



**Karl Richardson and Jane Skaggs**  
Multi-line Underwriters

## MARKET FINDERS THE NEXT GENERATION

Market Finders has built a solid 44-year reputation with seasoned, long-tenured veterans who knew how to use the pro-rata wheel and telex machine. But while we were busy writing business, the carriers were busy evolving their rating manuals to online versions and replacing 500-page manuals with fillable PDF's. Additionally, new HIPAA and other reporting laws necessitated a shift from our massive File Room to virtual files, with security being the biggest concern.

The 2015 addition of Karl Richardson – along with the 2014 promotion of Jane Skaggs – as Commercial Underwriters demonstrates our commitment to bringing along the next generation... the generation that is comfortable with iPads, iPods, and wireless speakers. Both Karl and Jane bring a wealth of insurance knowledge to the team; but in addition, they are charged with helping us to stay current with the up-and-coming generations. Along with a crackerjack IT team, Karl and Jane give input as to how the Next Generation wants to receive their information.

Coming soon... a new website look we hope you will find to your liking. We might be moving towards that half-century mark, but we're determined no grass will be growing under our feet!



## Tough Accounts in a Soft Market

Take note of some of these hard-to-place risks that we were able to bind at Market Finders over the last year.

- Brand new building and a new fitness center with a rock climbing wall. The \$5M TIV property was \$6,400 and the GL on the Fitness center was \$15,600 for \$1M/\$3M limits.
- Zip-lining risk with \$2M/\$2M limits for \$27,000.
- Special event in KY with well known recording/singing artists, with special contract requirements \$1M/\$2M limits for \$555.
- Wrote a dock risk in TN with values over \$19,000,000 that had a large wind/hail claim. This was accomplished through Lloyd's of London for a \$204,000 premium and included RC special form with \$10,000 deductible and a \$175,000 Wind/Hail deductible per event.
- Professional Liability coverage written for a travel agency that handles all travel for a Fortune 500 Company, \$2M limits. Premium was \$6,092.



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# THE MARKET FINDER



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On February 1st, 2016 we will begin our 45th year in business and our 22nd year as an employee-owned company through the Employee Stock Option Plan. As I reflect on the last 44 years, I can't help but think of the many underwriting cycles that we and our agents have been through. We are presently in a very soft market; however, history tells us this will definitely change.



**Jim Ryan**  
President

Regardless of the market cycles, we have the experienced staff and represent the highest-rated insurance carriers that can offer coverage for the largest or smallest risks. We, as a wholesaler, have no minimum premium volume commitments.

As you read the enclosed articles written by our staff underwriters, you will understand why I am genuinely optimistic. We have a very talented 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 insurance carriers we represent.

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



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## Greetings from the 2015 Annual Agent Appreciation Picnic

While certainly not our entire staff, we managed to capture smiles from several of them (along with squinting!) on that sunny, nearly 90-degree day a few short months ago!



BACK ROW (left to right): Tamara Stough, Jody Bruzan, Rekha Elander, Stephanie Young, Sandra Back, Liz Lyons, Jennifer Boston, Jerry Boyett, Joe Miller, Vickie Smith, Sandy Walls, Stephanie Lawson, Mickey Lally  
FRONT ROW (left to right): Jane Skaggs, Barbara Khiani, Katie Angeles, Dorothy Childress, Claudine Gaddie, Diann Gaines, Lorraine Hardin, Gerri Warner, Karl Richardson, Susan Hudgins, Margaret Walker, Sheila Davis



**Joe Miller**  
Chief Operating Officer

## Adapt & Overcome

There are times when standing still is a good thing – such as when faced by a bear, or perhaps a bumble bee. However, standing still in the insurance world is not what to do. Market cycles will always occur, and we will be here for our customers, adapting to such cycles for years to come.

The current soft market has had newer items brought to the table, such as new cyber liability products. We are also seeing the birth of a new coverage product for drones (and yes, we can insure them). The world that we were used to just a few years ago has grown. We see many accounts now that are world-wide in their products and/or services, and we have expanded our resources to provide such avenues to you on a regular basis.

As Americans, it is in our nature to adapt and overcome. We owe the very existence of our nation to those that have proven this to others that challenge us. We didn't become the best nation to live and work in by standing still. Our values at Market Finders are no different. We are determined to solve any challenge that may face our customers. We are grateful for your loyalty and will always appreciate each opportunity that you give us to adapt and overcome.

## Are Your Lessors Risks and Apartment and Dwelling Owner's at Risk?

**Wrongful eviction. Failure to lease. Harassment. Housing discrimination “testers.” Are your insureds protected? United States Department of Housing and Urban Development (HUD) resolved 14,000 housing discrimination cases last year.**

Market Finders wants to assist you and your clients with managing their tenant discrimination (TD) exposure. We have a carrier that combines a market leading TD liability policy with an independent loss control hotline aimed at helping property owners and managers mitigate their tenant discrimination exposures. This helps protect against claims brought by current tenants, former tenants, and prospective tenants.

The hotline service offers practical guidance and assistance to insureds dealing with discriminatory matters that may arise, with the goal of potentially mitigating claims and improving risk management. More information regarding the hotline service is provided to insureds once coverage is effective.

