

Top New Business Hit List for Michigan Region

Frankenmuth Insurance is pleased to release our third quarter [Top New Business Hits in Michigan](#), featuring a regional summary of our top 10 preferred new business classes and highlights from a couple of featured account wins.



Top New Business Hits in Michigan

Frankly speaking, when it comes to writing commercial accounts, we want you to have a leg up on your local competition. That's why we're sharing our top 10 new business target classes, plus a couple of featured hits.

Top 10 Hits: Q3 2022

TOP 10 NEW BUSINESS CLASSES WRITTEN IN THIRD QUARTER 2022

HIT #	RISK CLASS DESCRIPTION	AVERAGE PREMIUM
01	Floor covering installation	\$17,437
02	Driveway, parking area, or sidewalk paving	\$15,961
03	Janitorial services	\$14,195
04	Painting - interior buildings or structures	\$8,512
05	Carpentry - construction of a residential property	\$7,641
06	Grocery stores - NDC	\$7,241
07	Landscape gardening	\$6,701
08	Self storage	\$5,964
09	Lawn care services	\$5,599
10	Concrete construction	\$5,581



FEATURED HIT
Office Cleaning and Maintenance Services

ACCOUNT OVERVIEW

Policyholder performs contract maintenance and janitorial services for businesses.

- \$50,000 account premium - including general liability, umbrella, and workers compensation
- \$960,000 total cost basis
- \$1,600,000 annual payroll

WHY DID THEY CHOOSE FRANKENMUTH?

- Recapture of long-term account based on favorable prior experience with Frankenmuth Insurance
- Superior coverage on Contractors Liability Premier
- Ability to provide both primary and umbrella liability solutions for a contractor



FEATURED HIT
Fishing and Related Sporting Equipment

ACCOUNT OVERVIEW

Policyholder manufactures and distributes nets and related gear for recreational and sport fishing.

- \$23,500 account premium - including property, liability, auto, umbrella, and workers compensation
- \$2,250,000 total insured property values - contents and business income
- \$2,500,000 annual sales

WHY DID THEY CHOOSE FRANKENMUTH?

- Moved to Frankenmuth Insurance because of our superior claims and account services
- Ability to underwrite and cover unique exposures was key
- Agent values relationships with local Frankenmuth Insurance field representative and underwriter

Questions? Contact your field manager or underwriter today to discuss our top hits.

This resource is available to download electronically at any time from our Agency Marketing Platform, located in [iBIS Agency Services](#) under Resources > Marketing > Agency Marketing Platform (AMP).

We look forward to celebrating more new business hits with your agency! If you have questions or have trouble accessing this resource, please contact your field manager or underwriter.