

Retail Playbook



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I. Buyer Persona: "Retailer Rachel"

Background:

Rachel, 45 years old, is the owner of a growing chain of specialty retail stores in a major metropolitan area. Her shops offer unique, high-quality products, ranging from fashion to artisanal foods.

Demographics:

Rachel falls into the middle to high-income bracket. She's married with two teenage children and lives in a suburban area.

Identifiers:

Rachel is creative, forward-thinking, and customer-oriented. She embraces both traditional and digital marketing techniques and has a strong presence on social media.



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Goals:

Rachel's aim is to expand her retail chain while maintaining the distinct identity and quality of her brand. She wants to ensure customer satisfaction and loyalty while managing the risks associated with retail.

Challenges:

She faces challenges like theft, product damage, employee injuries, online security, and fluctuating market trends. Balancing these risks with growth and profitability is her primary challenge.

What Can We Do:

Our agency can offer Rachel customized insurance solutions that address the specific risks associated with retail, providing comprehensive protection and support for her business.



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Objections:

Rachel might be cautious about changing insurance providers due to concerns about cost, transition complexity, or potential gaps in coverage.

Marketing Message:

"Embrace growth and creativity in your retail business with peace of mind. Our specialized insurance solutions for retailers are designed to protect against unique challenges, freeing you to focus on your customers and success."

Elevator Pitch:

"We specialize in providing tailored insurance solutions for retailers like you, who may be:

1. Worried about managing the multifaceted risks of the retail industry, such as theft, product damage, and employee injuries.



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2. Eager to embrace growth opportunities without jeopardizing the integrity of your brand or customer satisfaction.

3. Seeking an advisory partnership that offers deep industry insights and customized protection. Our extensive experience in retail allows us to create policies that safeguard your business and align with your expansion and profitability goals. Partner with us, and you can concentrate on what you do best - delivering a unique and memorable shopping experience.”

II. Initial Meeting Questions:

1. Can you describe your current insurance coverage and why you chose your existing provider?



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2. What do you like or dislike about your current insurance service?

3. How are you currently handling risks like theft, product damage, or employee safety?

4. How frequently does your provider review your coverage and conduct risk assessments?

5. Can you share any experiences you've had with claims or significant losses?



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6. Are there new or emerging risks that concern you, such as cybersecurity or supply chain disruptions?

7. What are your short-term and long-term business goals, and how do you see insurance supporting these goals?

8. Have there been any significant changes in your business recently, such as new locations, online expansion, or changes in product lines?

9. What are your expectations from an insurance provider in terms of communication, support, and customization?



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10. Are there specific coverages you feel are lacking or that you would like to explore further in your current insurance program?

III. Setting Up your Pre-Close:

"Rachel, it's clear that you are proactive in managing risks and seeking growth opportunities for your retail chain. If we can demonstrate our ability to provide comprehensive coverage that aligns with your business goals, and within your budget, would you be open to considering our services?"

Identifying Decision-Maker and Budget:

1. Who else will be involved in the decision-making process regarding insurance for your retail business?
2. Can you share what you have budgeted annually for insurance, or the range you're comfortable with?



IV. Delivering the Rules of Engagement:

"Rachel, to present the most fitting coverage options, we'll need to delve into the specifics of your business, including a review of current policies, loss histories, and further detailed queries. This will enable us to tailor the best solutions for you. Would you be the main contact for this, or is there someone else we should involve?"

V. Risk Assessment

Company Profile:

1. Company Name:			
2. Location and Billing Address(es):			
3. Federal Employer Identification Number (FEIN):			
4. Website:			
5. Decision Maker's Name(s) and Contact Info:			
6. Insurance Budget:			
7. Total Annual Sales Revenue:			
8. Number of Locations and their individual values:			
9. Key Employees or Managers:			
10. Type of Products Sold:			
11. Online Sales (if applicable):			



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Coverage Risk Assessment:

1. General Liability:

- Are you aware of past lawsuits or liability claims related to your retail business?

- How do you manage customer safety within your stores?

- What measures are in place to minimize potential liabilities, such as slips and falls?

