

Choosing the Right Insurance

A Checklist

1. References:

- a. Ask for a recommendation from your local Association. Yes___ No___
- b. Ask for a copy of Agency's Mission Statement. Yes___ No___
- c. Ask for references the Agency can provide. Yes___ No___

2. Stability:

- a. A.M. Best "A – Excellent" Carrier Rating? Yes___ No___
- b. Excellent Financial reputation? Yes___ No___
- c. Excellent claims paying reputation? Yes___ No___
- d. Not reinsurance dependent? Yes___ No___

3. Service:

- a. Excellent reputation for service? Yes___ No___
- b. Professional and Knowledgeable agent? Yes___ No___
- c. Agent/Company have expertise in yours or similar businesses? Yes___ No___
- d. Claim handling experts? Yes___ No___
- e. Able to offer all lines coverage in all states? Yes___ No___

4. Coverage:

- a. Comprehensive with tailored extensions? Yes___ No___
- b. Coverage is specific to my needs? Yes___ No___
- c. Low property deductibles? Yes___ No___
- d. No liability deductibles? Yes___ No___
- e. All coverage with the same carrier (eliminates gaps)? Yes___ No___
- f. High limits of liability available? Yes___ No___

5. Price:

- a. Taken advantage of "Package Discounts"? Yes___ No___
- b. Have obtained comparable quotes? Yes___ No___
- c. Price differences recognize coverage & deductible options? Yes___ No___
- d. Price differences recognize limits options? Yes___ No___
- e. All costs & coverages have been evaluated to the bottom line? Yes___ No___

If you answered "NO" to any of these questions, you may have a material deficiency in your insurance program.