



Best Practices to Sell Umbrella – Tips, Insight, & Recommendations to Make the Sale

Each day, our customers encounter risks that could turn catastrophic, quickly exhausting their underlying limits. The amount of protection provided from an umbrella policy is invaluable, especially when you consider the low amount of premium and how easy it is for you to deliver them a quote. Below, we've broken down some best practice tips as well as a job aide to help you out!

Selling Umbrella to Current Westfield Customers

- Annual policy reviews 60 – 90 days prior to their renewal.
 - Ask if there have been any changes since last year – new dog, pool, car? This is not only a great opportunity to address any additional liability concerns, but additions and betterments to their property would be a discussion point as well.
- Educate on the importance of an umbrella.
 - This is important even if they have not had a change in liability exposures. Customers often don't realize how fast their underlying policy limits can be spent in the event of an accident, and they just need our help in understanding that.
- Present a quote.
 - Our annual premium starts at \$150, which is about the cost of a cup of coffee a week – not bad for \$1 million in coverage!
 - The customer could also qualify for discounts on their main package policy.
- Acknowledgement of umbrella offered.
 - If the customer declines an umbrella policy, have them sign a document that a quote was offered. This helps protect both of us (agency & Westfield) from an errors & omissions standpoint but also reinforces to the customer how seriously they need to consider the umbrella policy.

Selling Umbrella to New Customers

- Include an umbrella quote with all your qualifying* package customers.
 - Reference the Job Aid below for the three easy steps to quoting an umbrella policy.
 - Don't forget to include the umbrella discount on the package!
- *Guidelines
 - Minimum limits for the package policy must be \$300,000 CSL for the home and auto or \$250,000/\$500,000/\$100,000 split.
 - Account details that vary with each risk (driver activity, household make up, etc.) may need to be approved by underwriting prior to binding coverage.

Westfield will consider extending an umbrella over some underlying exposures not insured with Westfield, including secondary homes and recreational autos. Non Westfield carriers must be A or A- rated by A.M. Best and have policy limits of at least \$500,000.



Three Easy Steps to Quoting an Umbrella Policy

Step One

- Complete a quote on a package policy and navigate to the “Quote Summary” screen.
 - (Don't forget to add the umbrella discount on the “Policy Information” screen under the “Insured” tab!)
- Make sure your package is in a **quoted** status (“Quoted, Will Refer, and Ineligible”). “Pending Request” and “Erred” are not a quoted status – please hit the quote button.
 - Remember, an ineligible status on the underlying quote indicates the risk either exceeds agency binding authority or falls outside of our published guidelines. These quotes must be reviewed with underwriting prior to binding coverage.
- Click “New Quote”

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Quote Summary | Eligibility | Billing | Application Details | Forms | Errors/Messages

New Quote | Quote Summary | Name: Jane Doe | Policy: WNP 1234567 | Status: INELIGIBLE | Print

Tools
Quote | Submit | Activity | Copy | Save | Exit

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One Park Circle P.O. Box 5001
Westfield Center, OH 44251

Company:
American Select Insurance Company

Policy Number:
WNP 1234567

Named Insured And Mailing Address:
Jane Doe
123 Main Street
Westfield Center, OH 44251

From: 12:01 AM on 02/10/2018
To: 12:01 AM on 02/10/2019

Tier Level(s):
A16 H20

WesCom Personal Lines Reminder
This risk does not meet the company's Underwriting Guidelines therefore is not eligible for coverage. COVERAGE NOT BOUND
Motor Vehicle Reports have been ordered.

Agency Code:
999999

Producer Code:
000

Insurance Agency:
456 Main Street
Westfield Center, OH 44251

Enter Date:
02/07/2018

Total Quote Premium:
\$4,540.00

Home	123 Main Street Westfield Center, OH 44251	Territory: 005	Year Built: 1950
Form: Homeowners		Protection Status: Partially Protected	
Deductible: \$1000		Distance To Fire Station (miles): 3.362	
Construction Type: Frame			

(Quoting an Umbrella Policy, continued)

Step Two

- Fill out the prompts.
 - Click “Yes” for the same customer. This will allow all the underlying information to automatically flood in for you.
 - *Remember, the effective date of the umbrella cannot be before the package.*
- Click “Create”

New Quote Policy #:
 Status:

*** Required**

Select Line of Business

* Risk State: * Program:

* Effective Date: / / mm/dd/yyyy Enter Date: / / mm/dd/yyyy * Effective Time: 12:01 AM

Is this Quote for the same Customer?
 Yes No

Previous Customer Name:
 Jane Doe


Is your Westfield primary underlying policy a Wespak or Wespak Estate policy?
 Yes No

Package Policy

* Policy Number
 1234567

Step Three

- Once the umbrella quote has been corrected, all the underlying information will automatically be entered.
- Go to the “Umbrella” tab on the quote.
- Choose the umbrella limit and hit “quote”.



insured | **Umbrella** | Quote Summary | Eligibility | Billing | Application Details | Forms | Errors/Messages |

Umbrella Information Name: Jane Doe Policy: UXP 7654321 Status: PENDING REQUEST

New Quote **Umbrella**

*** Required**

* Umbrella Limit: Umbrella Uninsured/Underinsured Motorist Limit: Umbrella Territory: 2

Besides the policies listed on the underlying policies, are any employer-owned vehicles furnished for an insured's regular use?
 Yes No

Underlying Policies

Policy Type: Policy Number:

Policies	Carrier
WNP 1234567	American Select Insurance Company