



Our Niche Products Division provides underwriting capacity and product expertise to distributors who market specialty property and casualty (P&C), specialty accident and sickness (A&S) insurance and Warranty programs. We underwrite distributor managed insurance programs in a variety of specialty lines such as creditor, accident and sickness, warranty, high risk property, multi peril, casualty, primary and excess general liability.

### Success through Partnership

Our team within the Niche Products Division will work with you to develop the potential of your specialty program business. Your expertise in specific markets, ability to manage the marketing, distribution, front-end underwriting and policy administration functions allow you to control the growth of the program. We act as your underwriting partner by reviewing and approving the pricing, underwriting criteria and eligibility rules used in the program.

Through this specialized focus, our Niche Products Division is able to respond quickly in reviewing and approving programs.

### Niche within a Niche

We have identified Niche Products as falling into three specific categories.

1. Add-on Supplementary Insurance Products

These products are designed to be supplementary products that are sold as a complement to the main purchase made by the consumer.

For Example:

- Combined Echelon First Dollar and Prescription Drug stop loss program for PHSP's
- New Home Warranty
- Home Systems Warranty
- Home Renovation Warranty
- Genuine Parts Warranty
- Truckers ADD Program
- Legal Expense Insurance
- Private School Tuition Refund Insurance

2. Affinity Products

Affinity products are designed as either a product package or stand-alone product that is sold to groups who are aligned through common employment, occupation, profession or other association.

Examples include:

- Individual EHC and Dental
- Recycling Depot Package
- Golf Pro Shop Package
- Farm Insurance Package
- Legal Expense Insurance
- Creditor Insurance
- Naturopathic Doctor's E&O and Office Package

### 3. Surplus Lines Products

Surplus lines product packages are designed for hard-to-place business that is not normally available from standard market insurers.

Examples include:

- Group Stop Loss for Extended Health Care and Dental Coverage
- Prize Indemnity
- Excess General Liability
- Commercial Umbrella Liability
- Special Risk Commercial General Liability
- Personal Liability
- Motor Truck Cargo
- Contractors Equipment
- Surcharged Property
- Residential Course of Construction

### Reinsurance Protection

Clients today participate in risk sharing programs either through higher deductibles or full risk participation. CIM Reinsurance Company Ltd (Barbados) is our affiliate company offering Alternative Risk Transfer structures. For more information, please contact our office.

### Program Considerations

Once a program opportunity has been identified, there are several criteria that are required. They include:

- \$500,000 per year in approximate gross written premium.
- A discernable loss history for the portfolio.
- Expertise and system administration capability in the broker's office to manage the program.

During our process we work with our brokers to develop:

- Research of the market
- Risk profiles
- Underwriting templates
- Specialized policy wordings
- Program specific rating systems
- Performance monitoring systems
- Monthly reporting systems

### Contact

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