- Are your locations compliant with local and state safety regulations?

- How do you address customer complaints about safety or product issues?



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2. Property Damage:

- Have your stores ever suffered damage due to fire, natural disasters, or vandalism?

- What preventive measures are in place against property damage?

- How often are store inspections conducted to identify potential maintenance issues or hazards?

- Are all stores equipped with proper fire and theft prevention systems?

3. Loss Prevention (Theft):

- What anti-theft measures are in place?

- How do you train your staff to prevent and handle theft?



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- Have you considered coverage that specifically addresses theft losses?

4. Worker's Compensation:

- Do you have any specific safety protocols for employees?

- Have there been worker-related injuries or illnesses within your stores?

- Are you compliant with local and federal employment regulations?

5. Cyber Liability:

- Do you conduct online sales, and how is customer information protected?

- Have you faced a data breach or cyber-attack?



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- What preventive measures are in place against cyber threats?

6. Business Income:

- What might be the loss of income if a store were temporarily closed due to a covered loss?

- Do you have business income protection, and if so, what are the limits?

- Are you aware of how business income insurance can help you cover loss of income in specific scenarios?

7. Professional Liability (if applicable):

- Are there any professional services offered, such as custom fittings or consultations?

- Have you ever faced a claim for negligence or errors in these services?



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- Do you carry professional liability insurance, and do you understand its importance in the retail context?

Umbrella Risk Assessment:

1. Previous Claims & Policies:

1. Have any of your claims exceeded or come close to exceeding the limits of your underlying policies in the past?

2. What are the current limits of your primary insurance policies, such as general liability, auto liability, and employer's liability?

3. Have there been instances where a claim wasn't covered because it fell outside the scope of your existing policies?

4. How often do you review the limits of your existing policies in relation to the potential risks your properties face?



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2. Exposure Assessment:

1. Given the nature and locations of your properties, are there specific high-risk scenarios that concern you most (e.g., natural disasters, terrorist attacks, large-scale accidents)?

2. Do you host or allow any events, gatherings, or significant activities on your properties that might lead to large liability claims?

3. Are there any particular hazards or attractions on or around your properties that can lead to large-scale incidents (e.g., swimming pools, recreational facilities, proximity to busy streets or intersections)?

3. Asset Protection:

1. Considering your financial portfolio and the value of your assets, how might a significant liability claim impact your personal or business finances?

2. Do you feel that your existing insurance policies offer sufficient protection for your assets in case of significant lawsuits?

3. Have you evaluated the potential impact of a major lawsuit or claim on your reputation and business operations?



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4. Coverage Awareness:

1. Are you aware of the specific situations where an umbrella policy would kick in, over and above your primary policies?

2. How do you prioritize the addition of umbrella insurance in relation to your other insurance coverages?

3. Are you familiar with how umbrella insurance can provide coverage for international incidents or situations not covered by your standard policies?

5. Future Plans & Changes:

1. Are there any significant changes planned for your properties or operations in the near future that might change your exposure to large claims?

2. Do you anticipate expanding your property portfolio in areas that have higher risks or liabilities?

3. How do you foresee the growth of your business or property portfolio influencing your need for increased insurance protection in the coming years?



VI. Retail FYI

Common Retail Exposures

Owning and operating a retail store can be a fulfilling experience. Years of hard work, risk-taking and financial investments have allowed you to turn your dreams of opening a store of your own into a reality. However, many business owners don't realize how many exposures they must address to keep their business operating smoothly. Depending on the specific type of store you manage, there are a number of exposures to consider, including risks related to property and merchandise damage, general and product liability, crime and business continuity. The list below provides an overview of these retail industry risks and more—helping you identify potential blind spots in your risk management and insurance programs.

