Top Three Ways to Get a New Personal Lines Policy Issued Quickly

Frankenmuth Insurance wants to write your quality new personal lines business just as quickly and efficiently as you do. Because the Personal Lines iBIS applications have referral rules built in that allow us to focus only on key underwriting areas, applications with empty or incorrectly entered fields can cause delays. The best way to improve the pass-through on applications and service turnaround time is to enter each field as accurately as possible.

Here are three tips based on trends we have observed to help improve pass-through and avoid a referral:

1. Enter an Estimated Market Value

Many applications are submitted with this field left blank. The system will refer if the market value to replacement cost falls below a given ratio.

Unsure of the value? Use the following online resources for help, which provide an estimated value simply by using the property address:

- www.zillow.com
- www.trulia.com
- www.homesnap.com
- www.homes.com

2. Provide the Correct Heat Source

Be sure to enter the correct furnace type in the "Primary Heat System" field on the Rating/Underwriting screen. Many agencies submit with the "Other" option selected, which will cause the application to refer, yet in most of those instances, the insured had an acceptable gas furnace. If the correct type had been selected in the list of eight choices, a referral would have been avoided.

3. Utilize the List of Prior Carriers

A helpful list of prior carriers is provided on the Policy Information screen in the "Previous Carrier" field. Remember to choose one of the options, because if you do not, the system will defer to "Unlisted," which will cause the application to refer. Some agencies choose to manually list a carrier, which is offered in the drop-down list. However, by choosing one of the carriers in the list, you can improve the pass-through on the application.

We hope this information is helpful in getting your new business issued quickly. Please contact Leslie Petulla or your respective Underwriter with any questions.

Thanks for thinking of Frankenmuth Insurance for your new business.