



BRUNSWICK  
COMPANIES

*Insurance Experts Since 1972*

# Property and Casualty Insurance

*An Inside Scoop to Personal Insurance (Home, Auto, Umbrella)*

**Michelle Hirsch**

Sr. Vice President

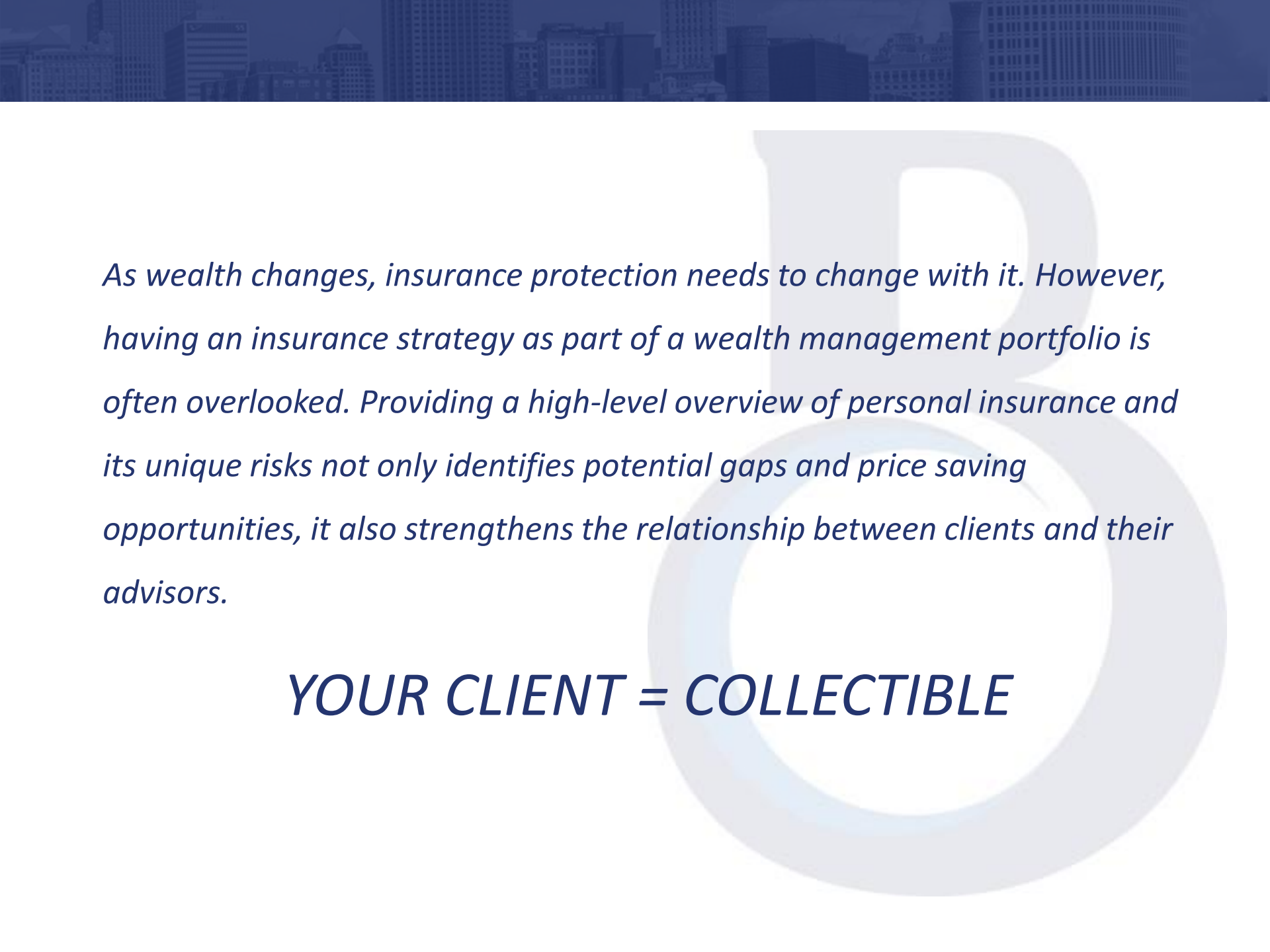
Brunswick Companies

## About Your Presenter

- ✓ Third generation family-owned insurance and risk management consulting firm, serving clients nationwide.
- ✓ Provides P&C insurance services to companies, aspiring and accomplished individuals, families and professional athletes.
- ✓ Bachelors Degree from Penn State University and MBA from Case Western University Weatherhead School of Management
- ✓ Part of Crain's Cleveland Business:
  - Twenty in their 20's (2008)
  - Forty Under 40 (2017)



**Michelle Hirsch**  
Sr. Vice President  
Brunswick Companies



*As wealth changes, insurance protection needs to change with it. However, having an insurance strategy as part of a wealth management portfolio is often overlooked. Providing a high-level overview of personal insurance and its unique risks not only identifies potential gaps and price saving opportunities, it also strengthens the relationship between clients and their advisors.*

***YOUR CLIENT = COLLECTIBLE***

## Importance of Insurance Audit

*As wealth changes, often the insurance protection does not...*

- ✓ Determine if the wealth created has the proper protection.
- ✓ Identify the exposures of risk and the options for transferring to a policy.
- ✓ Validate that the insurance has maintained pace with personal assets and property changes.

74%

*Consumers lack key coverages and high enough limits*

## The Growth Opportunity

- ✓ *Nearly 40% of successful individuals would consider switching to an advisor who provided P&C support.*