- As a business owner, you've invested your own money into your building, signage, merchandise and equipment. Just one incident involving any of this property can significantly impact your business's chances for survival. In fact, property exposures in retail operations can come from many sources, including extreme weather (e.g., lightning and torrential rain), customers, employees and vandalism.
- Retail stores depend on functioning equipment to service their customers effectively. In the face of an equipment breakdown (e.g., a power outage occurs or your point of sale system goes down), retail operations can experience business interruptions or even prolonged closures. Specifically, a business owner's computer, mechanical, electrical and HVAC systems all have the potential to break down, causing major disruptions that can impact your reputation and bottom line.
- Crime can be a challenge for retail stores, especially as they are the target for a variety of different types of scams. Business owners can have product stolen or damaged by shoplifters. In addition, criminals can easily steal money through robberies, money fraud (e.g., using illegal methods to pay for goods), checkout fraud (e.g., swapping bar codes), refund fraud (e.g., returning a stolen item for cash or credit) and online scams.
- Because of the high number of individuals entering and exiting your retail store, premises liability exposures are significant and, when injuries occur at your business, you could be held responsible. Accidents related to slips, trips, falls, equipment and unauthorized access to your building are common and major sources of concern. Something as simple as a wet floor or an uneven surface can lead to costly insurance claims following an incident.
- Any time one of your employees is injured on the job, your business could be subjected to expensive workers' compensation claims. Common sources of on-the-job accidents



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for retail operations include slips, trips, falls, musculoskeletal injuries caused by repetitive tasks, sprains and strains. Normal, everyday tasks related to stocking shelves, unloading product and climbing ladders can all lead to accidents and, in turn, increased costs for your business.

- Your customers expect you to have safe and reliable products, and failing to meet these expectations can lead to huge financial losses. If one of the products you sell harms a customer in any way, they can sue your business, leading to costly legal fees and settlements. These costs can easily reach six figures, making product liability a major concern for retail owners. While you may do everything in your power to ensure your products (e.g., goods, medicines and foods) are safe, mishaps can still occur.
- Continuity is critical in business, and there are few things more important than continuous revenue and cash flow, particularly for small to medium-sized organizations. In fact, just one brief business interruption can be incredibly costly for a retail store, often leading to serious reputational damages or long-term closures. Common interruptions for retail operations can include natural disasters, fires, product recalls, cyber events, staff shortages and supplier issues.
- Retail operations are a common target for cybercriminals, as these businesses often process a high volume of payment information. In addition, employees who are improperly trained on computer and data security could expose your organization to ransomware, viruses, phishing scams and malware.
- Depending on the services your store offers, employees may be required to operate a vehicle on behalf of your business, creating automobile exposures in the process. While important for daily operations, the improper use of a vehicle can lead to potential accidents and major insurance claims.



Most Cited OSHA Violations

The Occupational Safety and Health Administration (OSHA) keeps records not only of the most frequently cited standards overall, but also within particular industries. The most recent statistics from OSHA reveal the top standards cited in the fiscal year 2022 for the retail trade industry. This top 10 list comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

Description of Violation	Cited Standard Number	ACV*
<p>1. Maintenance, Safeguards and Operational Features for Exit Routes – Exit routes are the path of travel to, through and away from a building in an emergency evacuation. This standard provides the requirements for ensuring that exits at all times remain open, clear and accessible.</p>	<p>29 CFR 1910.37</p>	<p>\$40,965</p>
<p>2. General Electrical Requirements – This standard refers to the practice of examining, installing and using electrical equipment of different types, sizes, voltage and current capacity. Requirements include specifications for electrical connections, terminals, guarding live parts and working with 600 volts.</p>	<p>29 CFR 1910.303</p>	<p>\$31,368</p>
<p>3. General Walking/Working Surface Requirements – This standard refers to the practice of ensuring all employment, passageways, storerooms, service rooms and walking-working surfaces are kept clean, orderly and in a sanitary condition. Requirements include access and egress, inspection, maintenance and repair.</p>	<p>29 CFR 1910.22</p>	<p>\$49,333</p>
<p>4. Portable Fire Extinguishers – Portable fire extinguishers are used to by employees to put out small fires. Requirements of this standard include placement of fire extinguishers, employee training and inspections.</p>	<p>29 CFR 1910.157</p>	<p>\$21,919</p>

