Frankenmuth Insurance Introduces New Service Line Coverage

Frankenmuth Insurance utilizes its Executive/Agency Round Table Meetings and Personal Lines Advisory Council to find ways to improve our product offerings. This past year, we received an overwhelming amount of valuable feedback from our agency partners during these meetings. And, based on your feedback, we learned that the introduction of a new endorsement was critical in keeping our homeowners policy up-to-date.

With that, we're pleased to announce our new Service Line coverage endorsement, which provides protection from costly excavation and repairs to underground utility service lines on a policyholder's property. We believe that this enhancement will make it easier for you to write and retain more business with Frankenmuth Insurance.

The Service Line coverage endorsement will be effective Dec. 1, 2018. To assist you in the sales process, we're pleased to offer talking points about the coverage features:

- Service Line provides coverage up to $10,000 for a cost of $25/year.
- A $500 deductible will apply to this new endorsement.
- Service Line will be available as a stand-alone form, via endorsement #18193. The endorsement can be added to a Homeowner policy via the Coverage and Discount Screen within iBIS.
- Service Line will be added in Form #03588 Amendatory Endorsement – Ultra Home Guardian HO-0009 to also assist you in selling this product.

Please note: We will be including a "Notice to Policyholder (FM-2013)" in each Ultra Home Guardian renewal for the next year to keep customers informed of this broader coverage.

And, to make it even easier to talk to your clients about adding this protection to their homeowners policy, marketing materials are now available for Service Line coverage on our Print on Demand (POD) site, which is accessible from iBIS via the Marketing tab under Resources.

As a company, we remain committed to making adjustments that will help us both achieve continued profitability and create opportunities for mutual growth. Should you have any questions, please feel free to contact your Personal Lines field manager or underwriter.

Thank you for thinking of Frankenmuth Insurance for all your new business.