

Participant Guide

Session 7: Myth 2 – Loss Ratio

*Use this to engage more fully as you listen to this session. Pause the video.
Answer these questions as the session unfolds. Dig in.*

1. What is Loss Ratio? Why does it matter to the Insurance Agent?

2. How much money on average would you say proper mitigation saves an Insurance Agent and their customer?

3. What makes this loss cost savings important?

4. Why is reducing the severity not enough to unlock active referrals from Insurance Agents?
