

## How do you define *Unusual*?

When I was back in school a few short 40 years ago, when confronted with an assignment to write a witty informative essay or article, I would, time after time, put it off. Yes, everything I did was right under the wire. My one consistent behavioral attribute is what some erroneously call a "character flaw". If I don't want to do something, I do what comes natural, I wait..... and I wait... until the presses come to a screeching halt. Sound familiar? Sure it does! How do I know? Because almost all the submissions that I receive from you wonderful, understanding and talented friends of mine, is that you absolutely, positively must have to have your quotes yesterday..... or at the very latest TODAY!! You know what? I feel this warm camaraderie with each and every one of you. You're just like me!

Just so you don't get me wrong, I am certainly NOT complaining. I really do love what I do and working with all of you. My only issue is that you rarely ask for anything normal.....like a nice grocery store, a carpenter or accountant.

NO, you need coverage for a guy that acts as a consultant to the federal government on power assist motors on US military tanks; Or, a guy that imports pool supplies and bike helmets manufactured in China; Or, an oil and gas consultant that does geological surveys for drilling. It's either that or you're sending car dealers that drive their cars to New York City to be shipped to Afghanistan, Property with loss problems or General Liability and Professional liability for a home for juvenile offenders. No I'm not kidding, this is just a sample of what I get.....and yes I have markets for all of it. The ONLY thing that I ask of you is one thing. PLEASE SEND MORE!!!!



**Greg Seibel**  
Multi-line Underwriter  
15 years with MFIC



**Jennifer Boston**  
Personal Lines Underwriter  
11 years with MFIC

## Personal Umbrellas... Free Advice from a Worrier!

In preparing to write this article, I have determined that working in the insurance industry has definitely "tainted" me! It's hard for me to believe there are families out there who enjoy having ten neighborhood children playing tag in their front yard... without fretting over something happening to one of them that would result in a claim on their insurance. I understand there are people who actually give in to their daughter's plea for a trampoline - and can close their eyes to that huge liability on their property. My twins are only 10 years old, and I cannot imagine how I will ever cope when they start driving cars!

Luckily for worry-warts like me, there are Personal Umbrella policies that offer added protection for life's unfortunate twists of fate. By adding this relatively inexpensive coverage onto my Homeowner's and Auto policies, I have purchased a little peace of mind for a fairly small price. While you cannot purchase a stand-alone Personal Umbrella policy (a Homeowner's policy with at least a \$300,000 Liability Limit is required), umbrellas can be attached to all personal property such as boats and RV's, in addition to automobiles. That way, maybe we can all relax and truly enjoy watching our kids grow up.

## Do ALL Businesses Need General Liability?

General Liability is one of the most common phrases thrown around in Insurance, but do all risks need GL coverage? While 99% of the time GL is a very good idea, it does not always provide the coverage truly needed. Contractors, Events, Clubs, Retail Stores, and Petting Zoos (and the list goes on) all need GL coverage to protect themselves, their employees and the investment they have put into growing their business and future. One claim can jeopardize the client's item they treasure most - their pocketbook.

Consultants come to mind as one category that may not be best served by General Liability. Many request GL coverage because they have a contract requiring them to show proof of coverage. While we can provide this coverage to satisfy their contract requirements, does it really protect them and their exposures? The short answer is NO. Since consultants do not provide a physical product and normally do not have an office exposure - and if Personal & Advertising Injury is

excluded (which is normally the case) - the client is left open. To solve this problem, the client needs Professional Liability to truly cover the services they are offering.

Be sure you don't miss an opportunity for a Package when selling GL. Market Finders is able to find a home for most of your Commercial Property coverage needs, but some factors will cause automatic rejection. For example, a large lapse in coverage, the presence of aluminum knob and tube wiring, or having a wood burning stove as the only heating source usually will automatically exclude a risk from consideration.



**John Gruen**  
Multi-line Underwriter  
4 years with MFIC

# Promotion... [pruh-moh-shuh n]

## advancement in rank or position

**Mickey Kraft**  
Director of Aviation



Hired last year as the Aviation Underwriting Assistant, Mickey was recently promoted to Director of Aviation. She has 14 years experience in the insurance industry, having worked both as a Transportation Underwriter and Underwriting Assistant for an insurance carrier in Michigan.

Mickey has done an outstanding job for Market Finders over the past year and is very deserving of this promotion.

**Brittany Boston**  
Underwriting Assistant



Having been with Market Finders for six years now, Brittany has held two roles in the Company. Many will recognize her name from working as the Finance Clerk in our MFI Premium Budget Department alongside Mary Ecken. Additionally, Brittany worked in Policy Issuance and is well-versed in policy requirements, worksheets and endorsements.

