

# Market Risk *Solutions*



April 2004

## Our Focus in 2004 is on YOU!

Last year was truly exciting for MRS as we again doubled our premium volume, and most importantly, achieved a meaningful underwriting profit in only our second full year of operations.

Our agency expansion continued at a torrid pace and we concluded 2003 with 170 appointments in 40 states. Our appointment process will continue in 2004 in several remaining states. Our key production objective this year is to develop meaningful premium levels with our agency partners.

To achieve this goal, we've recently hired Dean Kemp as Associate Vice President, Agency Development. Many of you have been asked to commit to reaching a minimum premium level of \$500,000 by year-end 2004. Dean and your underwriter will be in regular contact with you, helping you to reach this objective.

We have a full cadre of seasoned underwriting personnel who are anxious to assist you and your clients in fulfilling their risk management needs. We plan to be highly visible throughout the territory in getting to know your producers and providing them with a "gray market" solution for their more problematic accounts. Our underwriting staff will contact every agency in an effort to complete a business development plan with all of their assigned agents.

We believe that 2004 will be a banner year for MRS business development. We are most anxious to grow our OmniFlex product. We're also looking for what we call HBBs: Homogeneous Blocks of Business. You'll find articles about both programs in this newsletter.

We've seen the demise of several major carriers over the past 12 to 18 months. Clearly, sound underwriting and responsible pricing trends are the cornerstone of a healthy balance sheet, which has taken on added value in our industry. Market is committed to providing you and your clients with financial stability as an admitted carrier.

We sincerely appreciate your partnership in using MRS as an admitted provider. We hope you will look to MRS often in 2004 to provide your clients with a market solution.



## OmniFlex Can be Your Solution

OmniFlex is just the ticket when your clients need flexible, individualized coverage for medium to large property-driven accounts. OmniFlex is a coverage part that can be combined with other coverage parts to create a unique insurance package. Typical OmniFlex premiums range from \$75,000 and up, but the product can be used on smaller premium accounts as well.

OmniFlex forms the foundation of a comprehensive property program for a large number of eligible classes, including manufacturing, industrial, commercial, institutional, habitational, retail, wholesale, service, and contractors. OmniFlex provides coverage for all of the insured's buildings and personal property anywhere within the coverage territory—coverage much broader than the ISO Commercial Property program.

OmniFlex's coverage extends to signs, foundations of buildings, structures and machinery, bulkheads, underground pipes, and more. Business personal property coverage is expanded to include an installation and mobile equipment floater.

For more information about OmniFlex, call your underwriter or Dean Kemp at 800-431-1270, ext. 7586.

## Programs are Out— HBBs are In!

Do you ever have a “group” of accounts that you could write a ton of, if you could “just get an underwriter to listen?” Here’s your chance—we do lots of unique and unusual things at MRS, and HBBs are one of our favorites.

HBB is simply our nomenclature for Homogenous Blocks of Business. Many agents already have viable HBB candidates in their existing book of business.



The characteristics of a good HBB opportunity include:

- A group of accounts that presents unique or unusual exposures
- A “reasonable” number of accounts (30 to 100, depending on average premium)
- Average account premium above \$15,000

MRS is currently working on a number of HBBs in a diverse group of businesses, including RV dealers, hotel/motel, tourist caves, and even golf tournaments.

HBBs can be small blocks of business (\$750,000 or greater) that now need a different

look and an underwriting approach that considers each risk individually with an eye toward aggregating into an HBB.

We are more than willing to consider using a wide variety of underwriting and pricing tools to meet the needs of the various accounts. Once a book is developed and we have a good sense of the loss profile and underwriting needs, we can then make adjustments in coverage and pricing that allow you to write an even larger portfolio of business. Let the next success story be yours!

Call Dean Kemp today to discuss HBBs.

## New Faces in MRS

**Dean Kemp**, *Associate Vice President, Agency Development*

Dean will conduct agency management activities and provide field underwriting support in the pursuit of profit and production objectives. Dean has 20 years of P&C experience, gained in various underwriting and management positions with Atlantic Mutual. Dean obtained his CPCU designation in 1995.

**Mike Murphy**, *Senior Underwriter*

Mike brings 27 years of P&C experience to MRS. He most recently worked at Royal/Sun Alliance, but spent 26 years at CNA in Charlotte, NC, working in various underwriting and marketing positions.

**Stan Snipes**, *Senior Underwriter*

Stan has over 17 years of P&C experience in the underwriting and marketing disciplines. Stan most recently worked with Westfield Insurance. He spent over 15 years in various underwriting, operations, and marketing positions with The Cincinnati Companies in Dayton, Ohio.

**Zena Ricasata**, *Associate Underwriter*

Zena brings over 14 years of P&C experience to MRS. She spent 11 years at Kemper as an underwriting technician. Before joining MRS in December 2004, Zena performed rating duties for Markel Insurance Company’s Agricultural underwriting unit.