### Target Classes

- Apartments & other residential rental properties
- Commercial & retail space

### Prohibited Classes

- Mobile home parks
- Hotels
- Motels
- Campgrounds
- Condos / HOA

### Key Product & Coverage Features

- 90-day post policy reporting
- Options for deductibles & coinsurance
- Expanded definition of insured
- Modified consent to settle clause 50/50
- Feature for automatic property addition/deletion
- Schedule of managed property not required
- Continuity feature
- Claim discovery reporting feature
- Enhanced defense provisions



**Gerri Warner**  
Vice President of Underwriting



**Randi Lynch**  
Vice President  
Southern Region

## Coastal Property

Coastal Properties have dodged another year without having a hurricane hit. Rates have dropped, and we have gained additional Wind Aggregate to help you write risks. Quotes are available within 1,000 feet of the ocean (JM, NC and MNC construction only). Equipment Breakdown and Optional Enhancements can be added. Named Storm or Wind & Hail Deductible are options. Risks built prior to 2005, loss-free and higher AOP deductibles get extra credits. Many quotes can be handled over the phone.

Call to let me show you just how easy the quote process is!! I look forward to helping you!!



## Garage Liability

Garage Liability, you either love it, or you really, really hate it. For the garage lovers out there, we're right there with you. For the haters, well, we understand that completely too.

If you're used to General Liability, Garage Liability definitely appears to be a mess. Even the limits are confusing. Instead of having an occurrence limit, a general aggregate limit, a products aggregate limit, a personal & advertising limit, a fire legal limit, and a med pay limit, what do you get?

You get an “automobile limit,” an “other than automobile limit,” and an “other than automobile aggregate limit.” What's the deal with that? We continually get questions like: *Where'd all the other coverage go!!!! Where's the general liability? Where's the products liability? Where's the fire legal? Where's the advertising and personal? What do you mean the premises liability & products liability is in there, there's no limit!!* Sound familiar?

We have to constantly reassure agents on issues such as these. Once we let them know that we can add all the extras back in for additional premium – and that garage offers the additional benefit non-owned auto coverage and owned autos used in their garage business – the garage world begins to make more sense.

There is great news coming that we're excited about. Beginning December 1st, we'll have two garage dealer markets that have moved to the 2013 garage form. What does that mean? That means that all those limits that you're used to seeing on a general liability policy, are there!! No more problem with certificate holders who want to see general liability limits. The limits are in there! Happy days are here.

What's next on our wish list? You've got it, an updated non-dealer garage form showing all those general liability limits we know and love. We can't wait.

Keep those great submissions coming!

*Note: Garage dealer's coverage is not yet available in all states.*



**Greg Seibel and Polly Shrader**  
Multi-line Underwriters

## Mobile Homes in Kentucky

Most of you know me as the Flood Underwriter. And while I still am the Flood Underwriter, I have also taken on the Low-Value Dwelling and Mobile Home Program. This is written through American Reliable Insurance Company (ARIC) and is exclusive to Kentucky. This online program is available at [www.aricireli.com](http://www.aricireli.com), where *agents* can quote, apply payments, and issue policies. Clearly, the best thing about this program, though, is that there are no paper applications to complete or submit.

Overall, we have seen very few declines with this program. In some instances, however, the risk may be referred to us to review for reasons such as loss history, etc. Therefore, I encourage you when submitting your quote, to take advantage of the *notepad* button where agents can add comments. This can be crucial in determining whether or not the risk will be acceptable.

Registering your agency with ARIC is a very simple process. Just give me a call at 800-626-5660 ext. 1124 – or you can get the sign-up form from our website ([www.mfic.com](http://www.mfic.com) > Our Departments > Personal Lines > i-Reli Sign Up). We do have other low-value dwelling products that are available in other states; but remember... this program is *only* for risks within Kentucky – and it is currently our only mobile home product. I look forward to discussing the program further with you.



**Jennifer Boston**  
Personal Lines  
Assistant Manager

## New Personal Lines Product

Great News!! We now have more authority with Lexington Insurance Company, and we couldn't be more excited. We have had quoting authority with them for many months now on qualified risks and were recently given the green light on binding authority, which means no more long waiting times for binders. I know, this is the best news!!!

Also, along with this new authority, comes a special low-value program we can offer to our agents. This is our *new HO-8* and *DP-1* market. The HO-8 program is for Primary Owner Occupied homes only, with a minimum value of \$50,000 ACV, and with a max TIV of \$225,000 ACV. The DP-1 program is for Tenant Occupied homes only, with a minimum value of \$40,000 ACV and a max TIV of \$175,000. With regards to both programs, the homes must be located in a protection class 1 – 6 only, have been built in 1920 or later, and the maximum number of claims allowed in the past three years is two. Please feel free to contact me with any additional questions.

I would like to end this with a heartfelt *THANK YOU*, to all of my agents and friends out there, who are wonderful to work with and who have sent me so much business this year. You have made 2015 an amazing year. I appreciate the business and I look forward to our continued success together in the upcoming year!



**Dorothy Childress**  
Flood Underwriter