She replaces Jane Skaggs as Gerri Warner's Underwriting Assistant. Her experience in both these previous positions should serve her well in the new position. We have every confidence that Brittany will be a great addition to her new team.

**Jane Skaggs**  
Commercial Underwriter



Jane started with Market Finders in 2003, following in the footsteps of her mother, Susan Hudgins who retired from MFIC in 2013. In fact, you might say Jane has insurance in her blood, as Susan's father owned his own agency (Durham-Mudd in Greensburg, KY).

Jane has seen the position of Underwriting Assistant change quite a bit throughout her 11 years. She has taken on more and more responsibilities, and Management has rewarded her efforts by promoting her to a Commercial Underwriter.

Jane has been busy training her replacement - as well as training for her new duties. Please join us in congratulating her on this accomplishment.



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# THE MARKET FINDER



Volume 14, Issue 2

DECEMBER 2014

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As we are about to enter our 44<sup>th</sup> year in business, I am very excited about the future. As one of the few independently owned insurance wholesalers, we are proud of the level of service we can offer to our retail agents.

The Corporation is owned 30% by our employees through an ESOP (Employee Stock Ownership Plan). Every underwriter and their assistant, along with the accounting, claims, and policy issuance personnel, as well as the executive team has a vested interest in giving the highest level of service to our producers.



**Jim Ryan**  
President

As you read the enclosed articles written by our underwriters and brokers, you will understand why I am genuinely optimistic. We have a very talented and experienced staff, all with a financial interest in our success. Our future can only be secured by performing at the highest level for our retail agents and the highly rated insurance carriers we represent.

Wishing you and yours a Happy Holiday and prosperous New Year.



**Sylvia Smith**  
Chief Financial Officer  
35 years with MFIC

In 2009, we began a concentrated effort to free up our underwriters so they could focus on underwriting. This started with the branches. We funneled all phone calls and mail through our Home Office in Kentucky. It has helped our Ohio and South Carolina offices immensely by relieving them of opening mail payments that had to be forwarded to Kentucky anyway. They no longer get solicitation calls from Internet Service Providers or magazine subscriptions that interrupt their day. Now they just get calls about insurance. This change may seem minor but, believe me, when you are concentrating on production, those distractions really eat up your time and attention.

A second phase of pushing for the most efficient use of our staff was to experiment with an underwriting assistant "pool," thinking this would be a good solution to issues that arise when a specific person was unavailable. However, we instead incorporated a "buddy system" to allow for our support staff to cover another production assistant's desk in their absence, but still keeping dedicated underwriting personnel assigned to each underwriter. We couldn't be more pleased with this arrangement. Our production assistants have stepped up their game and really walk as a "partner" with the underwriter, with fast turn-around and nothing falling through the cracks as our main goals.

A great deal of effort is placed into an account, long before it ever becomes a policy. At Market Finders, we are proud of our Producers, but equally as proud of the effort from our "behind-the-scenes" staff that pulls it all together for our customers and our carriers.

*On behalf of Market Finders,  
Merry Christmas and Happy 2015!*

**Market Finders Insurance Corp.**  
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"HANDLING THE UNUSUAL RISK... UNUSUALLY WELL."



**Joe Miller**  
Chief Operating Officer  
23 years with MFIC

## Submissions - Square Peg / Round Hole

The intent behind this year's newsletter is to provide our agents with some useful information about the lines of business that we write. I have been assigned the task of explaining what constitutes a good submission. Dare we say that with nearly a quarter of a century working for Market Finders, I have seen my fair share of submissions that were less than ideal? But then again, I want no one to think that we are teachers grading an essay.

First let me mention that absolutely nothing works better than just picking up the phone and calling us. There are some risks that just need to be explained better than a standardized form can show. Also, there are specific applications that will often replace the dreaded Acord form. While the initial investment of time with a phone call may not seem to be the most expedient way of doing business in our new technology world, you may avoid later delays by having the correct application from the start and even possibly benefit from any pointers we might provide.

But for run-of-the-mill quotes, below are a few tips that will generate faster turnaround times. We and our carriers typically use online programs to rate nowadays, and we cannot go any further in the process when we have an empty data field. (The old square peg and round hole ain't what it used to be!)

- We need the location address when rating a risk – as no entity lives in a P.O. Box.
- How many years has the insured been in business (or how many years experience)? (This helps us determine which carriers would be the best fit.)
- The Rating Basis is always required (i.e. gross receipts, payroll, # of units, sub cost, etc.).
- Policy limits and values are needed. (Oddly, this is often the most overlooked portion of the application.)
- And the most important... we need a detailed description of operations. Simply listing restaurant or backhoe operator is not enough, since there are several types of restaurants and different services performed with backhoes.