- ✓ *85% of successful families believe it is of significant importance that their advisors help them navigate all of their financial matters.*
- ✓ *77% of successful individuals want their advisors to provide P&C insurance support.*
- ✓ *Only 28% of advisors address clients' P&C needs*

*\*Source - Oliver Wyman, Global Management Consulting Firm*

## Our Solutions

- ✓ *Risk Management Services*
- ✓ *Insurance*
  - Commercial
  - Personal
  - Professional
- ✓ *Surety Products*
- ✓ *Claims Management*



## Personal Insurance

*Personal Insurance is more than just peace of mind, it's about financial protection.*

*Our approach is:*

- ✓ Take time to know you, your family, and your assets
- ✓ Assess the full scope of risk exposure to identify the right level of coverage
- ✓ Tailor a personal program to protect and ensure those goals
- ✓ Secure and actively manage coverage programs
- ✓ Ensure your coverage adapts with you as often as needed



# Personal Insurance Solutions

*Standard or Customized Plans  
Designed to Evolve with Your Needs:*

- ✓ Home
- ✓ Fine Arts/Jewelry
- ✓ Automobiles/Collector Autos
- ✓ Recreational Vehicles
- ✓ Personal Collections
- ✓ Umbrella/Excess Liability
- ✓ State of the Art Entertainment Center
- ✓ Custom Cabinetry, Flooring, and Carpentry
- ✓ Upgraded Appliances





## Importance of Insurance Audit

*As wealth changes, often the insurance protection does not...*

- ✓ Determine if the wealth created has the proper protection.
- ✓ Identify the exposures of risk and the options for transferring to a policy.
- ✓ Validate that the insurance has maintained pace with personal assets and property changes.

