

Personal Lines

Account manager umbrella talk tracks

In **2022** there were over **300,000 civil lawsuits** filed in America¹. Some of the lawsuits were **settled for millions of dollars**. How many of your customers have that kind of **money in the bank**, just in case? **Do you?**



According to the National Association of Insurance Commissioners only 37% of homeowners had umbrella coverage in 2007. Which means that **63% of homeowners were at risk for a catastrophic loss** that could affect their current and future lifestyle. See the back of this page to learn how you can help your customers avoid this exposure.



Most people would answer no. And follow that up with an “I’m not worried—I’m very careful and I’m a good driver.” But what about the ‘other guy’? **You can be sued** if someone comes on to your property and falls. Or if your child has a friend over and they get hurt playing in the yard or in your pool. Or, if your teenager driver allows one of his/her friends to drive your car.



¹<https://www.uscourts.gov/statistics-reports/federal-judicial-caseload-statistics-2022>

ASK

More often than not, customers have limited knowledge or understanding of what liability insurance is, or how much coverage to carry. As their trusted advisor, you can help guide them to the right answer by asking them

4 simple questions:

1 What is the amount of equity they have in their home?

2 What is the value of all their personal possessions?

3 What is their lifetime earning potential?

4 What is the total value of all of their savings accounts and other funds?

Are they willing to risk losing all of this?

Answering these questions will make customers aware of their loss potential; and will help them better gauge just how much liability coverage they should have.

Write an umbrella policy



Help protect your customers from the unforeseen perils by writing an umbrella policy. **Offering coverage from \$1,000,000 to \$10,000,000 (\$5,000,000 in LA)** a Hanover umbrella can protect your customers' future at a time when they need it most. And **for as little as \$20 a month!** The Hanover umbrella policy can be endorsed to the Platinum or Connections Home, and takes as little as a couple clicks in POS to add this important, valuable coverage.

Every customer should have one!

When should you ask...

NEW BUSINESS—Great agents don't just complete a "quote," they have a discussion about risks first. Start the discussion by asking new customers about their current umbrella limits, often there is no in-force umbrella. Most customers are surprised at the relative low cost for so much protection.

Since umbrella is generally not offered by low cost sellers, this approach becomes another key differentiator for you.

RENEWAL—Coverage that may have been perfectly sufficient only a few years ago may not fully protect a customer today. Renewal is probably the most opportune time to have a conversation about increased exposures and the need for an umbrella at the right policy limits.

Talking about an umbrella as a regular part of each renewal conversation should be the norm.

Adding LUXURY ITEMS—More and more customers are purchasing "luxury" items like boats, motorcycles or rental property; and customers with these assets in particular need an umbrella policy. Use this as a trigger for you to engage in a conversation about purchasing umbrella protection if it doesn't exist—or the need to possibly increase their protection if their risk has changed.

Customers appreciate the education and expertise, and value agents who create a differentiated experience from direct providers.



GET STARTED!

Review your customer list you have on your desk for follow-up today. How many of them do not have an umbrella policy? How many of those customers can use your guidance to help make sure they are covered if someone gets hurt on their property? Quote them a Hanover umbrella policy today. They will thank you.

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