



SELL EPL

WHEN IT COMES TO WRITING Employment Practices Liability, we've got to tell you that it takes time to sell. We've found that it averages about 6 months from the time we provide a quotation until coverage is bound. Most purchasers have not had the coverage in the past and it's not something that's already in their insurance budget. As overall property and casualty pricing levels off, though, it may be time for producers to sell this coverage with renewed enthusiasm.

ANECDOTAL EVIDENCE seems to be an effective sales tool for EPL coverage. Prospects become buyers when colleagues tell them about horror stories involving totally unfounded claims of employee discrimination. The employer is often found to have no liability, but goes through legal bills in the five-figures in the process of defending themselves.

SOME BUYERS REACT to tales from accountants about contingencies that infect otherwise solid financial statements due to ongoing uninsured employment practice claims. Seminars at industry association meetings in which tales of colleagues' and competitors' EPL travails are recounted seem to spur sales. Newspaper clippings outlining judgements and settlements involving employment practice claims can make your client a believer.

LANDERS UNDERWRITING provides access to markets capable of responding to the EPL needs of firms ranging from the single-employee non-profit to the publicly-held firm employing thousands. We use both admitted and non-admitted companies to give us the tools to be flexible in form and pricing. If you have a prospect, a telephone call is particularly welcome so we can guide you to the most appropriate application.

IN SHORT, be persistent with your clients. This is important coverage that needs to be sold.

LANDERS
Underwriting

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LETTER FROM LANDERS

FOLKS HAVE BEEN PATIENT with us as we finish up our vacation schedule here. April started things off with a visit to Italy. Jackson and I did back-to-back weeks at a beach-house on the Outer Banks. Noah and his new bride, Amanda, spent their honeymoon touring northern California. Gretchen has spent her vacation close to home, jump-starting a marathon training program. The remaining crew worked extra hard to cover during absences and we all returned refreshed and reinvigorated.

AFTER COMPLETING another spring marathon myself (finishing in 85 degree heat), I've been moving a bit less lately. I've just been running at minimal fitness levels during the summer and we'll see how ambitious I become after Labor Day, when things start to cool down and the pain from the last marathon fades. There's been no summer slacking for Noah, though. He's been commuting to work from his country home on his bicycle. He seems to leave just in time to catch those late afternoon downpours.

ALTHOUGH I'VE MANAGED to maintain the flower garden and hope to harvest enough cherries for a pie in the next couple of weeks, I seem to have failed with my vegetable gardening this year. I did stop at the Charlottesville farmers market this morning, though, and got some nice baby beets, slender carrots, tomatoes and early peaches. I've been making weekly batches of strawberry ice-cream and I'm ready to switch to peach pretty soon.

AS FOR THE GUINEAS... we're down to two. The other evening the two of them chased a fox away. I'm not sure what the fox was so afraid of, though. He should've been chasing the guineas - he could've had dinner.

WE'RE JUST FINISHING our best month in the sixteen year history of Landers Underwriting. How about that? I get to hang around with fun, hard-working colleagues, engage in satisfying work, talk and correspond with wonderful people, plus, make a nice living? What a life.

Gary Landers

\$50 REWARD AUCTION GOO

TOP 10 reasons for not putting out a newsletter since March

QUALITY CASH

10. March of what year?
9. You didn't get yours? Cause I definitely sent them.
8. Not much to say.
7. Sleeping in on Saturdays.
6. Experimenting with telepathic newsletter.
5. Couldn't find my pen.
4. Waiting for fans to beg for it.
3. Huh? You talkin' to me?
2. Damn kids.
1. Voices in my head fell silent, leaving me alone... so alone.



I SCREAM, YOU SCREAM...

I FIGURE THAT WE'VE GIVEN AWAY 2,600 pints of Ben & Jerry's ice cream to our customers. We've been tucking certificates for a free pint into envelopes with policies for a few years now as a small "thank you" token. Anyone who doesn't like ice cream?

NOT ONLY DOES IT TASTE GOOD, but Ben & Jerry's have been coming up with new products to help assuage our guilt for indulging in their treats. For example, they have a new chocolate flavor that's made with cocoa from family farmers in West Africa who have pledged to uphold labor practices that respect children's and human rights. Their cocoa beans are sold through a supply chain that promotes training in sustainable agriculture.

AND, FOR THOSE ON ATKINS low-carbohydrate diets, Ben & Jerry's now makes several flavors using Splenda sweetener, rather than sugar. It doesn't taste quite right to me, but different strokes for different folks.

MY WIFE still mourns the loss of Wavy Gravy ice cream – that's gone to Ben & Jerry's Flavor Graveyard. Just as long as they leave Cherry Garcia in production, I'll be happy.