52%

*Consumers say they don't understand their insurance policy.*

# How are clients buying insurance?

Independent Brokers: Only option to secure High Net Worth Carriers



Captive Agents



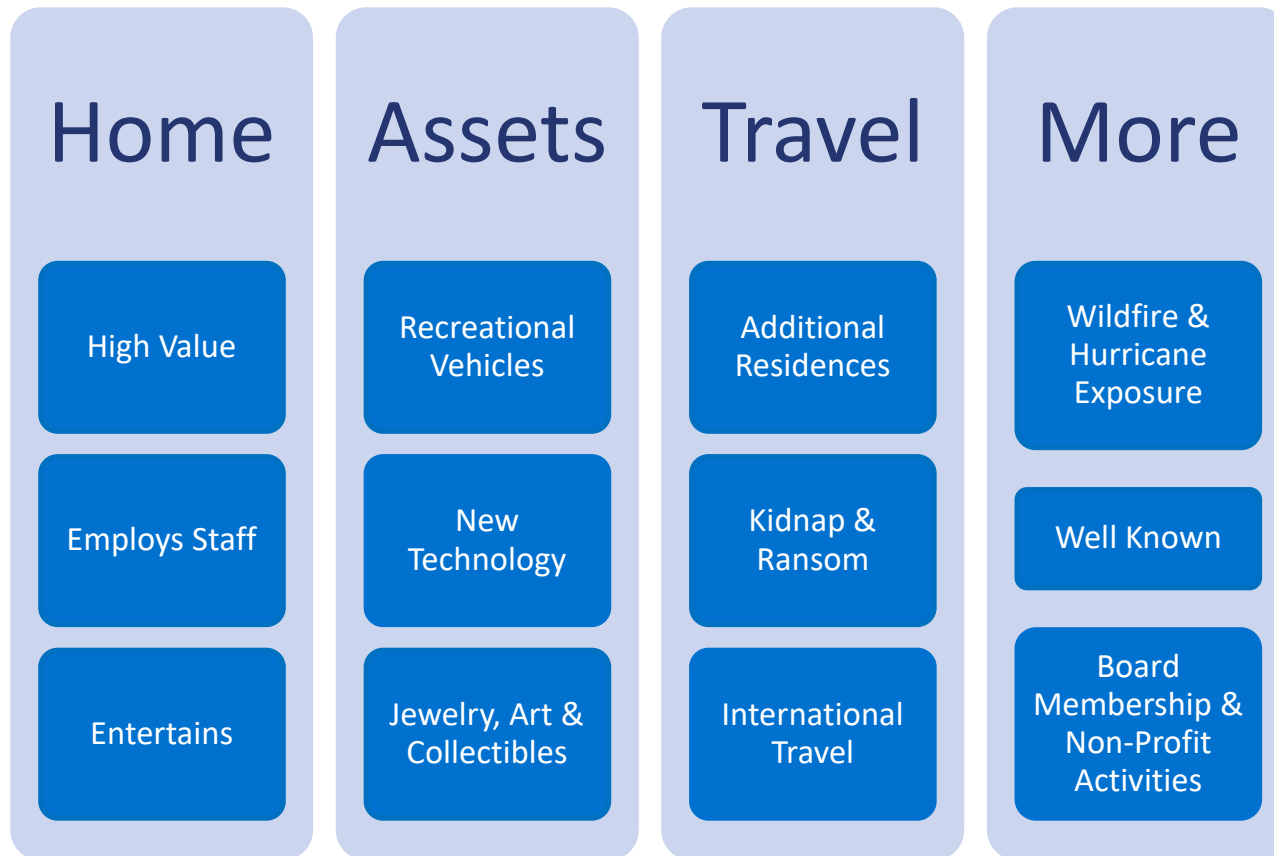
Direct Response Companies





Every policy is  
different...