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<p>5. Hazard Communication – This standard refers to the UN Globally Harmonized System of Classification and Labeling of Chemicals. Requirements include developing and implementing a program, recordkeeping, labeling and training.</p>	<p>29 CFR 1910.1200</p>	<p>\$4,754</p>
<p>6. Wiring Methods, Components and Equipment for General Use – This standard refers to the practice of using the proper methods when wiring different setups. Requirements include following proper methods for temporary wiring, cable trays, electrical cabinets and switches.</p>	<p>29 CFR 1910.305</p>	<p>\$6,018</p>
<p>7. Handling Materials – This standard refers to the practice of marking and maintaining aiseways and passageways for the use of forklifts, loading docks and shelving. Requirements include using safe clearances, housekeeping and guarding.</p>	<p>29 CFR 1910.176</p>	<p>\$54,540</p>
<p>8. Design and Construction Requirements for Exit Routes – This standard refers to the practice of ensuring adequate exit routes exist within a workplace. Requirements include adequate numbers of exit routes, proper placement of exits and occupancy limits for each exit.</p>	<p>29 CFR 1910.36</p>	<p>\$40,159</p>
<p>9. Powered Industrial Trucks – Powered industrial trucks include forklifts and fork trucks. This standard's requirements include operator training, inspections and safe work practices.</p>	<p>29 CFR 1910.178</p>	<p>\$4,298</p>
<p>10. Duty to Have Fall Protection and Falling Object Protection – This standard refers to the practice of identifying hazards and providing protections from those hazards when needed. Requirements include identifying, inspecting and assessing workplace conditions for fall or falling object hazards.</p>	<p>29 CFR 1910.28</p>	<p>\$4,055</p>



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Top Retail Categories:

Appliance Stores

Category: Retail Stores

SIC CODE: 5722 Household Appliance Stores

NAICS CODE: 449210 Electronics and Appliance Retailers

Suggested ISO General Liability Codes: 10042

Suggested Workers Compensation Codes: 8044

Description of operations: Appliance stores sell a wide range of electrical wares ranging from small kitchen and personal grooming items to larger kitchen and laundry room items such as washers, dryers, dishwashers, stoves, and refrigerators. Some larger dryers, stoves, and water heaters may be powered with gas instead of electricity. Entertainment devices like audio systems, CD and DVD players, computers, radios, and televisions, plus related items such as CDs, DVDs, or computer games, may also be sold. Some stores specialize in a specific product line, such as vacuum cleaners. Appliance stores generally offer repair services, either for the brands of items they sell or for all related appliances. Repairs may take place at the store or on customers' premises, depending on the item's size. Some stores recondition and sell used appliances. Stores selling larger appliances may offer delivery and installation services, either through their own employees or through independent contractors. The store may be independent or part of a regional or national chain that sells electrical appliances online and in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Athletic Goods Stores

Category: Retail Stores

SIC CODE: 5941 Sporting Goods Stores and Bicycle Shops

NAICS CODE: 459110 Sporting Goods Retailers

Suggested ISO General Liability Codes: 18206

Suggested Workers Compensation Codes: 8017

Description of operations: Athletic goods stores sell sports-related clothing, equipment, and shoes. They may limit their inventory to specific items such as athletic shoes. They may specialize in a specific sport, such as skiing or hunting, or they may offer clothing, fitness equipment, and accessories for a wide range of sporting, hunting, and fishing



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activities. Some will offer equipment rentals, repair services, trade-ins, and used equipment sales. Classes may be offered for training in specific sports, such as golf or archery, along with ranges for archery or shooting. Some have indoor downhill skiing lessons. The store may arrange excursions such as fishing, scuba, or camping trips. Athletic competitions, exhibitions, and special events may be offered or sponsored, both on-site and off-premises. The store may be independent or part of a regional or national chain that sells athletic goods online as well as in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Automobile Accessories Store

Category: Retail Stores

SIC CODE: 5531 Auto and Home Supply Stores

NAICS CODE: 441330 Automotive Parts and Accessories Retailers
441340 Tire Dealers

