

GOOD TO KNOW



AMERICAN RISK MANAGEMENT
RESOURCES NETWORK, LLC.
**ENVIRONMENTAL
INSURANCE TOOLBOX**

since 1999

**MARCH
2018**

Sold Any Environmental Insurance Lately?

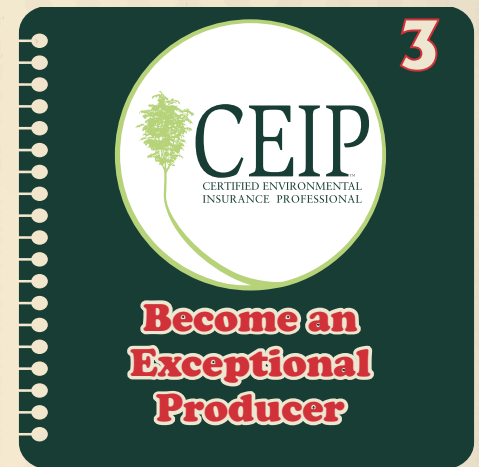
5 Tips On How To Effectively Utilize It To Your Advantage And Venues To Learn The Product Line.



read all about it on page 2



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OTHER ENVIRONMENTAL PROSPECTS WE CAN HELP WITH!

- General Construction Firms
- Fire & Water Restoration Contractors
- Mold/Asbestos/Lead Contractors
- Asphalt and Paving Contractors
- Environmental Contractors
- Waste Water Treatment Plants
- Landfills
- Farms
- Municipalities
- School Districts
- Plumbers, Roofers, & Artisan Contractors
- Hotels, Condo & Apartment Building Owners or Managers
- Property Transfers Including Purchase & Sales, Mergers & Acquisitions
- Roustabouts, Freshwater Haulers, & Fracking Support Contractors



Endless Opportunities

What was the last environmental insurance policy you sold or offered your clients? The answer is most likely less than one. In a market that is only being utilized 1% with over 30 years of availability, it is odd that it is not offered more.

"Contrary to popular belief, environmental insurance is inexpensive relative to the losses incurred." - David Dybdahl

With Mold now being the number one claim in America and 99% of commercial property owners and managers underinsured or not insured for any loss involving a spec mold, fungi, or bacteria: This provides an exceptional opportunity for you to reach an untapped market. New business opportunities are at an all-time high!

Every agency has clients with environmental exposures. "Pollution isn't just barrels of toxic chemicals in a landfill or lead and asbestos in old houses. Mold, bacteria, carbon monoxide, odors, and even manure—here in America's Dairyland—have been classified as pollutants. Almost every agency writes farms, commercial properties, contractors, plumbers, HVAC techs, and transportation risks. As a result, these agencies have opportunities to increase sales by presenting environmental insurance to clients, and to protect their E&O by having those conversations." Says David Dybdahl in the recent article of Roughnotes.com -

<http://roughnotes.com/index.php/everything-you-didnt-know-about-environmental-insurance/>

"Rates are favorable for insureds, and there's no better time for retailers to learn about the coverages and offer them to their clients."

Seize your moment! www.armr.net/hpr



Avoiding Specialty Coverage lines = E&O Soup

Not offering clients environmental insurance is no longer excusable. There is an expanding need to offer specialty coverage lines due to increased exclusions in standard lines. We all imagine smoke stacks and landfills as risks that need environmental insurance however, pollution exclusions can come into play on risks such as hotels, hospitals, even your local carpet cleaner!

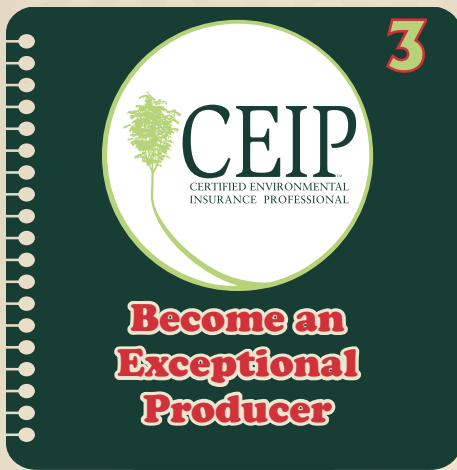
With this broad scope of exposures, pollution conditions can arise from anywhere and essentially from anything. Anything in excess can be deemed a pollutant. For example, there is a case where whiskey in a river became one of the largest pollution claims of the year!

