

High Net Worth Personal Lines Playbook



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I. Buyer Persona: High Net Worth Individual/Family

Profile:

1. Age:	
2. Occupation:	
3. Family Structure:	
4. Assets:	
5. Lifestyle:	

Goals:

1. Safeguard the family's financial future
2. Protect high-value assets from unforeseen risks
3. Achieve optimal ROI on insurance investments
4. Receive premium customer service and absolute confidentiality



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Challenges:

1. Safeguard the family's financial future
2. Protect high-value assets from unforeseen risks
3. Achieve optimal ROI on insurance investments
4. Receive premium customer service and absolute confidentiality

Objections:

1. "I have longstanding relationships with my current providers."
2. "Is switching or augmenting my coverage really necessary?"
3. "How secure is my personal and financial information with your firm?"
4. "How do you justify your premium rates?"



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Marketing Message:

Elevator Pitch:

II. Initial Meeting Questions

Relationship with Current Provider:

1. What are the most satisfying aspects of your current insurance arrangement?
2. Are there areas where you feel your current provider falls short? Can you elaborate on a particular incident that left you dissatisfied?



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Asset Overview:

1. Can you walk us through your primary holdings—real estate, luxury items, collections, and any other assets of significant value?
2. How are these assets currently insured? Are they bundled, or are they with different providers?

Family Considerations:

1. Are there any specific family situations we should be aware of, such as special needs, educational commitments, or specific healthcare requirements?

Lifestyle Questions:

1. How frequently do you travel internationally? Do you use commercial airlines, or do you own a private jet?
2. Do you engage in high-risk leisure activities—sailing, mountain climbing, or any adventure sports—that might require specialized coverage?



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Miscellaneous:

1. Do you currently sit on any Boards or have ownership stakes in businesses that might expose you to increased personal liability?

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III. Setting the Pre-Close

Message: "I understand you're looking for more than just an insurance policy—you're looking for a risk management partnership. We're confident that we can close the gaps in your current coverage and provide the bespoke solutions you require. We commit to addressing each of your concerns, from asset protection to personal confidentiality."

IV. Rules of Engagement

1. Scope of Work:	
2. Timelines:	
3. Communication Channels:	
4. Confidentiality:	



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Risk Assessment:

Family Profile:

1. Head of Family:	
2. Spouse:	
3. Children:	
4. Extended Family:	
5. Pets	

Real Estate:

1. Do any of your properties lie in areas that are prone to natural disasters such as hurricanes, earthquakes, or floods?
2. Are these properties fitted with adequate security and disaster prevention systems?



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Transportation:

1. How many cars do you own? Do you have a designated driver or do family members drive these cars?
2. If you own private jets or yachts, are these used exclusively for personal purposes or are they leased/chartered out as well?

Collections & Valuables:

1. Could you detail any valuable collections you have—art, coins, vintage cars—and their current insurance status?
2. Do you possess jewelry or other high-value personal items that are frequently transported across locations?

Financial Portfolio:

1. Do you have existing life insurance policies? If yes, do these policies align with your estate planning objectives?
2. Are you invested in financial derivatives or other high-risk instruments that may require specialized insurance coverage?



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Special Risks:

1. Are you or any family member involved in activities that attract media attention, and thus might need reputational risk or even kidnap and ransom coverage?