

Frankenmuth Insurance Introduces Diamond Premier Commercial Coverages

We understand how important it is to help you expand your market and provide relevant coverages for your clients. That's why Frankenmuth Insurance has made a huge investment in its Product Management function to develop a product roadmap and offer you innovative, state-of-the-art products. Our latest offering, the Diamond Premier suite of products for Commercial Property and Liability, allows you to better customize commercial policies for businessowners and ensure you are meeting their unique business needs.

Commercial Property

The Diamond Premier Property coverages, which will be available in our system starting on Monday, May 13, are designed to protect your property clients from the common issues they may face. With a tiered approach and four options – Premier 50, Premier 150, Premier 250 and Premier 500 – you can choose the coverage that aligns with your client's business needs. And, to make it easier to understand, each option provides the same 60 property coverages with only the limits varying per product.

General Liability

With two coverage levels designed to provide broader coverage and eliminate common endorsement activity, our Diamond Liability product provides coverage for 13 types of additional insureds as well as 15 additional enhancements common across all industries.

In addition to the coverages on the Liability Standard, the Premier level features an expanded definition of Bodily Injury and includes Discrimination with Personal and Advertising Injury. There is also an option to purchase Hired and Non-Owned Auto on the Premier form.

For more information about the Diamond Premier products, [download](#) our agent guide. The guide is also available on our Print on Demand (POD) site, which is accessible from iBIS via the Marketing tab under Resources.

Starting next week, you can also co-brand and order custom policyholder brochures for both the Diamond Liability and Property Premier products through the (POD) site. The first 50 brochures are free and shipped directly to your agency at no additional cost.

While our current Plus forms are still available on existing accounts, we hope you'll encourage your customers to take advantage of our new suite of products, which not only offers more comprehensive, enhanced protection for their businesses, but will also help you grow and provide better value to your customers.

If you have any questions about the Diamond Premier products, feel free to contact your field manager or underwriter.