

CANDY'S DANDY, BUT



LIQUOR'S QUICKER

LIQUOR LIABILITY has always presented a challenge for insurance agents in Maryland and Virginia. Let's face it – there's a very favorable legal climate for businesses selling liquor here. There's no dram shop law. No history of courts awarding judgments on a common-law negligence basis. But, do you really want to tell your clients that they don't need the coverage? After all, a claim can still be made by anybody, and claims cost money to defend. If there's no liquor liability coverage, a business can still be hit with significant legal fees, even if they're ultimately found not liable for damages.

INSURANCE PREMIUMS in the thousands of dollars can be an impediment to making sales of liquor liability, though. Your clients may feel uncomfortable without coverage, but not that uncomfortable.

HAVE WE GOT AN IDEA for you! How about a defense cost only policy? We can now offer Mt. Vernon Fire Insurance Company's Liquor Defender coverage that does just that. The policy provides \$500,000 of defense costs for liquor liability claims for insureds operating in Maryland and Virginia (sorry folks, not available for DC risks). Actually, the policy even includes \$25,000/50,000 actual insurance limits, too.

LIKE EVERYTHING ELSE, there are underwriting standards, the most significant one in this case being that it's only for risks with no more than \$1,000,000 liquor receipts. The application is a simple one-page job. Premiums range from \$250 to \$350.

INTERESTED? Download the application from landersunderwriting.com.

LANDERS
Underwriting

Post Office Box 888
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JANUARY 2005

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LETTER FROM LANDERS

THESE ARE THE TIMES that challenge the determination of runners in training. Long runs in the dark. Sub-freezing temperatures. Icy roads. When the weather's too treacherous to be on the roads, I'm on the treadmill in the gym, but that can get old fast. I'm heading to Hyannis on Cape Cod for a marathon at the end of February and wonder what I was thinking when I made that decision. 26.2 miles in Massachusetts in the winter? The good news (such as it is) is that it's bound to be flat.

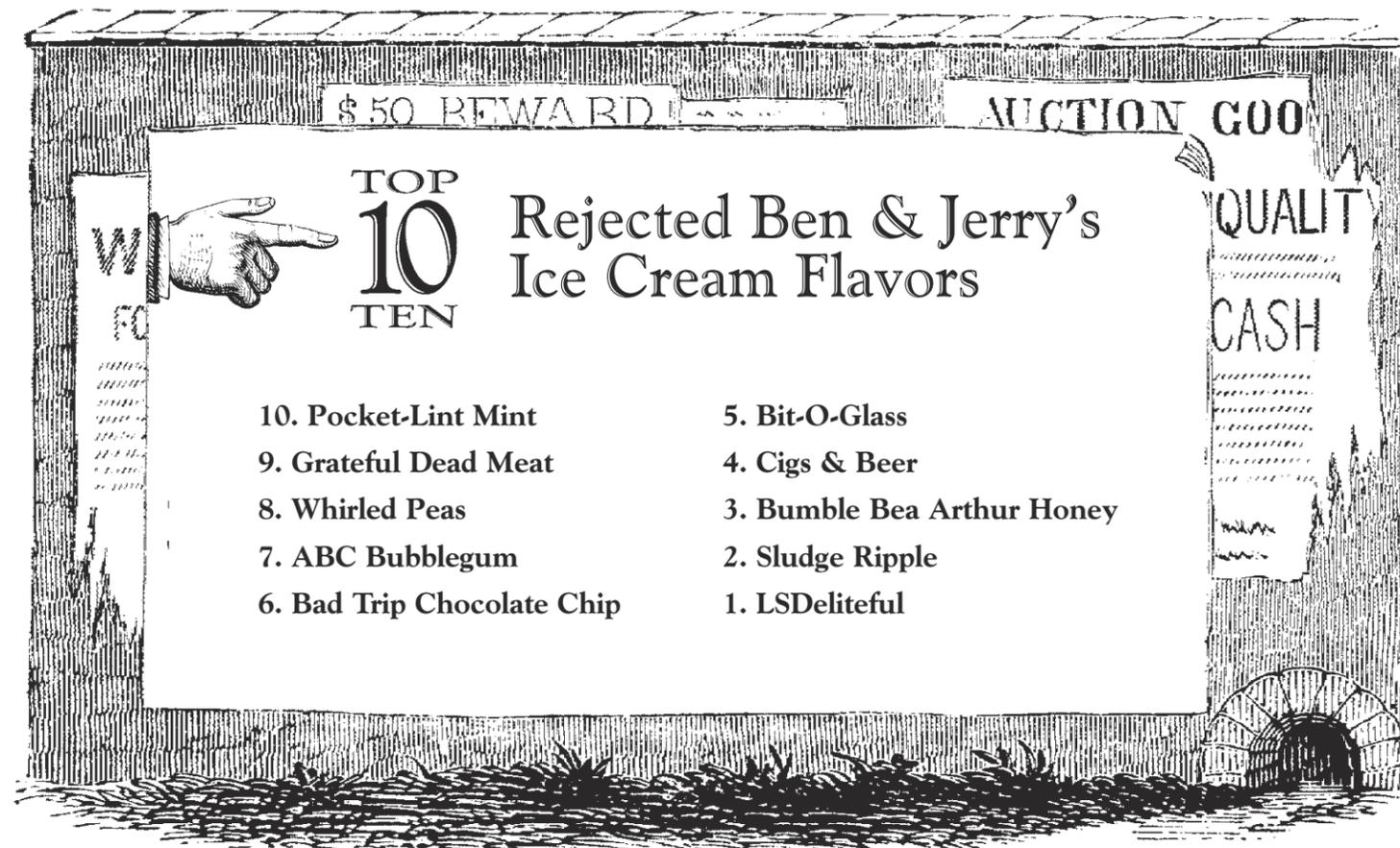
WE'RE DOWN TO ONLY TWO GUINEAS at the homestead. The beasts of the forest have gotten all of the rest. One of the survivors is crippled. His right foot is unusable and he hops around on the left one. We call him Hoppy. Creative name, huh?

