

Smith Family Personal Lines Stewardship Report Playbook



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I. Client Information

1. Client Name:	The Smith Family
2. Contact:	John Smith
3. Description:	Family of four residing in a single-family home, with two cars and a recreational boat.

II. Current Policies

Homeowners Insurance: \$500k, Carrier: HomeProtect, Premium: \$1,200/year
Auto Insurance: \$250k/\$500k, Carrier: SafeDrive, Premium: \$900/year
Boat Insurance: \$100k, Carrier: SeaGuard, Premium: \$400/year

III. Industry Trends

Home Security: Growing emphasis on smart home technology for added security.
Auto Safety: Increased focus on safe driving due to a spike in road accidents.

IV. Loss & Incident Review

Auto: One fender-bender last year, leading to a \$2,000 claim.
Home: No claims in the past five years.

V. Comprehensive Risk Profile

Home: Need for flood coverage as the area is becoming flood-prone.
Auto: Teenage son will be driving soon; need to revisit auto coverage.

VI. Risk Improvement Recommendations

Home Security: Consider installing a home security system.
Teen Driver: Enroll son in a defensive driving course.

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VII. Coverage Review

Policies are generally robust, but flood insurance and a potential umbrella policy should be considered.

VIII. Renewal Proposal

Based on the client's evolving needs and market conditions, a tailored renewal proposal will be created.

IX. Timeline

T-60 days: Initial review meeting to discuss potential changes in needs.

T-45 days: Obtain renewal quotes from the market.

T-30 days: Discuss preliminary renewal options with client.

T-15 days: Finalize renewal proposal.

T-0 day: Renewal completion and documentation.

X. Ongoing Service Commitment

Bi-annual coverage review, annual renewal consultation, and ad-hoc claims support.

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Smith Family Renewal Risk Assessment:

1. Home and Auto:

1. Have there been any significant changes in your family size or lifestyle?
 - **Answer:** Our son will be going to college next year.
2. Are you considering moving or changing vehicles?
 - **Answer:** We may trade in one car for an SUV.
3. Any plans for home renovations or updates?
 - **Answer:** Considering adding a sunroom to our home.

2. Risk Management:

1. Have there been any incidents or claims over the past year?
 - **Answer:** One minor car accident, \$2,000 claim.
2. What measures have you taken to reduce risks?
 - **Answer:** Installed a security camera at the front door.
3. Do you have any watercraft or recreational vehicles not currently covered?
 - **Answer:** No, all are currently insured.

3. Insurance Coverage:

4. Do you feel your current policies provide adequate coverage?
 - a. **Answer:** Yes, but considering adding flood insurance.
5. Are you considering additional lines of insurance, like an umbrella policy?
 - a. **Answer:** Yes, as our assets grow, we feel it might be necessary.

4. Communication Preferences:

1. How do you prefer to be contacted for regular updates?
 - **Answer:** Prefer emails for updates and phone calls for urgent matters.
2. How satisfied are you with the frequency and quality of our communication?
 - **Answer:** Very satisfied, would rate it 10/10.

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5. Referrals:

1. Do you know anyone who might benefit from our services?
 - **Answer:** Yes, our neighbors, the Johnsons, were asking about home insurance.
2. May we reach out to them with your recommendation?
 - **Answer:** Absolutely, feel free to use my name.