

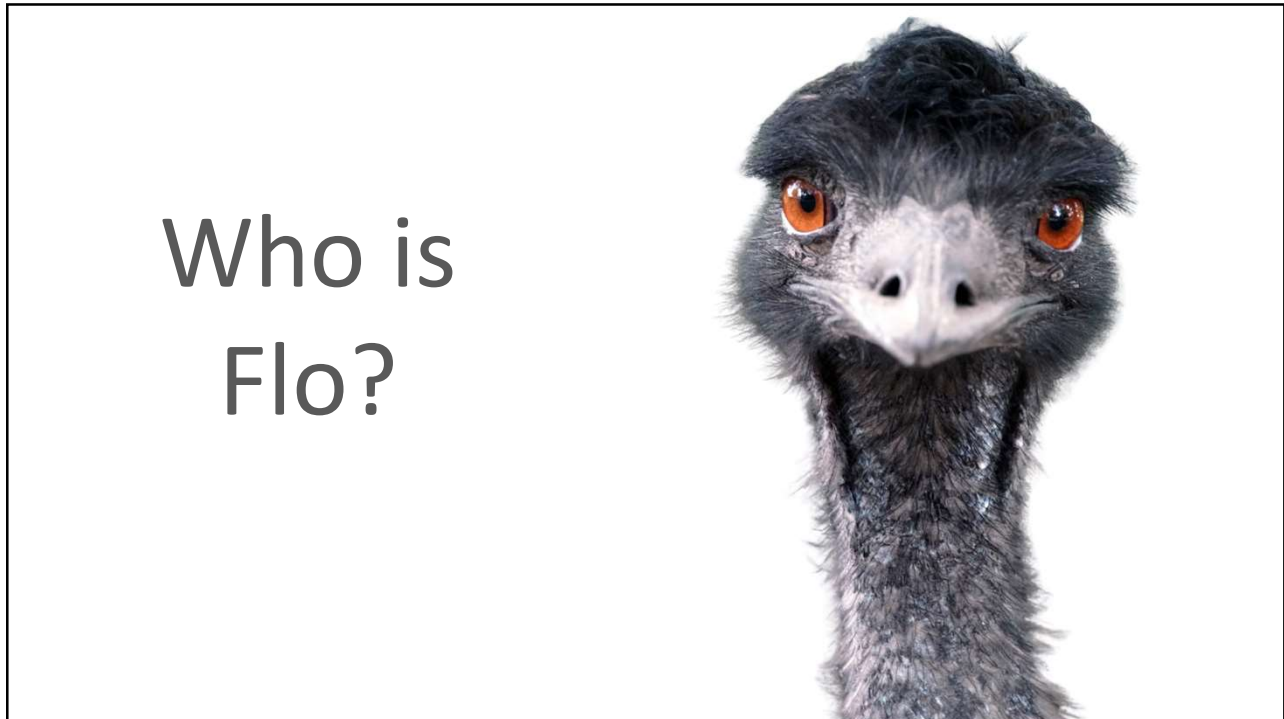
**Wichert**  
INSURANCE  
Solutions from Trusted Partners