# Unique Risks

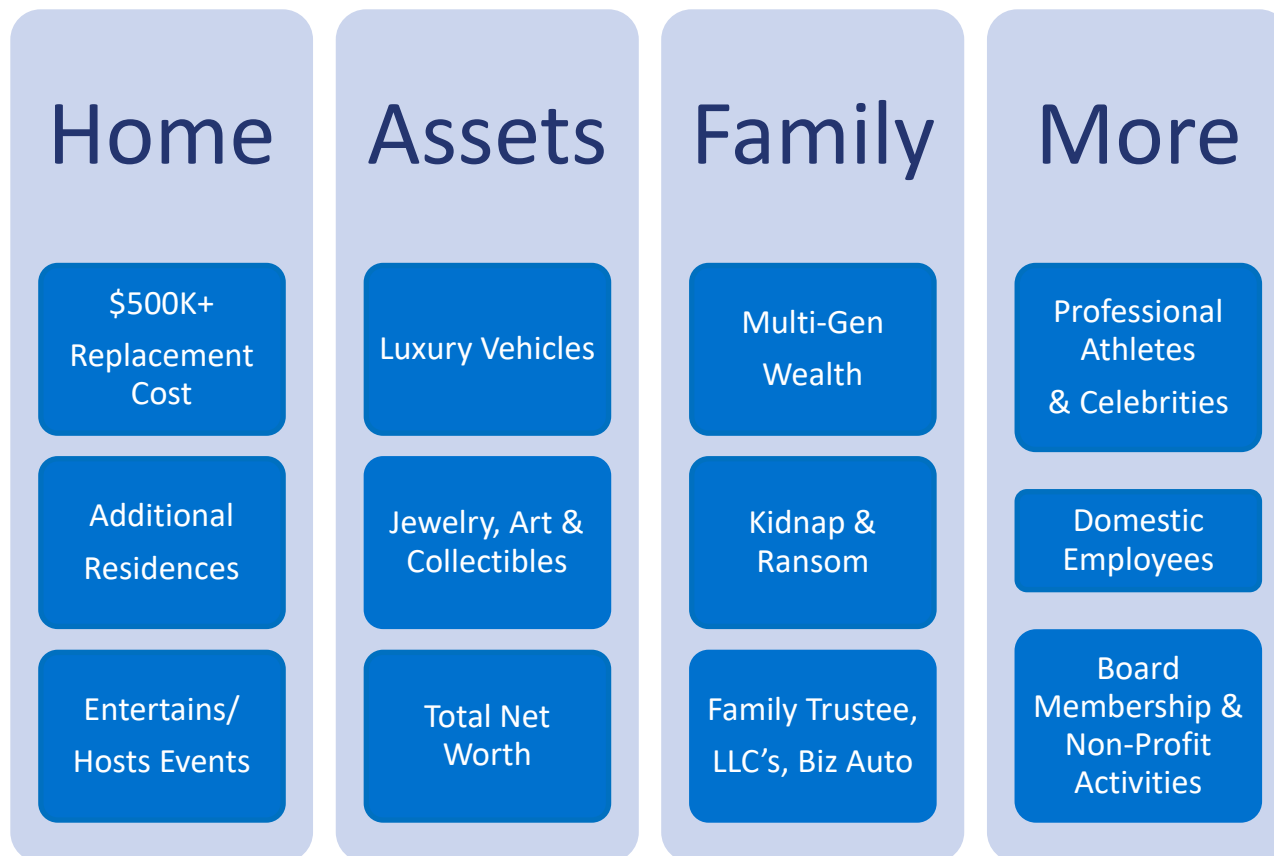


## Home/Condo/Co-Op

- ✓ *Guaranteed Replacement Cost*
- ✓ *Cash Settlement*
- ✓ *Additional Living Expenses/Loss of Use*
- ✓ *Sewer Backup/Water vs. Flood*
- ✓ *Hurricane & Earthquake*
- ✓ *Law & Ordinance*
- ✓ *Mechanical Breakdown*
- ✓ *Debris Removal*



## High Net Worth Carriers – Who Qualifies?



70% of HNW Clients are **NOT** with HNW Carriers



**Location. Location. Location.**

**Replacement Cost =  
\$ To *Rebuild* NOT Sell**

## Fairlawn, OH



6,800 sq ft 5 bedroom 6 bath  
Current estimated market value: \$960K  
Insurance **REPLACEMENT** cost value: \$2.7M (\$400/sqft)



## Westfield, NJ



1,800 sq ft 3 bedroom 2 bath  
Current estimated market value: \$960K  
Insurance **REPLACEMENT** cost value: \$990K (\$550/sqft)

