

Newsletter

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Main Story

SMIC'S NEW YEAR'S RESOLUTIONS

Happy new year! As we start the new year (and new decade!), We're looking forward to continuing to build our relationships with the agents and brokers we serve. To that end, we've come up with a few resolutions

- 1. Make you our #1 Priority.** In the day-to-day of business operations, it's easy to get caught up in the minutia and forget about what is really important, and that is OUR AGENTS. You are our number one priority and we want to make sure everything we do is to better serve YOU.
- 2. Simplify.** We are looking for ways to make applications and renewals much easier for you, with processes like auto renewals and e-signatures.
- 3. Be more relevant.** We want to share news and information with our clients that helps you with your clients. We are starting a monthly newsletter – this newsletter – to provide news, ideas, and just a little product information to help you expand your knowledge and your book.
- 4. Respond more quickly.** Our goal is to quote within 48 hours of receiving an RFQ. We want to do much better at that this year. If we don't get to you within 2 business days, please email Jayne.Todus@amwins.com.
- 5. Update Website.** Our website, www.specialmarkets.com, is in the process of getting some updates, rolling out over the next few weeks. It will be organized in a manner that will hopefully make it easier to find and access what you need, including a new section called Agent Resources.
- 6. Demonstrate Our Value.** We want to prove how we can add value to your operation and help you grow your book. Look for tips, ideas, Webinars, and more from us in 2020.



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Upcoming Webinar



WHY TRADITIONAL INSURANCE MAY NOT BE SUFFICIENT FOR ACTS OF VIOLENCE

Thursday, February 13, 9:00 a.m. Pacific/ 12:00 Noon Eastern

According to the Gun Violence Archive, there were 417 mass shootings in the United States in 2019, the highest number of this type of attack in U.S. history. As a result, the demand for insurance for acts of violence is rising dramatically. In light of this, Special Markets Insurance Consultants (SMIC) is offering a Webinar designed to help agents understand Deadly Weapon coverage and how it provides immediate and essential crisis risk protection that traditional general liability policies don't. This coverage addresses not just shootings, but many other violence risks and the repercussions of acts of violence in schools and businesses, including reputation management. Nate Walker from SMIC will be joined by CrisisRisk Founder and CEO, Harry Rhulen, and Lucy Straker from our partner, Beazley Group, the premier underwriter for Deadly Weapon coverage.

Please click [here](#) to register for this Webinar.

SMIC'S END-OF-YEAR SURVEY

You may have seen a survey from SMIC come across your email right after Thanksgiving. We want to do a better job of keeping in touch with the brokers and agents we serve, so we know what we are doing right and make changes where we need to. To everyone who participated, thank you. To those who didn't, that's okay, we will ask again next year, because we want to continue to improve every year.

The survey gift card winners were Kurt Zimmerman and Kelly A. Hamblin. Thanks for participating! We will be sending out \$100 Amazon gift cards to these individuals.

Industry News

WEBTPA NAMED IN THE DALLAS MORNING NEWS 2019 "TOP 100 PLACES TO WORK"

Congratulations to our sister company, WebTPA, who earned the #26 spot on the "Top 100 Places to Work" [link] list! Through hard work and dedication to insureds, as well as treating employees right, they have earned this high honor. We are so pleased to be working with WebTPA on our Student Accident, Catastrophic, Special Risk Participant Accident, and International Student Health blocks of business.

AMWINS RANKS AS LARGEST U.S. WHOLESALER FOR SIXTH CONSECUTIVE YEAR

We're pleased to announce that AmWINS has been ranked the largest wholesale broker based on total premium volume (including P&C and employee benefits) for the sixth consecutive year by Business Insurance magazine. In addition, for the ninth consecutive year, AmWINS ranks as the largest P&C wholesale broker in the United States.

To view the complete rankings, click [here](#).

Product Spotlight

INSURING FRANCHISES

Background: There are around 750,000 franchise businesses in the U.S., as of 2018, and that number grows every year. Franchising is a business concept where a franchisee pays fees and royalties to the franchiser in return for the use the franchiser's name, business system, and trademark. The most famous types of franchises are fast food restaurants, such as McDonald's, but more and more non-food businesses are following this practice. Notably, many new fitness locations are franchises.

Why Insure Franchises? Franchises are perfectly set up to have an ongoing insurance program created for them. It greatly reduces the rating and administration processes by allowing for similar risks to be placed on one master policy and/or on a Risk Purchasing Group. For an agent, **it is like writing several small businesses with the work of writing one.**

What Types of Coverage are Included? Typically, writing Franchise accounts includes Participant Accident, General Liability, Non-Owned Hired Auto, Abuse/Molestation, Umbrella/Excess, and Property as part of the coverage.

Why Write Franchise Business with SMIC? We have the pen for our accident carriers, which gives us the freedom to write insureds to a Master Participant Accident policy. SMIC also has our own Risk Purchasing Group (RPG) that allows us to do the same for GL, Non-Owned Hired Auto, Abuse, Umbrella/Excess, and we have carriers that can look at Property programs. We are a one-stop shop for writing these types of accounts, and can customize a solution for a particular group, geared to saving clients time and money.

What Is SMIC's Appetite? In keeping with our book, we are most interested in underwriting franchises and groups in the following categories: youth/ amateur sports organizations, fitness/workout/dance/yoga/Pilates, religious and non-profit organizations, camps and clinics. Please contact us if you have questions about a particular group or franchise.

