

# A Buyer's Guide to Commercial Comparative Raters



## You're up to bat:

To get a leg up, you don't need an infield single, but a double that hits the back outfield wall.

Now to do this, you need a few things. First, talent, of course – to be good at what you do. Next, a decent pitch. Finally, you need a good bat!

Of course, Vertafore isn't a baseball company, and you aren't a professional ball player, so let's break this down in a way that applies to us:

- You've already shown that you have a talent for what you do, as a successful insurance agency, so that's down.
- A good pitch can be thought of as a lead! That leaves one thing.
- A comparative rater is your bat.

Let's help you choose the right bat, shall we?



## Challenges

As many independent agencies know, writing business takes time, effort, and careful attention to detail.

Without the right tools to make the process more efficient:

- the customer is left waiting for responses
- there is more room for error
- staff is less productive & efficient



To keep up with your competitors, increase employee and customer satisfaction, and improve profits, tools like a commercial comparative rater are essential to performing daily tasks at optimum efficiency.

# Choosing the right approach

How do you know if your agency needs a commercial comparative rater?

**A good rule of thumb:** What percent of business that you write is commercial lines vs. personal lines?

If you are doing 40% or more of business in commercial lines, it is time for you to consider adding a commercial comparative rater to your tools.

The larger your commercial book, and the more carriers you write with, the more time you're wasting without a commercial comparative rater.



# The right tool for the job

Do you have the right tools to help you grow your agency & manage day-to-day tasks?

When it comes to personal lines vs. commercial lines, many of the tools that your agency uses can be cross-functional. However, there are also some tools that are made specifically for each type of line – and for good reason. Just like using an insurance-based CRM is better than using a standard CRM – having a rater for each type of insurance quotes that your agency performs is better than using a general one for everything.

Having specialized equipment and software that your agency can use to write business will benefit you in the long run.





## **Benefits of Commercial Submissions**

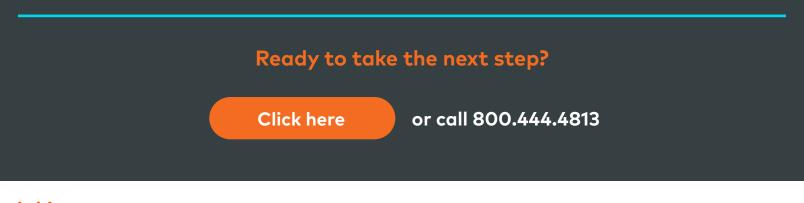
Commercial Submissions is our brand-new solution that we consider a differentiator to decrease quoting time and duplicative quoting searches: man hours and manual labor.

Simplicity at its finest: Get multiple commercial quotes in the time it takes to get one. Write more business, help more customers, and bring in more revenue – all with less time and less effort! While considering any new solution and whether it's right for your agency, it's important to look at how that product can benefit YOU.

#### Here are some of the benefits of using Commercial Submissions:

- get quotes from multiple carriers in the time that it takes to get just one without visiting multiple carrier websites
- streamline the quoting process with data automatically prefilled from your Vertafore agency management system and third-party partners
- deliver more value by giving clients multiple options with accurate pricing

Batter up! Now that you know the importance of choosing the right tool for you, it's time to take a swing. If that tool is Commercial Submissions, we can help you pick it up and take it to your (agency) home.





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