## San Francisco, CA



880 sq ft 1 bedroom 1 bath  
Current estimated market value: \$960K  
Insurance **REPLACEMENT** cost value: \$792K (\$900/sqft)

## Home/Condo/Co-Op

- ✓ *70% have never or rarely had a professional assessment on their home or possessions*
- ✓ *Guaranteed Replacement Cost*
- ✓ *Cash Settlement*
- ✓ *Additional Living Expenses/Loss of Use*
- ✓ *Sewer Backup/Water*
- ✓ *Flood*
  - ✓ *76% lacked flood insurance*
- ✓ *Hurricane & Earthquake*
- ✓ *Trusts*



## Total Loss Scenarios – Why Replacement Cost Matters

	Carrier A	Carrier B	Carrier C
Dwelling Amount	\$1,700,000	\$1,700,000	\$1,700,000
Actual Cost of Rebuild	\$2,200,000	\$2,200,000	\$2,200,000
Policy Provision	No Extended Replacement Cost	20% Extension	Guaranteed
Amount of Insurance Payout	\$1,700,000	\$2,040,000	\$2,200,000
Impact to Client	\$500,000	\$160,000	\$0

**Chubb: “In the last 5 years, 80% of total loss claims exceeded the policy dwelling amount.”**

# Jewelry/Fine Arts/Collectibles

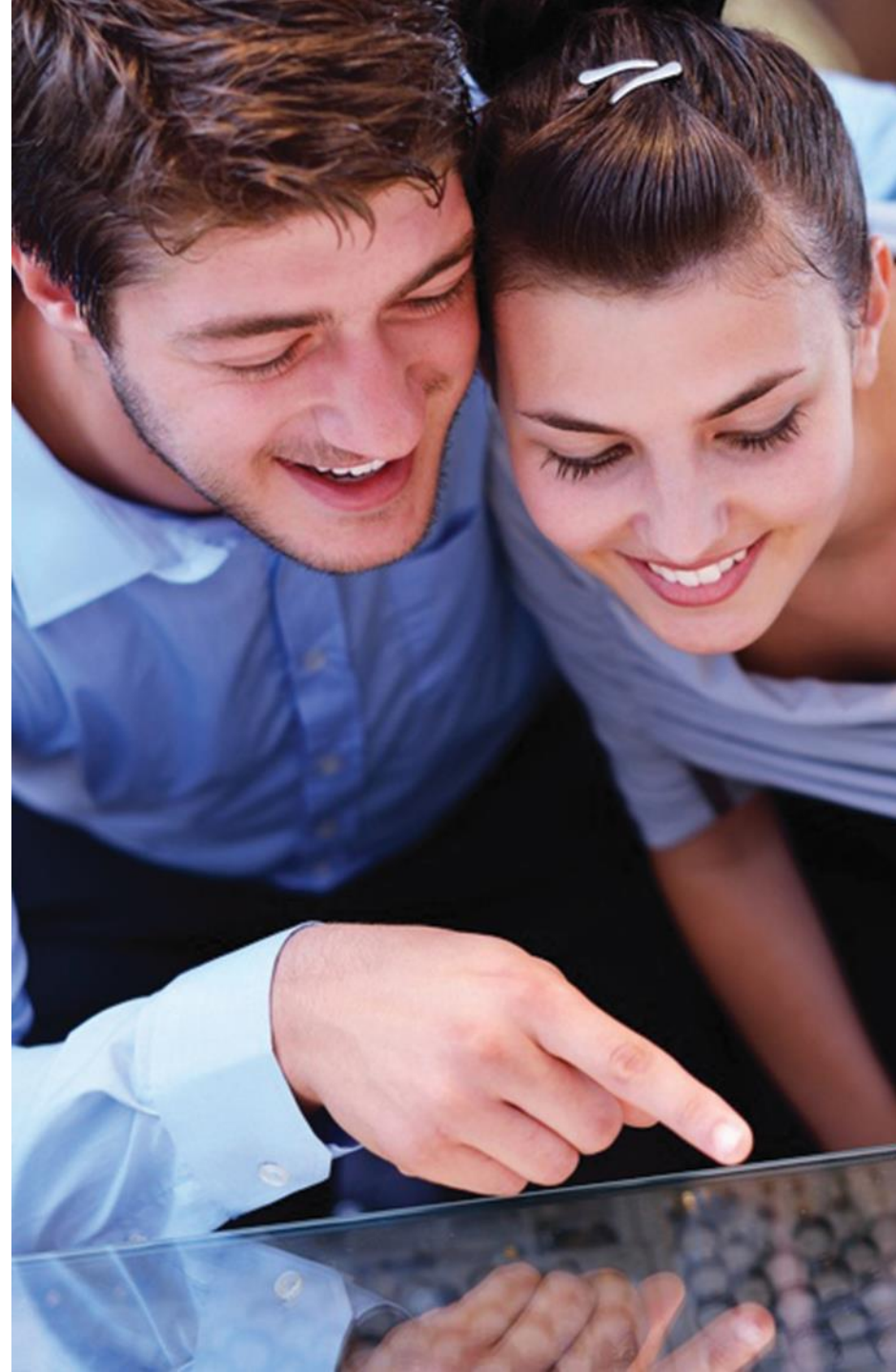
*62% Lack Jewelry Insurance Entirely*

## *Establishing Value*

- ✓ Blanket and/or Scheduled
- ✓ Agreed Value
- ✓ Updated Appraisals
- ✓ Home Safe/Safety Deposit Box Credits

## *Claim Fulfillment*

- ✓ Pairs & Sets
- ✓ Replacement vs. Cash Option
- ✓ Worldwide Coverage/In-Transit



## Auto

- ✓ *Agreed Value vs. Actual Cash Value*
- ✓ *Deductible Waivers*
- ✓ *Choice of Repair Shop*
- ✓ *Original Equipment Manufacturers' Parts*
- ✓ *Loss of Use*
- ✓ *Youthful Operators*
- ✓ *Uninsured/Underinsured*



## Claims

- ✓ *Universal Claims Database*
- ✓ *Severity vs. Frequency*
- ✓ *Length of Time Claims Affect Your Premium*