MY DAUGHTER, JILL, just graduated from Virginia Tech and magna cum laude, at that. We're happy to have our Hokie back closer to home and it appears as though she may be around Charlottesville for a while. It looks like graduate school at the University of Virginia is her next stop. What happens when you cross a Hokie and a Wahoo?

WE'VE GOT SOME WEBSITE REFRESHING in the works. Nothing radical, but a few small changes to improve the look and feel of the site. Stay tuned and let us know what you think about the changes.

WE'RE WATCHING as state legislatures in both Maryland and Virginia grapple with bills to amend medical malpractice laws. Doctors and lawyers blame each other for the mess and they both blame the insurance industry. I wonder, if they get more protection for doctors, will the lawyers be back next year, looking for caps on lawsuits against lawyers?

Gary Landers



- | | |
|----------------------------|----------------------------|
| 10. Pocket-Lint Mint | 5. Bit-O-Glass |
| 9. Grateful Dead Meat | 4. Cigs & Beer |
| 8. Whirled Peas | 3. Bumble Bea Arthur Honey |
| 7. ABC Bubblegum | 2. Sludge Ripple |
| 6. Bad Trip Chocolate Chip | 1. LSDeliteful |

BYE BYE BOATS

WE'VE GIVEN IT A GOOD SHOT. For the past decade we've provided a market to insure private watercraft, jet-skis, boat rentals and the like with Markel American Insurance Company...

[**FOLKS, IT JUST HASN'T WORKED OUT.**]

Individual policy premiums are quite low. We weren't able to generate sufficient interest among our producers in utilizing the product. Maybe we didn't promote it enough? Maybe the service center concept just wasn't right for our producers? Maybe we didn't educate ourselves sufficiently in the boat culture?

GOING FORWARD, the watercraft program with Markel American will no longer be available for our producers to place new business. Existing policies may continue to be renewed through this facility. We'll just end the flow of new business.

WE DO STILL OFFER a market for commercial marine business of many types with Essex Insurance Company. Marinas, boat-builders, slip rental operations and marine artisan contractors are among the many types of risks that we can help with. We welcome your inquiries and thank you for past business.

WHERE THE HECK'S MY ICE-CREAM?

SO, BACK IN MID-OCTOBER, we ordered a supply of ice-cream coupons from Ben & Jerry's. They came and we dutifully sent them out to our customers, along with policies, as we have for the past several years. Then, we got a call in the first week of January. Did we know that the free ice-cream coupons expired on December 31st? Nope, we didn't know it.

SO, WE CALLED BEN & JERRY'S. "Yeah, we really shouldn't have sent you coupons expiring December 31st that late in the year. We'll send you a mailing label so you can return the coupons and we'll replace them with current ones." A month later, we still don't have the replacement coupons. It just hasn't been the same since

[**BEN & JERRY SOLD OUT TO THE MAN.**]

WE'RE KEEPING A LIST, FOLKS. Eventually, we'll get the coupons and we'll get them out to you. Really.