Another underwriting hindrance can be the insured's website. While this is supposed to be informative, many times the insured has outsourced the website as a "marketing" tool. Exaggerated verbiage may sound good, but it can be detrimental when products or services listed can keep them from insurance placement or negatively affect pricing.

At the end of the day, please note that we love our agents – and we love talking to you... insurance-wise or otherwise. While it is true that we live in the age of technology, and the insurance industry requires us to be on the cutting edge of technology, not every problem can be solved with an e-mail or text. Sure it expedites the simple stuff, but for a company whose slogan is about Unusual Risks, we still get a lot of requests to fit square pegs into round holes... please call our staff on these.



## The Winds and the Waves

Those of us who write property know the importance of addressing wind coverage, especially in areas that are coastal or in tornado alley. With some variation depending upon the source of information you use, the heart of Tornado Alley is considered to be Nebraska, Kansas, Oklahoma, Texas, Iowa, Missouri, Arkansas, Illinois, Indiana, and parts of Ohio, Kentucky and Tennessee. But actually, a tornado can be anywhere. Since so many states are affected by wind coverage, today I am replacing my underwriter hat with a "teacher" hat so you can garner more knowledge than you ever needed to know about wind!

- Tropical Depressions have wind speeds of less than 38 mph.
- Tropical Storms have wind speeds between 39 and 73 mph.
- Hurricanes have speeds greater than 74 mph.
- Tropical / Hurricane Peak Season is June 1 to November 30.
- Prior to 1950, Military forecasters in the US were responsible for assigning a number (not a name) to each storm. In 1953, female names were assigned, and in 1979 male names were added. The list of names has already been assigned up to the year 2017.
- *The Hurricane Hunters* are based at Keesler Air Force Base in Biloxi, Mississippi.

Due to the recent increase in tornadoes, many companies are now applying a wind/hail deductible in the Midwestern States. We have many markets that can handle your wind needs (Named Storm or wind/hail deductible) – either with all other perils or as monoline. Some of the factors that come into play are construction type, year of construction, actual distance to the coast, and type of roof. Be sure to give me a call with any questions regarding wind coverage. I promise to wear my "underwriter" hat!



**Randi Lynch**  
Multi-line Underwriter  
20 years with MFIC

## Flood Insurance – Not Just for Homeowners!



**Dorothy Childress**  
Flood Underwriter  
29 years with MFIC

My job is to make sure you have current information about National Flood Insurance Program changes – and how it affects your client. I want to briefly share three points about Flood insurance... letting you know how YOU benefit from bringing your policies to us.

1. The main advantage you will notice is our expertise in this field. I have been the Flood Underwriter for Market Finders for over 25 years. You will be hard-pressed to find a broker with more experience!
2. The second most important benefit to writing your Flood policies through Market Finders is that I do the work for you! Agents simply complete our Flood Quick Quote Sheet. I enter all the information for the application and advise you if additional information is being requested.
3. We also write Excess Flood policies. The limit on ALL single family Flood policies is \$250,000 and \$100,000 for contents (for Commercial policies, it is \$500,000/\$500,000). Excess Flood can be a lifesaver for individuals and companies where that amount is not sufficient.

I would love the opportunity to partner with you on all your Flood prospects. Since we offer both Primary and Excess Flood, there's really no reason to go elsewhere! Please feel free to contact me for a copy of our Flood Quick Quote Sheet – or you can get it from our website [www.mfic.com](http://www.mfic.com).

## Garage Mysteries

Many agents have mentioned that sometimes they don't understand some of the Garage coverages – or even how to complete the application. We are always willing to help you understand an application or explain any coverages. Below is a "mini-course" in Garage Liability that may bolster your confidence.

### Exactly What Is Garage Liability?

Garage Liability is a specialized coverage for those who sell and repair cars, trucks, motorcycles, RV's, or trailers. It offers protection from accidents such as slip and falls or resulting property damage. Garage Liability protects business owners from claims arising from premise and operations, as well as products and completed operations.

### What Is Garage-Keeper's Insurance?

While Garage Liability coverage does not extend physical damage protection to customer cars left on the premises for service or repair, Garage-Keeper's insurance covers property damage to vehicles while in the "care, custody or control" of the shop. Garage-Keeper's insurance covers damage to customer property for specific losses such as fire, theft or vandalism. It can also be written as comprehensive coverage to include all losses except for collision and overturn. (For example, if there is a fire while a customer's car is stored overnight in the garage, the shop owner is not covered unless he also has a Garage-Keeper's policy). This policy is also intended to cover employees while they test drive the customer's vehicle. Garage-Keeper's limits and deductibles are applied per vehicle.