Suggested ISO General Liability Codes: 10071

Suggested Workers Compensation Codes: 8046, 8380

Description of operations: Automobile accessories stores sell a wide range of retail and wholesale auto parts and supplies for repair and replacement. Some automobile accessory stores have the machinery to repair or rebuild parts such as brake drums or custom-make old, difficult-to-replace parts. Other operations may include glass replacement, installation of sound systems or repair services done by the shop's mechanics, facilities to repair your own vehicle, rental of tools and equipment, and tire replacement. Used and rebuilt parts may be available as stock. Some specialize in foreign parts. The store may be independent or part of a franchise, chain, or purchasing group that sells automobile accessories and parts online and in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Cigar Stores

Category: Retail Stores

SIC CODE: 5993 Tobacco Stores and Stands

NAICS CODE: 459991 Tobacco, Electronic Cigarette, and Other Smoking Supplies Retailers



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Suggested ISO General Liability Codes: 18708

Suggested Workers Compensation Codes: 8017

Description of operations: Cigar shops sell upscale brands of specialty tobacco items, such as cigars, cigarillos, cigarettes, smokeless tobacco, and other smoking devices and supplies, including cigar cutters, cleaners, humidors, pipes, pipe tobacco, and roll-your-own supplies. Some now carry vaping supplies or act as head shops providing items used for smoking marijuana. In states where marijuana usage is illegal, the shop should place signs noting that the products are for tobacco use only. Most cigar shops also sell expensive curio and gift items for the smoker. In addition, some sell novelties or snacks. The store may be independent or part of a regional or national chain that sells items online and in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Clothing Stores

Category: Retail Stores

SIC CODE: 5611 Men's and Boys' Clothing Stores

5621 Women's Clothing Stores

5632 Women's Accessory and Specialty Stores

5641 Children's and Infants' Wear

5651 Family Clothing Stores

5699 Miscellaneous Apparel & Accessory Stores

NAICS CODE: 458110 Clothing and Clothing Accessories Retailers

Suggested ISO General Liability Codes: 11127, 11128

Suggested Workers Compensation Code: 8008

Description of operations: Clothing stores can sell a variety of new and used ready-to-wear clothing and accessories for men, women, children, and infants. Some are specialty stores that sell to one type of customer, such as men, or sell a specific type of merchandise such as athletic wear, hosiery, uniforms, or wedding dresses. The store generally has fitting rooms where customers can try on the merchandise before buying. The store may be independent or part of a regional or national chain that sells clothing online as well as in stores. Tailoring, alteration, or delivery services may be offered. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.



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Computer Stores

Category: Retail Stores

SIC CODE: 5734 Computer and Computer Software Stores

NAICS CODE: 449210 Electronics and Appliance Retailers

Suggested ISO General Liability Codes: 11160

Suggested Workers Compensation Codes: 8017

Description of operations: Computer stores sell computers and the various peripherals necessary to fully customize the machine for the customer, such as audio systems, modems, monitors, navigation devices, printers, and software products. They may also sell CDs, DVDs, or computer games. Installation, repair, and technical support may be provided for the items they sell or for all related computers. Installation and repairs may take place at the store or on customers' premises, depending on the size and configuration of the item. Classes may be taught on premises. The store may also recondition and sell used computers. The store may be independent or part of a regional or national chain that sells computers and related items online and in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Florists

Category: Retail Stores

SIC CODE: 5992 Florists

NAICS CODE: 45931- Florists

Suggested ISO General Liability Codes: 12841

Suggested Workers Compensation Codes: 8001

Description of operations: Florists sell flowers, flower arrangements, planters, gifts, novelties, and related items. Floral arrangements include bouquets, centerpieces, corsages, sprays, and wreaths. While customers may select and pick up flowers at the shop, most orders are taken over the phone or online, with shops providing delivery service for their customers. Peak seasons include Valentine's Day and Mother's Day. While some florists grow their own stock in greenhouses, most purchase from a wholesaler. The florist may operate independently or be part of a national or international floral delivery network such as Florists' Transworld Delivery (FTD). The Telephone Consumer Protection Act

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(TPCA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Furniture Stores

