



HOW TO CAPTURE THE FIRE AND WATER RESTORATION CONTRACTORS THAT ARE PROSPECTING YOUR AGENCY

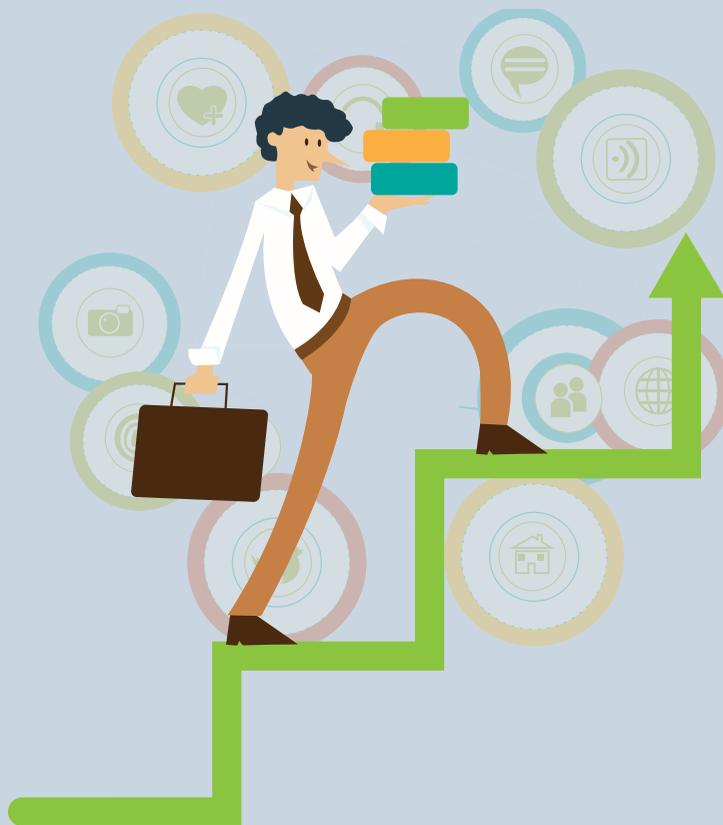
A GUIDE FOR AGENTS

There is nothing easier than prospecting the firms that are already prospecting the insurance agency. Virtually every insurance producer has a stack of business cards from the local restoration firms who call on the agency looking for referrals on restoration jobs from the agency's customers. ARMR has exceptional skill sets in this class of business. We feature access to the best markets and insurance products for this class of business. Our hit ratios approach 90% on new business when we work with an agent/broker that is credible with the customer and uses the sales process detailed below.

The insurance needs of restoration contractors are very complex and the insurance markets for this class of business are limited. For these reasons, many agents try to avoid this class of business simply because they do not have an easy way to get the insurance written for the client. ARMR staff actually invented some of the specialized insurance policy forms that all of these firms need. From a sample of over 1200 of these firms, we know that 88% of them are buying insurance programs with fundamental insurance design flaws. By fundamental insurance design flaws we mean, a coverage glitch that would leave the firm uninsured for a core part of what they do for a living. A fundamental design flaw is sufficient to get the person who sold them the defective insurance policy fired if the insured knew of the flaw. Yes, 88% of these firms have material coverage design flaws. This fosters a prospect rich environment for producers that know where to look. As a service to our retail producers, ARMR will review the current coverages on a restoration firm. We advise if there are coverage glitches or where things could be improved. In practice, it usually takes less than five minutes for us to find a material coverage glitch in most of the policies we look at.

Over the past few years, we are seeing more and more national brokerage firms soliciting restoration contractors to capitalize on the coverage design flaws common in this class of business. The reality is, restoration firms really want to buy their insurance locally. The company with the highest chance of winning the business (utilizing the state of the art insurance coverage designs of ARMR), is you. Since you already have the business cards of your best prospects, this is an easy way to produce new business.