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Principal & CEO

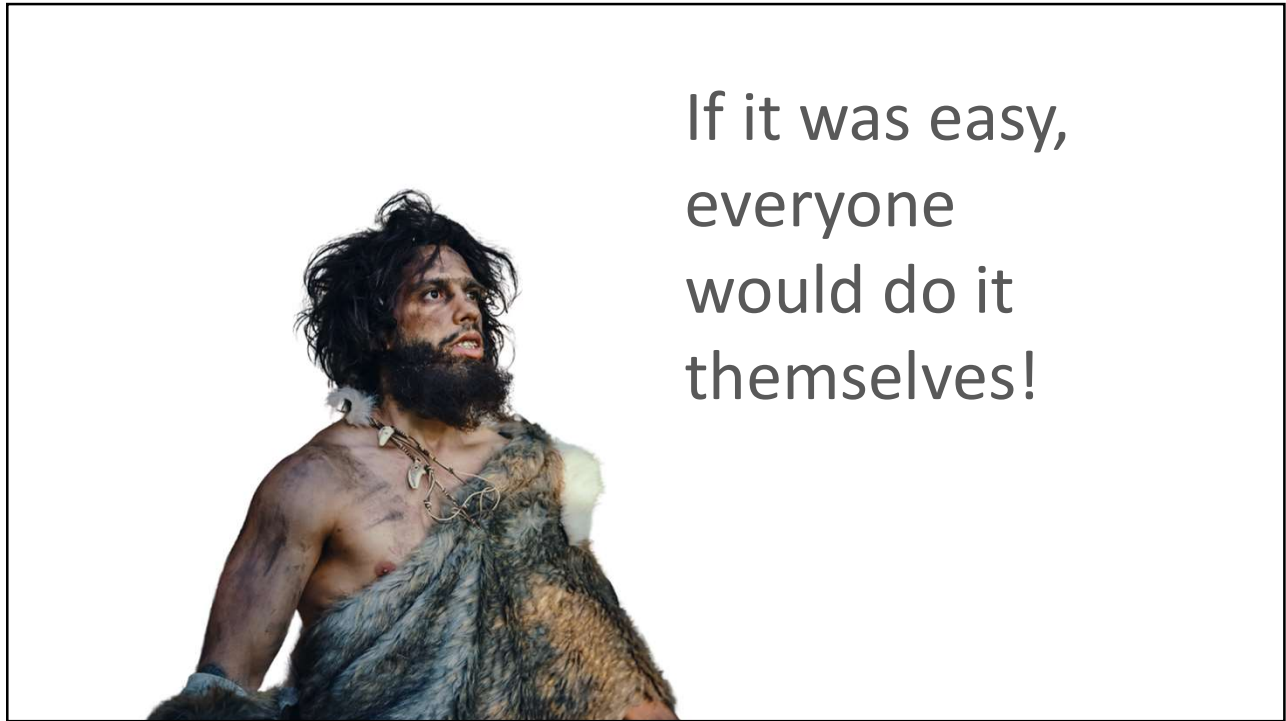
# INSURANCE 101

## WHAT DOES OUR INSURANCE BROKER DO?

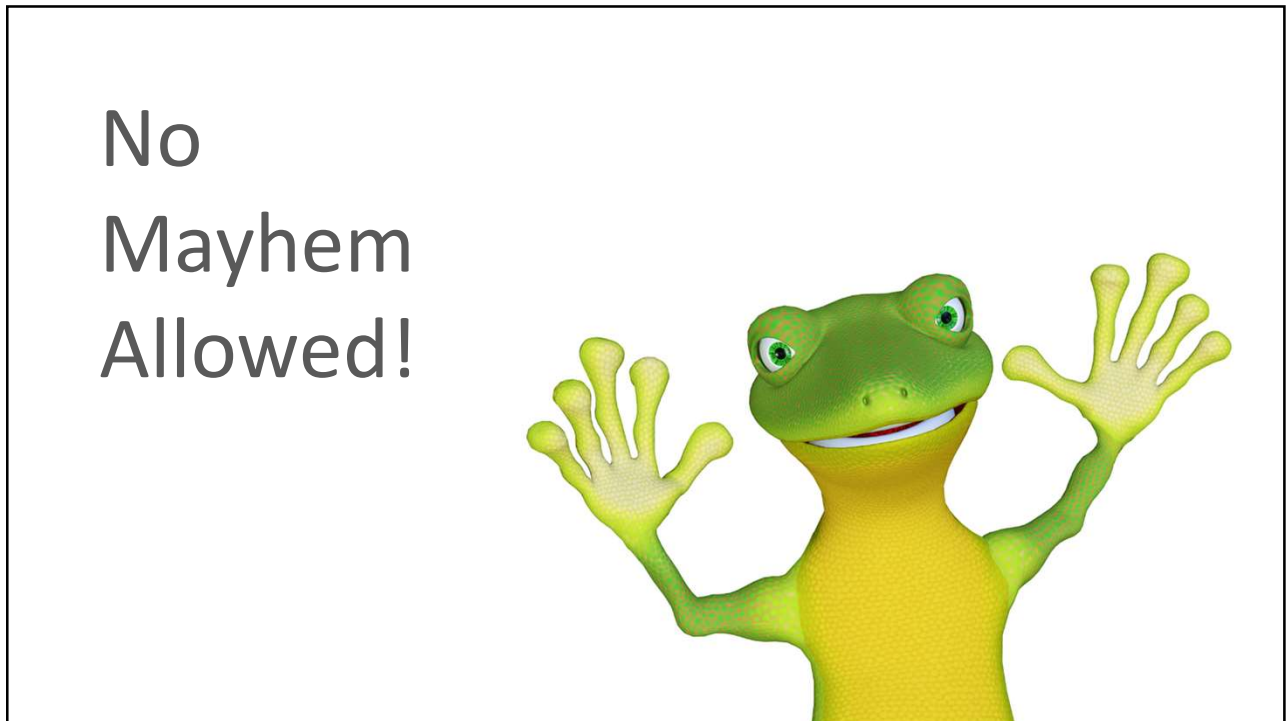
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4