Premium amount varies according to the number of employees and their driving records, the type of business, the shop location, and the level of on-site security provided – which is why these questions are always part of the application.



**Polly Shrader**  
Multi-line Underwriter  
15 years with MFIC

## Explaining "Brokerage" Business



**Karen Cornett**  
Commercial Lines Underwriter  
40 years with MFIC

Brokerage is one of Market Finder's main areas of expertise. We define a brokerage account as risks which must be sent to the carrier. Some reasons for this are:

- a) What the applicant may produce or manufacture.
- b) Services provided by the insured to their customer.
- c) Accounts with a history of losses, fines or citations, etc.
- d) New ventures.

A few examples of recently written accounts that I worked on include:

- Inland Marine coverage on Tree Trimming/Logging Equipment with several losses.
- Special Events such as Haunted Houses, Corn Mazes, Zombie Walks, etc.
- Products Liability for Healthcare products sold via e-bay.
- Inland Marine for an aerial photography firm needing world-wide coverage.

With over four decades of experience handling challenging risks, we hope you won't hesitate to pick up the phone and call us to discuss your "unusual" risk. We partner with the best of the specialty market carriers in order to offer the best possible outcome for your submission. We look forward to speaking with you and are committed to providing options for you and your client.

## "Cyber" Coverage

In our increasingly technology-driven society, it is hard to keep up with all the changes. More and more businesses are setting up websites and using the Internet not only to draw in more business – but to sell items, take payments and collect information for future clients (or leads, in the case of insurance agencies).

However, with all this bright new technology comes the ever-present criminal element. Whether trying to infiltrate your files from the Internet by hacking your files or your client's... or stealing credit card numbers from your database or while checking out at a store... there is no shortage of creative ways that criminals have come up with to get the information. And no one is safe from these menaces.

Consider these examples of cyber crimes:

- When a server and hard drive maintained by a company that was acquired by an insured were stolen, sensitive data for nearly 45,000 individuals was compromised. Carriers worked with the insured and provided \$1 million to cover notification, public relations, and other incident-related services.
- When an insured national apparel retailer with hundreds of outlets experienced a 48-hour systems failure at the start of a busy holiday weekend, the insured could not process sales and payments quickly and its operations were disrupted. Carriers added their expertise, assisted the retailer in retaining a forensic accountant, and verified the lost sales calculation for the holiday weekend. Carriers also reimbursed the insured for approximately \$1.4 million of lost sales incurred after the waiting period applicable to a network interruption caused by a system failure.
- When an insured hospital was notified by the United States Secret Service of a potential HIPAA breach that may have compromised data for 40,000 patients, an experienced team of dedicated cyber claims specialists quickly engaged a breach coach and a forensic investigator. As a result, the insured had knowledgeable partners to provide advice, handle notifications, create a call center, offer patients access to identity-monitoring products, and ensure the incident was properly reported to the state regulatory agencies

While different carriers may have different names for this coverage (Cyber Liability, Cyber Breach, Data Breach, or Cyber Guard, to name a few), it is a great opportunity for all agents to bring up this coverage. Every company that does business on the internet should consider this coverage.



**Mickey Kraft**  
Aviation Underwriter  
1 year with MFIC

## Aviation Clients May Be Closer Than You Think!

It seems many agents don't think they have a need for Aviation insurance unless they are writing a policy on an airplane or airport. But you might need to think again. For example, a company that installs *sound systems* for in-flight entertainment was required to have Aviation General Liability. In another situation, a bank repossessed a vacant airstrip and had to secure Aviation Premises Liability coverage until the property was sold.

But by far, the most growing area in Aviation today is the use of drones (or UAV's). They are showing up in some unexpected places! Farmers are flocking to use drones to inspect their crops. Photographers are another segment of the population using drones for aerial photography. These examples are just the tip of the iceberg in a new coverage where technology has opened the door for explosive growth.

I do still handle the "typical" Aviation risks, as well, from a small single-engine aircraft to a major Aviation Manufacturer's Product Liability. I am able to quote online for small aircraft, which usually provides terms within minutes. Market Finders is proud to represent all of the aviation carriers that work through the agency system. I value the relationship I have with each agent and am focused on providing timely and accurate proposals.



**Gerri Warner**  
Multi-line Underwriter  
10 years with MFIC