- ✓ *Adjuster Experience*
- ✓ *TransGlobal Adjusting Corp., a wholly-owned subsidiary of Brunswick Companies*



## Cyber

- ✓ *Social Engineering*
- ✓ *Unauthorized Transfer or Payment*
- ✓ *Criminal Deception*
- ✓ *Forgery or Alteration of Checks*
- ✓ *Acceptance of Counterfeit Money*
- ✓ *Identity Fraud*
- ✓ *No crypto.. YET!*





## Personal Liability/Umbrella

- ✓ *Why an Umbrella?*
- ✓ *What does it cover?*
- ✓ *How much coverage?*
- ✓ *Punitive Damages*
- ✓ *What are Group Umbrellas?*



# Insurance Risk Review Process



# Proposal Summary




**BRUNSWICK  
COMPANIES**

## Sample Family Personal Insurance Proposal

June 27, 2019

PRESENTED BY:  
Brunswick Companies  
5309 Transportation Blvd.  
Cleveland, OH 44125

brunswickcompanies.com  
800.686.8080



**BRUNSWICK  
COMPANIES**

Managing Risk - Insuring Success - Since 1972

### Executive Summary

Thank you for the opportunity to review your personal insurance program. We consider it our responsibility to partner with professionals that are focused on growing and protecting the assets of their clients. Brunswick Companies has been a provider of risk management services and personal, commercial, and professional insurance since 1972. Over the years, we have created strong relationships in the industry and have selected carriers that cater to successful, high-profile individuals and athletes. Our goal is to have our clients benefit from this risk management expertise and recommendations for comprehensive coverage. Below is a summary of the features, benefits and coverage gaps we have identified from our audit of your current coverages vs. our markets.

