Top New Business Hit List for Midwest Region

Frankenmuth Insurance is pleased to release the second edition of a new hit list resource to help you successfully target and write more commercial business with us.

Our Top New Business Hits in the Midwest features a regional summary of our top 10 latest new business successes within the manufacturing industry segment, including the risk class and average premiums, plus highlights from a couple of featured account wins.

Frankenmuth INSURANCE

Top New Business Hits in the Midwest

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 manufacturing classes, plus a couple of featured hits.

Top 10 Hits: Q1 2022

TOP 10 NEW BUSINESS CLASSES WRITTEN 1st QUARTER 2022

MANUFACTURING RISK CLASS AND AVERAGE NEW BUSINESS PREMIUM		
HIT #	RISK CLASS DESCRIPTION	AVERAGE PREMIUM
01	Metal goods manufacturing - stamping	$54,100
02	Food products manufacturing - dry	$32,200
03	Sign manufacturing - other than electrical	$31,600
04	Bakery plants	$29,800
05	Textile products manufacturing - fabricated	$27,900
06	Plastic or rubber goods manufacturing - other than household	$24,200
07	Concrete or plaster products manufacturing - not structural	$22,300
08	Metal goods manufacturing - NOC	$22,000
09	Candy and confectionery products manufacturing	$21,200
10	Furniture manufacturing or assembling - wood	$19,700

FEATURED HIT
Candy & Confectionery

ACCOUNT OVERVIEW

Policyholder is a candy manufacturer with retail outlets and online sales.

- **$108,000 account premium** — including package, auto, and umbrella
- **$22,000,000 total insured property values** — building, contents, and business income
- **$9,000,000 annual sales**

WHY DID THEY CHOOSE FRANKENMUTH?

- Established direct rapport locally between the policyholder, agent, and company
- Comprehensive coverages included in the Manufacturers Property Premier and Manufacturers Liability Premier enhancements

FEATURED HIT
Concrete Products

ACCOUNT OVERVIEW

Policyholder manufactures non-structural concrete products used in residential and commercial buildings. Product is sold to independent dealers.

- **$117,000 account premium** — including package, auto, workers compensation, and umbrella
- **$7,500,000 total insured property values** — building, contents, and business income
- **$4,500,000 annual sales**

WHY DID THEY CHOOSE FRANKENMUTH?

- Manufacturers Premier coverages sold this account — dependent properties business income and manufacturers errors and omissions
- We were the only carrier that offered manufacturers errors and omissions within our enhancement — other carriers had it as an option the agent needed to request

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.