

Checklists:

The first items on every checklist:

The **CUSTOMER** signed the application

The **CUSTOMER** signed any other waivers or forms

PIP

UM/UIM

Excluded drivers/Excluded cars

Excluded Buildings

All questions were answered, and all lines filled in, **BEFORE THE CUSTOMER** signed the forms.

BINDERS:

Make sure all are within authority, and any conditions, such as prior payment, are completed.

Document BINDER expiration dates to your customer, and diary at your end.

A note on DIARIES:

Make sure you have one

Simple diaries can be developed in Office Outlook

Review your diary

Act on your diary issues

A diary item as to which no activity can be documented is a smoking gun for liability purposes; document the activity

For New Business:

CUSTOMER SIGNS APPLICATIONS

Insured wants "Exact Same Coverage"

Review "old" policy and endorsements

Missed coverage on property

ACV vs. Replacement Cost

Collapse coverage

Business Equipment/Hobbies

Scheduled vs. Unscheduled/blanket

Blanket personal property limits

Jewelry

Art Work

Guns

Silver/gold place settings

Furs

Satellite Dishes

Collectibles

Tools

MOLD Coverage?

Earthquake Coverage

Sewers/Basement Drains

Flood Insurance

Personal Umbrellas

ATV's, campers, boats

Changes at Renewal:

CUSTOMER SIGNS APPLICATIONS

New programs by insurer

Boats

ATV's

New Policy Forms/Endorsements

Farm Building Classifications

Increase in Insured's assets

Insured's use of buildings

Retirement? (home office, tools, etc)

MOLD Coverage?

Earthquake Coverage

Sewers/Basement Drains

Flood Insurance

Personal Umbrellas

Personal Assets/Possessions

Changing Dwellings:

Slab vs. Crawl Space vs. Basement

Sump Pump Coverage

Sewer Backup

Fire Hydrants/Fire Protection

ACV vs. Replacement Cost

Flood Coverage

Adequate Limits (especially personal property)

Automobile coverage:

Kids turning 16?

Children attending college

College students turning 23

Step children moving in/out?

Changing vehicles

Business use?

Retirement Issues:

Retiring Farmers: who owns the equipment (Combines, Tractors)?

Farm Corporations vs. individuals

Farm Liability and outbuildings if farm is being rented by retiree

Blankets vs. Scheduled for equipment/personal property

Other retirees:

Mechanics and tradesmen...make sure their tools are covered somehow.

"Hobby" operations that produce income

Retiring professionals and "consulting" liabilities

Retiring agents...

ERP's?

Selling the business

Continued commissions

Talking with your old customers

Crop Insurance:

Rule # 1 of Crop Insurance:
This line of business is not for the amateur

Rule #2 for Crop Insurance:
See rule #1

Know your customer

- Even if you must write any comers, get to know the customer
- Why is the customer coming to you now?
- Changes in farming practices
- Changes in crops
- Changes in farm entity structure
- Addition/Reduction in acreage
- Financial Conditions (if permissible)
- Recent marriages/divorces/deaths

Take the program changes class EVERY Year

Read the program changes manual every year

Never, Ever accept a signed application or Acreage Report that isn't completely filled out...or an unsigned application or Acreage Report.

Document your discussions with your customer

Know your final dates

- Your spouse and children may forgive you; RMA will not

Make certain to document changes prior to final submission dates

Documentation:

Snail Mail is better

Email only if you and customer have a history of business communication by email

Think trial exhibit:

Typed, not handwritten

Spelling/Grammar

Business Formality

In Files, use a note sheet, or write on file jacket.

Avoid notes on scraps of paper; little sticky notes

Date the note

Identify with whom you spoke

Avoid ambiguous abbreviations

Avoid using shorthand

Write neatly; typed is better

There are some accounts that you can't afford to write: late paying; low limits; minimum coverages; bad claims history. Will the commission from this account even cover my E&O Deductible?

Sometimes the best place for these accounts is with someone else.