**Lisa Hague**, *Underwriting Assistant*

Lisa is a recent graduate of Mary Washington College in Fredericksburg, Virginia, where she earned her B.A. in French and International Affairs. We’re pleased that Lisa has launched her business career at Markel.



## Here's What Our Agents Are Saying

**Phil Huval** – *Van Gilder Insurance Corp.*

"We bound a \$350,000 account right out of the gate. Julie was quick, responsive, and great at making and keeping promises."

"The claims staff was very proactive in the way they handled our claim. They were able to listen and made both the agent and client happy."

**Curt Kain** – *Morrow Insurance*

"Since I was already familiar with Markel's admitted program business, I was very receptive to Markel Risk Solutions. MRS has created a unique alternative to the E&S market for deserving accounts. Since they're licensed to do business in all states, we were able to place an account with multiple locations. I appreciate their flexibility and responsiveness."

**Wendy Caprici** – *Brown and Brown of Nevada*

"I have been so impressed with Markel's innovative approach to writing business. The gray market area is so diverse that having a carrier and underwriter who can entertain this business is a tremendous edge over our competition and a great service to our clients."

"Our underwriter, Julie Rogers, is tremendous to work with. Her knowledge, professionalism and willingness to entertain a wide variety of risks have given us many wins. Julie has bent over backwards with many short notice situations which have also resulted more than one deal getting written."

"We have found Markel to be a breath of fresh air in the current market climate! Keep it up!"

## "Hot" New Business First Quarter 2004

Here's a list of some of the hot new accounts MRS has written this quarter:

- Installation of phone/cable line for commercial buildings
- Steel fabricator
- Barbeque restaurant
- Sports bar including liquor liability
- Commercial roofing contractor
- Motel
- Apartment Building Owner
- Resort Hotel and conference center
- Wood cabinet manufacturer and installation
- Cardboard box recycler
- Window manufacturer
- Manufacturer of wood trusses
- Family style restaurant
- Commercial building owner
- Adhesive manufacturer
- Landscaping contractor

## Top Producing Agents in 2003

Watson Insurance Agency, NC

Holmes Murphy & Associates, IA

HRH of AZ, Inc., AZ

Moloney O'Neil Corkey & Jones, WA

Harold W Wells & Son, Inc., NC

Thomas Rutherford, Inc., VA

HRH of Virginia

Acordia of Kentucky

Schiff Kreidler-Shell, Inc., OH

Henderson & Phillips, Inc., VA

Brown & Brown of NV



## MRS Directory

**Emmett Morgan**

*Vice President*

800-431-1270 X 7662 or  
804-527-7662  
emorgan@markelcorp.com

**Kristi Payne**

*Administrative Assistant*

800-431-1270 X 7597 or  
804-527-7597  
kpayne@markelcorp.com

**Dean Kemp**

*Associate Vice President-*

*Agency Development*

800 431-1270 X 7586 or  
804-527-7586  
dkemp@markelcorp.com

**Craig Mathre**

*Associate Vice President-*

*Underwriting*

800 431-1270 X7610 or  
804-527-7610  
cmathre@markelcorp.com

**Dele Crawford**

*Team Manager*

800-431-1270 X 7553 or  
804-527-7553  
dcrawford@markelcorp.com

**Clarence Kurdts**

*Sr. Underwriter*

800-431-1270 X 7570 or  
804-527-7570  
ckurdts@markelcorp.com

**Mike Murphy**

*Sr. Underwriter*

800 431-1270 X7515 or  
804-527-7515  
mmurphy@markelcorp.com

**Julie Rogers**

*Sr. Underwriter*

800-431-1270 X 7745 or  
804-527-7745  
jrogers@markelcorp.com

**Stan Snipes**

*Sr. Underwriter*

800 431-1270 X 7551 or  
804-527-7551  
ssnipes@markelcorp.com

**Jeff Barnard**

*Underwriter*

800-431-1270 X 7592 or  
804-527-7592  
jbarnard@markelcorp.com

**Shane Duke**

*Underwriter*

800 431-1270 X7599 or  
804-527-7599  
sduke@markelcorp.com

**Tim Fiegl**

*Underwriter*

800-431-1270 X 7583 or  
804-527-7583  
tfiegl@markelcorp.com

**Mary Greenday**

*Associate Underwriter Supervisor*

800-431-1270 X 7608 or  
804-527-7608  
mgreenday@markelcorp.com

**Zena Ricasata**

*Associate Underwriter*

800 431-1270 X7746 or  
804-527-7746  
zricasata@markelcorp.com

**Charmagne Taylor**

*Associate Underwriter*

800 431-1270 X7577 or  
804-527-7577  
cmathre@markelcorp.com

**Wilma Tyler**

*Associate Underwriter*

800-431-1270 X 7963 or  
804-527-7963  
wtyler@markelcorp.com

**Lisa Hague**

*Underwriting Assistant*

800 431-1270 X 7614 or  
804-527-7614  
lhague@markelcorp.com

**Claims**

800-362-7535  
804-747-9367 fax

**MRS Fax Number:** 804-527-7607