- . Insurance Agent vs Insurance Broker
- . Hard Insurance Market vs Soft Insurance Market
- . Whose money?

5

- . Trusted Advisor or Insurance Salesperson



- . BD



- . Local Agent



- . Large Regional Broker



- . National Broker



6

- . All areas of Insurance and Risk management
- . Identification
- . Measurement
- . Control
- . Treatment
- . Insurance at one level or another

7

- . The Broker submits all the information about your entity to the markets he/she has Identified
- . The Broker reviews Loss Information with carriers, explaining situations as necessary
- . The Broker establishes timelines and expectations with carriers, often paring down the participants
- . Hopefully adequate and competitive proposals are received, evaluated and compared
- . With assistance of the client, the Broker binds terms and requests issuing of policies
- . Policies are reviewed for correctness and then monitored throughout the year as needed

8

- . Look for Specialized Expertise and Qualifications
- . What Specific Experience does Broker have?
- . How Big?
- . What is Service Model?
- . Claims support and technical understanding?
- . Risk Control
- . Costs and Compensation
- . Partner for time

9

- . To Bid or Not to Bid?



10

### World Trade Center 9-11 Property Insurance Mudmap

\$205.5 Mil	London \$5,000,000	Allianz \$8,000,000	CIGNA \$5,000,000	AIG \$2,000,000	Integrity \$1,000,000	AIU \$1,000,000	Republic \$3,000,000
\$180.5 Mil	First State \$10,000,000		Twin City \$5,000,000		New England \$5,000,000	Republic Ins. \$5,000,000	
\$155.5 Mil	Gibraltar \$9,625,000	Transit \$5,000,000	Amer Cent \$5,000,000	AIG \$7,000,000	New England \$5,000,000	AIU \$10,000,000	London \$8,875,000
\$105 Mi	Gibraltar \$10,000,000		Amer Int Underwriter \$7,000,000		Royal \$5,000,000	Midland \$5,000,000	
\$78 Mil	International Surplus \$10,000,000			Midland Ins. \$6,500,000		London Mkts \$13,000,000	
\$48.5 Mil	International Surplus Lines \$5,000,000			Midland Ins. \$6,500,000		London Mkts \$10,000,000	
\$27 Mil	Transit Casualty \$10,000,000			National Casualty \$4,000,000		London Mkts \$4,500,000	
\$7,500,000	Royal Insurance Co 5,000,000						
\$2,500,000	Kemper (Front) \$2,000,000						
\$500,000	Self Insured \$500,000						

11

## QUESTIONS & ANSWERS

THANK YOU FOR ATTENDING

12