

Summary Notes

Session 7: Myth 2 – Loss Ratio

Loss Ratio

1. In 2005 the largest Insurance Carrier was only able to get 17% of all Property Losses through their Vendor Program (reduce loss cost initiative); this tells us that the Right Insurance Agents want the job done right for their insured, not just done cheaply.
2. The second myth: Help the Insurance Agent improve their loss ratio, and they will refer you.
3. This myth sounds great, but the truth is loss ratio is not the end all be all for the Insurance Agent; the Right Insurance Agents want the very best for their customer, and sometimes that means spending more money to do the job right.
4. It is absolutely vital that you do all you can to lower the loss costs to the Insurance Agent; but it is not enough to unlock active referrals from the Insurance Agent.