Category: Retail Stores

SIC CODE: 5712 Furniture Stores

NAICS CODE: 449110 Furniture Retailers

Suggested ISO General Liability Codes: 13351, 13352

Suggested Workers Compensation Codes: 8044

Description of operations: Furniture stores sell new, used, unpainted, or naked furniture along with decorative items, electrical appliances, floor coverings, lamps, mattresses, and window treatments. Some may offer design services, or repair, strip, reupholster, paint or refinish used or naked furniture. Others design and manufacture custom-made items. The store may manufacture and install kitchens, bathrooms, shelving, and cabinets. Stores selling larger items may offer delivery, set-up and installation services, either through their own employees or through independent contractors. The store may be independent or part of a regional or national chain that sells items online and in stores. The Telephone Consumer Protection Act (TPCA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Garden Shops

Category: Retail Stores

SIC CODE: 5261 Garden Shop

NAICS CODE: 444240 Nursery, Garden Center and Farm Supply Retailers

444230 Outdoor Power Equipment Retailers

Suggested ISO General Liability Codes: 18437, 18438

Suggested Workers Compensation Codes: 8010

Description of operations: Garden shops sell bulbs and seeds, fertilizers, insecticides, lawn and garden equipment and machinery, mulch, and pesticides. Some sell growing plants, including flowers, fruits, shrubs, trees, and vegetables. Other items that may be offered include birdbaths, fountains, landscaping materials, patio furniture, ponds, statuary, or tile. Machinery and equipment repair or rental services may be provided. Stores selling heavier items may offer delivery, set-up and installation services or may contract



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these out to others. If growing plants are sold, the shop may grow their own stock in greenhouses or purchase from a wholesaler. The store may be independent or part of a chain that sells products online and in stores. The Telephone Consumer Protection Act (TPCA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

General Merchandise Stores

Category: Retail Stores

SIC CODE: 5331 Variety Stores

5399 Miscellaneous General Merchandise Stores

NAICS CODE: 455219 All Other General Merchandise Retailers

455211 Warehouse Clubs and Supercenters

Suggested ISO General Liability Codes: 18911, 18912

Suggested Workers Compensation Codes: 8039

Description of operations: General merchandise stores sell a wide range of items, including clothing, electronics, furniture, hardware, housewares, shoes, sporting goods, and toys. Some have snack bars, while others offer services such as appliance or electronics repair, home delivery and installation, and tailoring or alterations. Space may be leased to outside service firms, such as beauty salons, hearing aid shops, optical supplies, or tax preparation. Shopping carts may be provided for customers' convenience. The store may be independent or part of a regional or national chain that sells items online as well as in stores. The Telephone Consumer Protection Act (TPCA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Hardware Stores

Category: Retail Stores

SIC CODE: 5251 Hardware Stores - Retail

NAICS CODE: 444140 Hardware Retailers

Suggested ISO General Liability Codes: 13716

Suggested Workers Compensation Codes: 8010

Description of operations: Hardware stores sell a wide variety of merchandise for professional or do-it-yourself maintenance and repair projects for contractors, handymen, homeowners, and renters. Products offered include building materials and supplies, hand



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and power tools, lumber, plumbing, heating, air conditioning, and electrical fixtures. Some also sell appliances, automotive supplies, bicycles, clothing, gardening supplies, lawnmowers, outdoor furniture, plants, prepackaged fertilizers, insecticides, and pesticides, sporting goods, and toys. Some operations fill and refill LP gas for campers and grills or provide a pickup and drop off point for an LP gas dealer. Many hardware stores rent various types of equipment, from carpet cleaners to yard and garden machinery to chainsaws and other equipment. Most hardware stores offer repair services for the items they carry. Some offer window glass and screen replacement services if the customer brings the frame to the store. Delivery and contracting services for flooring installation, interior design, painting, wallpapering, or other building projects may be available, either through their own employees or through independent contractors. The store may be independent or part of a regional or national chain that sells items online and in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Jewelers