The following five steps will enable you to win in this class of business, utilizing the resources of ARMR. Following the production strategy detailed within, there should be no reason not to write every restoration firm in your area!



American Risk Management Resources Network, LLC

7780 Elmwood Ave. Suite 130 | Middleton, WI 53562
877-735-0800 | www.armr.net | Fax: 608-836-9565

FIVE STRATEGIC STEPS THAT WILL ENABLE YOU TO WIN EVERY TIME!



1

USE YOUR SECRET WEAPON TO CREATE A COMPETITIVE ADVANTAGE

When talking to a restoration contractor focus on the value and expertise you have to offer with your production partner (ARMR.Network). ARMR maintains a high profile for risk management expertise in this industry sector. Chances are your prospect has already heard of ARMR at trade shows, read our articles on risk management in their trade press, or read our work in the professional certification course guides. Letting the prospect know that there is a nationally recognized expert in restoration risk management helping your agency design a best in class insurance program specifically designed for their business, will help differentiate your agency from the competition.

2

EDUCATE YOURSELVES ON YOUR POTENTIAL PROSPECT'S BUSINESS

For the contractor to really listen to you, it is important to educate your agency on what they do for a living before trying to sell a policy. If your agency happens to be close to your prospect's warehouse, ask to go visit. Tell the prospect you are interested in learning about what they do and the latest technology they use. The more you spend time learning about their operations the more they will respect you as a person knowledgeable in their business and their insurance needs. This eventually ends up in a respectful working friendship and the win you were looking for.

3

APPRECIATE THEIR CREDENTIALS AND TRAINING

Know and appreciate their credentials and training to be able to perform their restoration operations. Restoration contractors go through extensive classroom training to become certified water technicians or master restorers. The most well known training and credentialing is provided by the Institute of Inspection Cleaning and Restoration (IICRC)(A good source of "Certified Firm" prospects can be found on the IICRC website). Contractors are trained for water damage restoration in the S500 course, and mold remediation in the S520 course. The contractors take these professional certifications very seriously. They go to a week course where they have hands on training and read a 300 plus page textbook on the professional standards for their industry. They use these credentials for marketing their company, and differentiate themselves as professionals in the industry. Many insurance agents do not take the time to learn what the IICRC is and why it is important for their prospect. If you do, it gives you an advantage over other agents. Incorporating ARMR as your technical resource will also help build your credibility. ARMR contributed to risk management and insurance chapters in the S500 and S520. Our President, David Dybdahl, CPCU, served on the IICRC board of directors in the past.

4

SPEED OF SERVICE

An important benefit to point out to your prospect is your speed of service. As you might have previously experienced, contractors tend to operate on time frames with short fuses. The faster you can get insurance for your prospect the more they will gravitate to your agency. No one likes 20 page insurance applications. We have an application for members of Crawford Contractor Connection network firms that is only two pages long! If we can get the prospect insurance faster and with less effort than they expect it, they will be pleased with your agency from the first contact. ARMR has significantly streamlined the placement process for restoration contractors. A couple of years ago there was no way we were able to write a policy start to finish in one day. Now we can have policy quoted and bound in as little as 6 hours with a few markets.

5

LET THE PROSPECT TELL YOU HOW TO WIN

The final insight that many of us forget, is let the prospect tell you how to win. Many times you want to share with the customer all that we offer and forget to let the prospect tell you what they want. If you let the prospect share with you their past insurance experiences, you will find out a lot about what other agents utilized and what their complaints are with other agent's service. By letting the prospect tell you this information you can set up a strategy to win by simply not doing what the other agents did.

Keep in mind that "people buy from people". Human relationships do matter. The more you spend time with the prospect the more they will want buy from you. If you can present yourself from the first time of contact as having the most knowledge of their business, they will gravitate towards you. Only a handful of agents fully know what a restoration contractor does for a living. ARMR can put you light years ahead of your competition in prospecting Fire and Water Restoration Contractors.

Don't forget that our industry knowledge is your advantage. These steps will ensure confidence in our product.