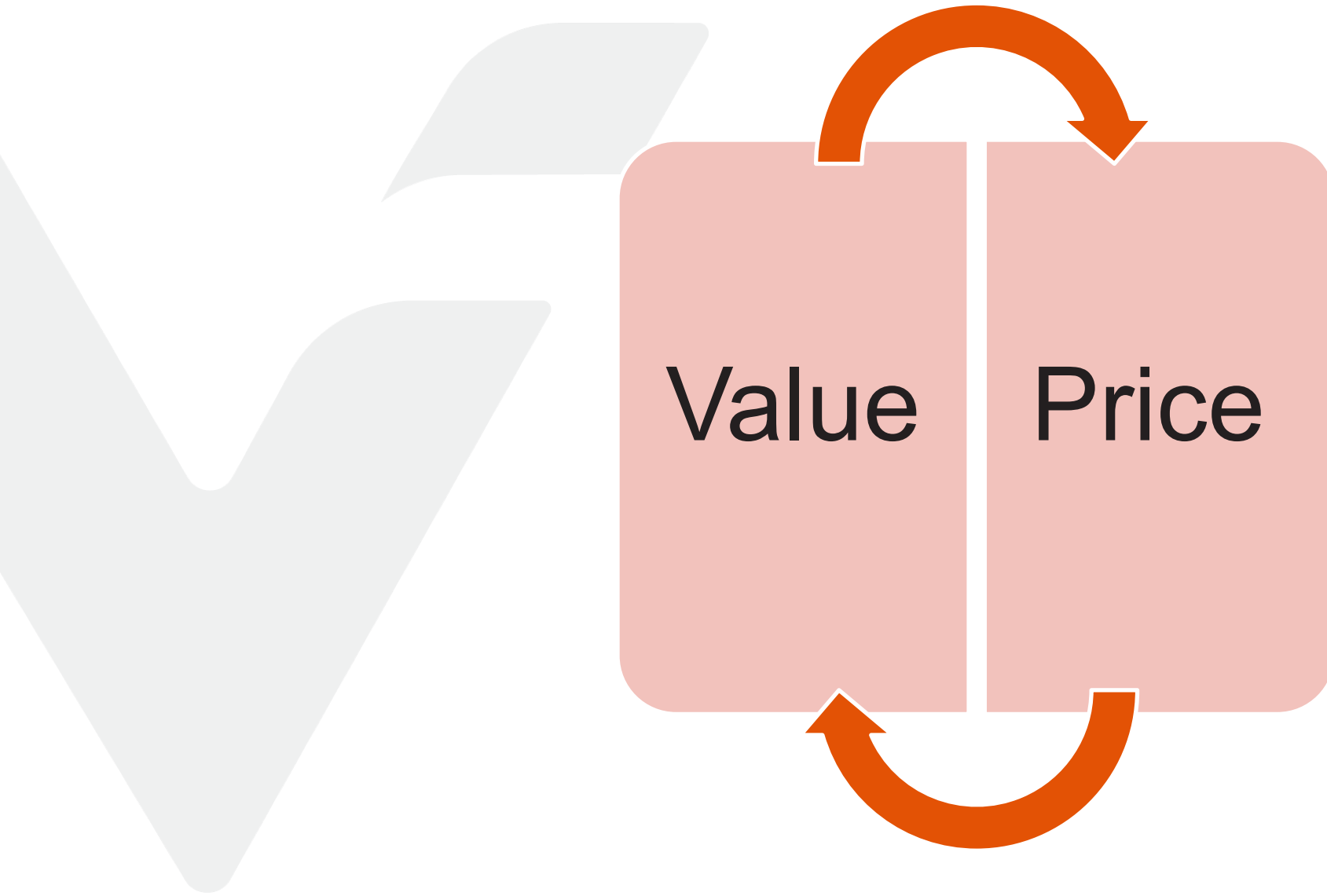
How to present as a specialist:

- Ability to drill down on a firm's revenues and services can save your client money.
- Getting your client to the “right” placement fast builds confidence and value.
- Risk management is a key indicator of mitigating risk – strengthening your client helps you in every market condition.
- Your knowledge of key areas of premium reduction on the application builds partnership and value.



YOUR ELEVATOR SPEECH

The battle of value and price



QUESTIONS?



TODAY'S PRESENTERS

Thanks for joining!

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THANK YOU