**Home:**

- Dwelling Coverage: We calculated the replacement cost of your home as currently undervalued with 150% replacement cost. With "Guaranteed Replacement Cost" coverage, the carriers pay what it takes to have your home repaired or rebuilt, even if the cost exceeds your policy limit. The carriers may inspect your homes to be sure you have sufficient coverage and if it is determined that your home is over insured, the coverage would be reduced appropriately.
- Cash Out Option: If rebuilding after a covered total loss doesn't make sense for you — or you'd prefer to build somewhere else — you can choose cash up to your policy limit instead. The same applies when replacing a covered item that has been lost, stolen or damaged. This is not available on your current policy.
- Temporary living expenses: When you can't live in your home due to a covered loss or forced evacuation, we can help you find a comparable place to stay, and we'll cover the increase in expenses until you can go home again (includes pet kenneling). Your current policy caps at a specific dollar amount.
- Water/Sewer Backup in a basement or lower level would currently only provide \$5,000 in coverage. Our carriers offer the full dwelling amount for repairs and renovations.
- Coverage for identity theft protection is included up to \$50,000, currently not included.
- If a claim is over \$50,000 in damages, our carriers will waive your deductible, currently not included.

**Collections:**

- Our proposal includes world-wide coverage for your valuable collections.
- Claims are covered at the Agreed Value, plus up to 150% if the market value of the item exceeds that value at the time of the loss.

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Risk Management | Commercial | Professional | Surety | Personal

### The Sample Family's Insurance Review

HOME	Westfield	Chubb	AIG	Pure
# Daisy Lane, Pepper Pike, OH 44124	150% Replacement Cost	Guaranteed Replacement	Guaranteed Replacement	Guaranteed Replacement
Dwelling	\$1,025,000	\$1,025,000	\$1,180,000	\$1,025,000
Other Structures	\$168,000	\$396,200	\$396,200	\$396,200
Personal Property	\$844,000	\$928,500	\$964,500	\$928,500
Cash Out Option	Not Included	Included	Included	Included
Loss of Use	\$250,000	Actual Loss Sustained	Actual Loss Sustained	Actual Loss Sustained
Liability	\$300,000	\$500,000	\$500,000	\$500,000
Medical Payments	\$5,000	\$10,000	\$10,000	\$10,000
Sewer/Water Backup	\$5,000	Dwelling Amount	Dwelling Amount	Dwelling Amount
Identity Theft	Not Included	\$50,000	\$50,000	\$25,000
Waiver of Deductible	Not Included	Included	Included	Included
Deductible	\$1,000	\$1,000	\$1,000	\$1,000
<b>ANNUAL PREMIUM</b>	<b>\$4,478</b>	<b>\$3,045</b>	<b>\$3,826</b>	<b>\$3,554</b>
<b>SCHEDULED PROPERTY</b>	<b>Agreed Value</b>	<b>Agreed Value</b>	<b>Agreed Value</b>	<b>Agreed Value</b>
Scheduled Jewelry	\$225,000	\$225,000	\$225,000	\$225,000
Insured Fine Art	\$2,345,870	\$2,345,870	\$2,345,870	\$2,345,870
<b>ANNUAL PREMIUM</b>	<b>\$6,921</b>	<b>\$5,302</b>	<b>\$5,454</b>	<b>\$5,536</b>
<b>AUTO</b>	<b>Geico</b>	<b>Chubb</b>	<b>AIG</b>	<b>Pure</b>
10 Sequoia, 08 CRV, 15 CRV, 16 BMW, 17 BMW	Actual Cash Value	Agreed Value	Agreed Value	Agreed Value
Liability	\$500,000	\$500,000	\$500,000	\$500,000
Medical Payments	\$5,000	\$10,000	\$10,000	\$10,000
Uninsured/Underinsured	\$500,000	\$500,000	\$500,000	\$500,000
Comprehensive Deductible	\$500 who glass	\$500 who glass	\$500 who/glass	\$500 who/glass
Collision Deductible	\$250	\$250	\$250	\$250
Towing/Labor/Roadside Assistance	Not Included	100 miles	100 miles	\$250
Rental Reimbursement	Not Included	\$15,000 no per day limit	\$12,500 no per day limit	\$5,000 no per day limit
<b>ANNUAL PREMIUM</b>	<b>\$5,989</b>	<b>\$4,592</b>	<b>\$5,035</b>	<b>\$3,487</b>
<b>UMBRELLA</b>	<b>Allstate</b>	<b>Chubb</b>	<b>AIG</b>	<b>Pure</b>
Excess Liability	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Uninsured/Underinsured	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
<b>ANNUAL PREMIUM</b>	<b>\$369</b>	<b>\$369</b>	<b>\$310</b>	<b>\$333</b>
<b>TOTAL ANNUAL PREMIUM</b>	<b>\$17,713</b>	<b>\$13,308</b>	<b>\$14,625</b>	<b>\$12,789</b>