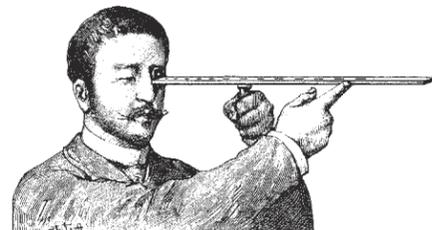
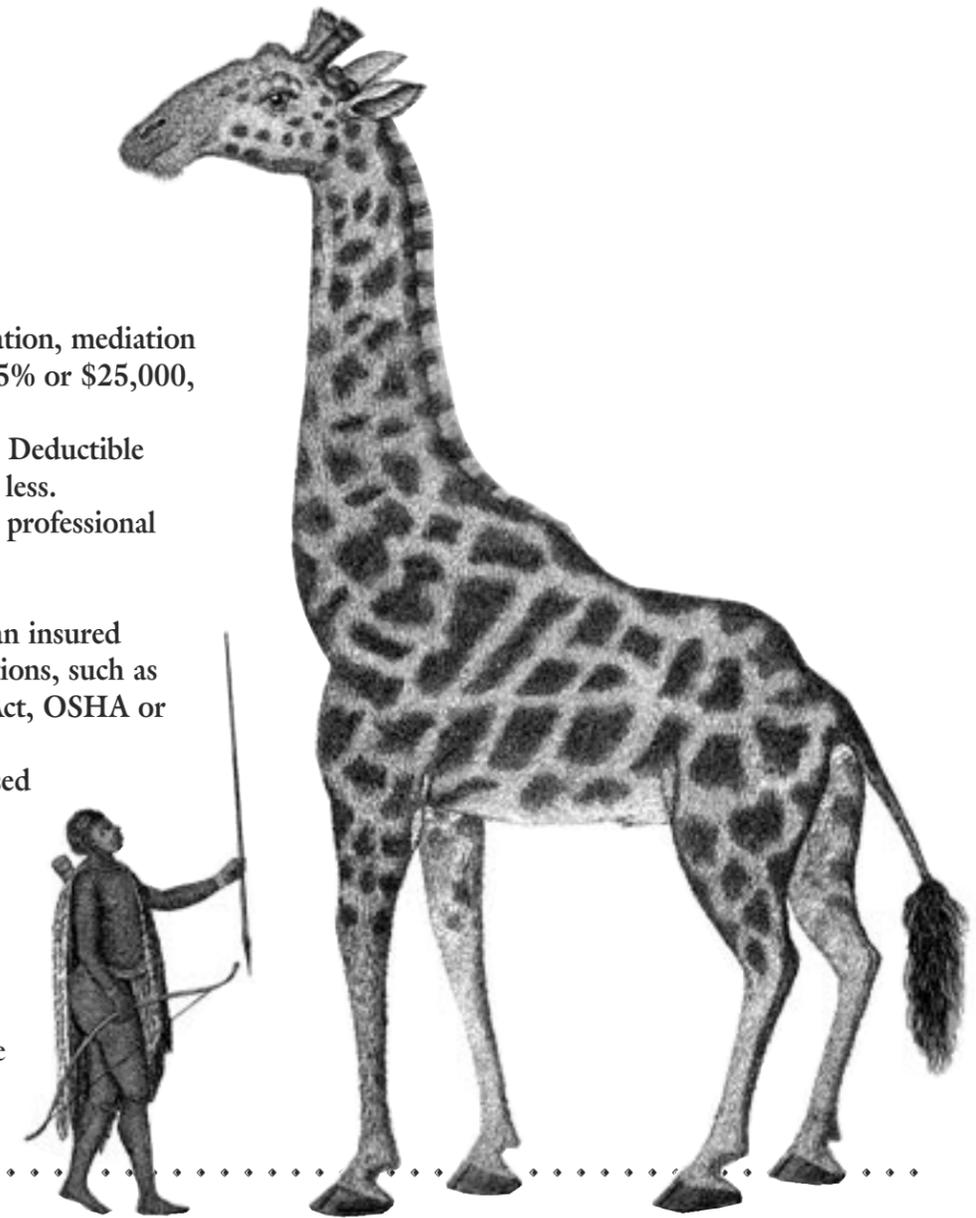
THEY AIN'T ALL THE SAME

MARKETING PROFESSIONALS know all about "product differentiation". General Motors is doing it with their OnStar emergency system. Honest Tea sells high quality tea that's naturally low in calories. We all know what Chubb has done with its Masterpiece homeowners policy. The idea is that, if what you're selling is just a commodity, the only way you can compete is on price. If, however, your product is unique, you can appeal to a market segment that have other perceptions of value.

SO, WITH THAT PREFACE, we'd like to introduce Essex Insurance Company's revamped Architects & Engineers Professional Liability policy which they're calling Designated Protection. Among the features which differentiate this product from the competition are:

- Deductible credit if a claim is settled prior to litigation, mediation or arbitration. Deductible amount is reduced by 75% or \$25,000, whichever is less.
- Deductible credit if a claim is settled at mediation. Deductible amount reduced by 50% or \$25,000, whichever is less.
- Pollution coverage for claims arising from covered professional services.
- Loss of earnings and expense reimbursement.
- Supplemental payments up to \$25,000 to defend an insured against designated regulatory or administrative actions, such as the Americans with Disability Act, Fair Housing Act, OSHA or zoning matters.
- Definition of "Insured" includes temporary or leased architects and engineers working on behalf of the named insured.

THINK ABOUT THE BENEFITS of selling a differentiated product that offers real benefits to your design professional clients. Designated Protection applications are available at our website for easy download.



GL FOR GCs

WE'VE BEEN WRITING lots of liability coverage for general contractors these days. We've been most successful with those contractors who build only a handful of houses each year. Firms putting up tract houses or townhouses in developments don't usually fare well with our markets.

THE KEY IS BEING SURE that subcontractors are properly insured with limits at least equal to those being sought by the general contractor. Subs will also need to name the general contractor as additional insured.

PREMIUMS USUALLY START at around \$5,000 and most of what we write doesn't go much above \$10,000. **WE WILL INSIST** on very specific and, admittedly, detailed applications being fully and accurately completed. It'll take a bit of work, but producers who have worked with us on this class of business have found that it's well worth the trouble. Try us.



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