"The pollution exclusion can even come into play during something as seemingly innocent as a barbeque picnic held for employees. In one instance, while cleaning up after the meal, employees hosed down the barbeque grill. The contents of the grill ended up in a stream, and the business was sued for contamination." *Jim Redeker is vice president and claims manager at Swiss Re Corporate Solutions*

All these claims examples leave you as the agent liable for an E&O claim if you did not offer environmental insurance and your client experiences a loss!

As Jim Redeker says "Bottom line: Offer pollution coverage to every commercial client, and document the conversation. It'll go a long way in defending your agency in a subsequent suit—and it will also qualify your agency...in the event that your agency faces a claim for not placing pollution coverage."

<https://www.iamagazine.com/magazine/read/2018/02/01/which-commercial-clients-need-pollution-coverage>



Become an Exceptional Producer

To become an exceptional producer it takes more than sending applications and turning around quotes quickly. A skilled producer can presell the proper policies to the client before applications, underwriters, and quotes are involved! We all are searching for our competitive advantage in a competitive industry. This course training will not be focused on the teachings of environmental insurance but rather concepts that can be applied to your daily job.

Attend The first of the Certified Environmental Insurance Professional (CEIP) courses:

The Exceptional Producer Training will be Hosted at the Sheraton Fisherman's Wharf

Monday June 18th, 2018 1:00pm - 5:00pm

- Learn sales techniques and strategies to excel.
- Learn how to increase closing ratios by 300% by following a 4 step sales process.
- Learn to use leveraged marketing platforms to expand your prospect base.

Register Today! For More information visit: <http://seipro.org/ceip>



Join SEIP: It's FREE

The Society of Environmental Insurance Professional for FREE.
www.seipro.org/join

The Society of Environmental Insurance Professionals (SEIP) is a 501 c.3. Nonprofit association dedicated to helping its members utilize environmental insurance products to provide more valuable services to their customers. SEIP enhances the professional capabilities of its members through focused educational forums, technology-enhanced knowledge management, and access to specialized multi-disciplined resources in fields related to environmental risk management. You do not need to be working in the environmental insurance product line to be a member or attend the world-renowned events!

Don't Miss out on the Event of the Year:

2018 SEIP: Expanding the Market. You don't have to be working in environmental insurance attend! We provide the only venue in the world that addresses the barriers, advancements, and solutions to the environmental risk management and insurance industry's most pressing issues. In 2017, 150 professionals from around the world joined us in Atlanta. We expect even more in 2018! More stakeholders, More Brokers & Agents, More Content, **More Networking!** SEIP 2018 provides a unique opportunity to interact and engage with some of the best and brightest in the business!

When: June 18th -20th, 2018

Where: San Francisco, CA | Sheraton Fisherman's Wharf

Register HERE





Why Environmental Insurance Matters

Insurance is the de facto risk governance mechanism in the economy. The insurance mechanism uniquely harnesses the global knowledge of risk through the reinsurance marketplace and automatically incorporates the cost of insured risks into the price of goods and services in real time. Insurance has the inherent ability to reward safe behaviors and increase the costs associated with risky behavior.

Pollution exclusions have the effect of uncoupling the inherent advantage of the insurance mechanism for environmental damage claims. The result is the perpetuation needlessly risky behaviors and needlessly uninsured environmental losses.

After 30 years of continuous product availability and extremely cheap pricing, today only about 2 out of a 100 insurance buyers has the environmental insurance they need to fill coverage gaps created by pollution/fungus/mold/bacteria/category three water exclusion. This dismal market acceptance of the environmental insurance product line flies in the face of a 2,000% price reduction in 10 years for mold coverage on condos for example. Environmental insurance policies with loss ratios of 300%, passed up for purchase more than a decade ago, can form the foundation for denied insurance claims measured in the hundreds of millions of dollars today. The only explanation for the 1% market penetration in a product line with such low pricing is the absence of education venues in the subject matter.

SEIP was created to be the source of knowledge in environmental risk and insurance to facilitate informed decisions on environmental risk management!

Attend CEIP & SEIP: These are your tools!

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SOCIETY OF ENVIRONMENTAL
INSURANCE PROFESSIONALS

Your ARMR Professional:



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