# Our Carriers



**Nationwide®**  
Nationwide® Private Client



## Hudson, OH

- Home:
  - 120% vs. Guaranteed Replacement Cost
  - No Identity Theft, Equipment Breakdown, Service Line
  - No Wavier of Deductible
  - Increased Deductible from \$1K to \$10K
- Auto:
  - Adult Son in TX Driving Dad's Car
  - ACV vs. Agreed Value (2 Porsches + Audi)
- Umbrella:
  - No Uninsured/Underinsured
  - \$10M vs. \$20M
  - Added Non-Profit D&O

**State Farm \$12K**

**vs.**

**Cincinnati \$9K**

## Bath, OH

- Home:
  - Replacement @ \$1.2M
  - No Sewer/Water Backup
  - Increase Deductible (\$1K)
- Auto:
  - Extended Non-Owner Liability for Company Car
- Umbrella:
  - No Uninsured/Underinsured Coverage
- Ancillary Coverages:
  - Cyber
  - Flood

**Stayed w/Current Carrier  
Brunswick = +\$1,500**

## Medina, OH

- **Medina Home:** No Changes
- **FL Condo:**
  - Dwelling: \$26K vs. \$238K
  - Personal Property: \$15,620 vs. \$50K
  - No Sewer/Water Backup, Identity Theft, Waiver of Deductible
  - Loss of Use: \$6K vs. Unlimited
  - Deductible: \$1K vs. \$5,000
  - Added applicable credits
- **Auto:**
  - Towing/Labor/Roadside Asst & Rental Reimbursement: Added
- **Umbrella:**
  - No Uninsured/Underinsured

**Saved \$3,750 by  
changing brokers  
and cleaning up  
Chubb**

## Richfield, OH

- **Richfield Home:**
  - Added Cyber
- **Hilton Head, SC Condo:**
  - Dwelling: \$400K vs. \$1M
  - Personal Property: \$50K vs. \$500K
  - Deductible: \$1K vs. \$5,000
  - Added applicable credits
- **Auto:**
  - Deductible: \$500 to \$2,500
- **Umbrella:**
  - Added EPLI
  - Added Non-Profit D&O

**Moved from  
Chubb to PURE  
=  
\$7K+ savings**



## Engaging Your Client

- ✓ *New Item on Annual Checklist*
- ✓ *Complimentary Audit*
- ✓ *Copies of Policies*
- ✓ *Event = Review*
- ✓ *Personal Testimonial*

162%

*Increase in audits  
performed in the  
last year*

## What do we need to quote?

- ✓ *Current Policies*
- ✓ *All Drivers' license numbers*
- ✓ *All Dates of birth*
- ✓ *Fax or Email to Brunswick*

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*Switch insurance carrier at any time, existing paid premium will be prorated and refunded.*



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*Insurance Experts Since 1972*

**At Brunswick Companies, we believe in protecting our client's aspirations and achievements as they evolve.**



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Questions?