Safeco Insurance™
A Liberty Mutual Company

Safeco Updates

Hope everyone is doing well!

Premier Auto Update

New Business 11/13   Renewals 12/25

Affluent Auto

Implementing higher liability limits

Introducing liability limits up to
$1M BI & UM

- $1M BI & UM and $500 PD for **Superior and Premier** policies
- All new limits only open to **Preferred** customers

Designing comprehensive Premier bundle

Expanding & bundling features

Transport. & LOU	Emergency Expense	Roadside Assistance	New Veh. & Better Car

- Premier replacing Ultra, expanding & adding to benefits offered under highest coverage level
- Existing Ultra policies will remain at current coverage level

Premier provides a more robust product by increasing limits and bundling coverages

	Ultra	Premier modifies Ultra in the following ways…
Transportation Expense & Loss of Use	Temporary transportation when Theft, Comp, or Coll loss occurs – Loss of Use (Rental) must be purchased separately	***Included*, combine Transportation & LOU coverages, increase limit to $3K, no daily limit**
Emergency Expense	Transportation, meals and lodging when vehicle disabled	*Included*, **increase limit to $1K**, add coverage when **mechanical breakdown**
Roadside Assistance	Towing up to 15 miles, labor, lock coverage	*Included,* towing VA is $300, up from $100\
New Vehicle Replacement	1-2 years NVR*, if total loss, then coverage up to cost of similar new vehicle	*Included*, **all states 2-year NVR** (FL & VA update; TN included 2-Years with Ultra)
Better Car Replacement	*Not available*	***Optional*, if total loss, then ACV up to 120%**

* State Variance

Rollout includes OEM & Low-Mileage Discount updates

OEM Glass update for all customers

- Remove glass exclusion
- Applies to all existing policies and coverage levels
- Update endorsement for all inforce customers - OEM launch will include glass benefit in all states

Low-Mileage Discount for Drivers < 25

- Current restriction on drivers <25 years old
- Consistent pain point for agents & customers
- Up to 10% vehicle level discount for youthful drivers
- Discount applied automatically for all eligible drivers & vehicles

Confidential & Proprietary – Not for Distribution

New Condo 12/11

- Easy to quote, with customizable coverage selections.
- 10% decrease on rate
- New Quality Plus and Optimum packages, as well as optional coverages, align closely to our Homeowners product.
- Coverage A displays on the Declarations page, providing more transparency to the customer and making it easier for lenders to understand coverage limits.
- Coverage A: replacing Option L with a Coverage A value, displayed on the declarations page, and featuring improved pricing
- Coverage D now provides up to 24 months loss of use coverage
- The new HomeSharing endorsement provides coverage for short-term rentals.
- Water back up coverage available up to $50,000 (select states - see state Product Guide for state-specific coverages)

Short Term Rental on Landlord/Dwelling Fire

Agents have expressed a need for more options and more clarity about coverage, and our research shows that nearly 2/3 of secondary properties are considered investment properties with almost half being used solely by tenants, necessitating an option targeted toward investors in this space

This project allows

- Allow short term and seasonal rentals with no restrictions on lease terms
- Relax underwriting to allow for more mixed use while maintaining our focus on investment properties

Previously	NOW
· Long Term Rentals Only · Fully Tenant occupied · Must be occupied at policy issuance	· Rented in-whole more frequently than they are owner occupied · Owner occupied for <5 months annually · Must be occupied within 60 days of policy issuance (aligns with contract)

Only difference in quoting is on the dwelling tab at the very top, indicate it’s a seasonal dwelling

Hot Markets

*Homes Under construction- new construction or major renovation
*Manufactured homes- 20 years or newer on Permanent foundation
*Secondary’s and Dwelling Fires- stand alone
*all PC 10’s are eligible- no mileage restriction
*Pools and trampolines- all okay
*woodstoves- eligible if not primary heat source
*No age limit on home
*Guns included up to coverage C- including theft

Hot Markets

*Flat roofs are okay

*Asbestos siding is okay.

*Quest plumbing is okay

*Specialty –boat, RVs, classic/antique cars, motorcycles, etc

*Landlord policies in the name of an LLC

All Lines

- Advance Quote- effective date at least 8 days in advance
- Best credit person as the first name insured
- Account Credit
- Paid in full

Auto Specific

- Occupation up to 22%   *rater default
- Education up to 14%   * rater default
- Prior Insurance   * rater default (can make a HUGE rate difference if you don't know how long they have been currently insured.
- Homeowner 10%
- Low mileage - <8,000, up to 20%
- Driver training 10% for youthfuls under 21 *beware not on all raters
- EFT- 5%
- Paid in full or 2 pay is 10%
- 100/300 limits and higher
- Right Track 10% discount up front. Average in VA is 12.5%, guaranteed 5%, can earn up to 30%
- Top 2 auto options have claims free cash back-5% back a year for having no At fault accidents

Safeco Ignite® offers incentives for everyone at the agency

INSTANT INCENTIVES™

1. Enroll
2. Activate campaigns
3. Issue qualifying policy
4. Earn tokens
5. Play a game & win cash
6. Immediately sent to PayPal

AWARD OF DISTINCTION
PRODUCER OF THE YEAR

Top producers and CSRs from across the country compete by selling new business to receive the title of Producer of the Year and the opportunity to attend a special Safeco event!

1. Sell qualifying new business

Sell qualifying new business across auto, home and specialty

2. Earn points and track progress

3. Top agents get a trip

Producers and CSRs will receive monthly progress updates to help them stay on track for this exclusive recognition.

INSTANT INCENTIVES™

- Current incentives

- Home policies up to $50 through 1/31
- Autos with account credit up to $50 through 1/31
- Holiday Sweepstakes - $500 and $1000 cash prizes, 175 winners through 1/31

Happy Holidays!!!

Questions?