Category: Retail Stores

SIC CODE: 5944 Jewelry Stores - Except Costume

NAICS CODE: 458310 Jewelry Retailers

458110 Clothing and Clothing Accessories Retailers

Suggested ISO General Liability Code: 14655

Suggested Workers Compensation Code: 8013

Description of operations: Jewelry stores offer high-value precious jewelry or low-value costume jewelry. Operations that sell precious and semi-precious jewelry often offer additional services such as appraisals, jewelry and/or watch repair, jewelry manufacturing, resetting, sizing, and custom-designed jewelry. Stores that sell costume jewelry often sell related apparel items such as hats, purses, or stockings. Either type of jewelry store may offer ear-piercing services. The store may be independent or part of a regional or national chain that sells jewelry and related items online and in stores. High-end stores may offer pickup and delivery services. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.



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Lumber Yards

Category: Retail Stores

SIC CODE: 5211 Lumber and Building Materials Dealers

NAICS CODE: 444110 Home Centers
444180 Other Building Material Dealers

Suggested ISO Code: 10255

Suggested Workers Compensation Codes: 8058, 8232

Description of operations: Lumber yards sell wood used in commercial or residential building projects. They may also sell brick, cement, doors, heating, air-conditioning or other electrical fixtures, plumbing, siding, or windows, and the necessary and related tools and hardware for installation. Customers include builders, contractors, individuals, and do-it-yourselfers. Boards may be cut to the customers' specifications. Some may be squared on an edger or given a smooth finish on a planer. Delivery service may be offered for purchases, either on owned vehicles or contracted out to another carrier. The lumberyard may be independent or part of a regional or national chain. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.

Paint Stores

Category: Retail Stores

SIC CODE: 5231 Paint Stores

NAICS CODE: 444120 Paint and Wallpaper Retailers

Suggested ISO General Liability Codes: 15991

Suggested Workers Compensation Codes: 8017

Description of operations: Paint stores sell all types of paints and supplies for interior and exterior use. They may sell related items for walls and floors, such as wallpaper, window treatments, glues, plaster, tile, or linoleum. Some offer interior design, painting, wallpapering, or flooring installation services through their own employees or independent contractors. Some provide delivery service, especially if they sell primarily in bulk to contractors. The store may be independent or part of a regional or national chain that sells items online and in stores. The Telephone Consumer Protection Act (TCPA) requires retailers to obtain express written consent from customers before sending text spam ads or robocalls.



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Pet Stores

Category: Retail Stores

SIC CODE: 5999 Miscellaneous Retail Stores, NEC

NAICS CODE: 453910 Pet and Pet Supplies Stores

Suggested ISO General Liability Codes: 16403

Suggested Workers Compensation Codes: 8017

Description of operations: Pet stores sell pets and related supplies including aquariums, cages, cat litter, clothing, collars, pet food, habitats, leashes, and pet toys. Some offer animals such as cats or dogs, while others offer more exotic animals, such as rare birds, rodents, fish, spiders, and snakes. Engraving services may be available for pet tags with the owner's contact information should the pet be lost. Related services that may be offered include grooming, kenneling, nutrition counseling, and veterinary care. Some pet stores offer adoption programs in conjunction with local animal shelters or sponsor exhibitions or competitions. The store may be independent or part of a regional or national chain that sells pet supplies online as well as in stores.

Shopping Centers

Category: Retail Stores

SIC CODE: 6512 Operators of Nonresidential Buildings

NAICS CODE: 531120 Lessors of Nonresidential Buildings (except Miniwarehouses)

Suggested ISO General Liability Codes: 67635, 67634

Suggested Workers Compensation Codes: 9015

Description of operations: Shopping centers lease space to tenants, including eating establishments, offices, retail stores, and service operations such as beauty salons. The leased space may be all under one roof or separated into multiple buildings adjacent to each other. The lease can be offered on a short-term basis or extended through a number of years. The center can have as few as five tenants or may be a large mall with hundreds of tenants. While the lease agreement spells out who is liable for losses, the shopping center is generally responsible for common areas, including atriums, food court seating areas, parking lots, and sidewalks, plus all maintenance. Tenants are responsible for the specific unit that they lease. While some tenant turnover is expected, vacancy rates can indicate a financial problem.