I GOT A CALL from one of our producers not too long ago, asking if we had stopped sending the ice cream coupons. Apparently, she was getting policies without the coupons. I could only suggest that she have a quiet chat with the individual who opens the mail at her agency. I don't know if anybody 'fessed up.

Y'ALL KEEP THOSE ORDERS COMING and we'll keep the ice cream coming.

LIVING IN THE BIG HOUSE

WHILE WE DON'T OFFER MARKETS for homeowners with loss history problems, big scary dogs or located in unprotected areas, we're doing a fine job (if we do say so ourselves) of bringing a careful, thoughtful approach to the insuring of superior quality, high-valued homes. Certain producers have recognized the unique abilities of Jackson Landers to understand just what it takes to put together top-notch coverage for customers who appreciate the best and agents who put forth the effort to make it happen. Our facility for placing high valued homes with Chubb in their Masterpiece program has been getting renewed attention lately.

THOSE PRODUCERS who have been placing personal lines business through the Chubb program know that the Masterpiece product is most attractive to those clients with primary residences valued at \$500,000 and higher. Chubb doesn't flinch when there's more than one comma in the building limit. To the contrary, the higher the limit, the more your customers will appreciate Chubb's understanding of the particular needs of that market segment. High-valued jewelry and art collections are welcomed, not feared. There's no choking on requests for high limits of personal liability.

YOU MAY NOT BE AWARE of the significant premium credits that are available for superior protection of properties insured under the Masterpiece program. In addition to the credits that you might expect for central station fire and burglar alarms systems, there are further credits for homes within gated communities. When the gated community is protected with a 24-hour patrol service, the credit gets bigger.

SPECIFIC APPLICATIONS for Chubb Masterpiece homeowners coverage are available for easy downloading at landersunderwriting.com.



KLEENEX OR FACIAL TISSUE?

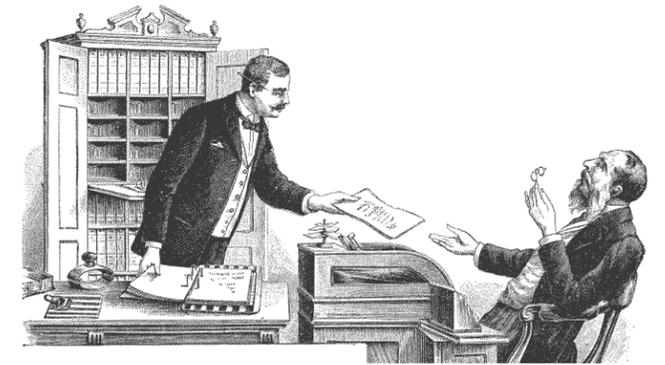
MOST EVERYBODY REFERS TO THEM AS JET SKIS, but Kawasaki will be quick to remind that Jet Ski is their registered trade mark and that the proper term for these floating motorcycles is Personal Watercraft. Whatever you choose to call them, we insure them.

AND THE GOOD NEWS is that Landers Underwriting producers can now obtain quotes and bind coverage for Personal Watercraft coverage on-line at landersunderwriting.com. You can get started just by making sure that you have your agency code number to place watercraft business through our Markel American facility. The easiest way to get that code number is to

just send an email message requesting the number to April Roth (april@landersunderwriting.com).

ONCE YOU'VE got your code number, it's as simple as clicking on the Markel American link and following the instructions.

ALTHOUGH the on-line quoting program is limited just to personal watercraft, you can still secure coverage for your clients' yachts, high performance craft and even charter and tour operations by picking up the phone. All you have to do is call our service center at **800-236-2637** and tell them that you are a Landers Underwriting producer. They'll take it from there.



WHO'S ON? WHO'S OFF?

WHO KNOWS WHAT HAPPENS when there's more than one insurance policy covering the same risk? Pro-rata liability, right? Assuming each of the policies is primary, in the event of a loss, each insurer contributes in equal shares. The insured doesn't get to pick insurers and say, "this is one that I really wanted to cover the loss" and expect that one carrier would pay the entire loss, with the other insurer permitted to walk away. Nope. It doesn't matter which policy was written most recently.

AND WHAT'S THIS GOT TO DO with the price of beans? When an insured has a policy in force and they decide to replace coverage with another policy, they're not entitled to expect that the original insurer will back-date a cancellation. Notification a month later that there was duplicate coverage does not obligate a carrier to cancel their policy retroactively. The key point is that, if there were a loss during the period when both policies were in force, both carriers would be obligated to share in the loss. Accordingly, both carriers are entitled to earn premium for bearing the risk.

WHAT TO DO? If coverage is being replaced mid-term, immediate notification should be provided to the insurer whose coverage is to be cancelled. That notification should take the form of a properly signed policy release or the return of the original policy Declarations page. Same day. If one carrier is on risk, let the other one know that they're off-risk. If you have to hedge your bets, understand that there's a cost and that premium will continue to be earned. Fair's fair.

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