



As a carrier, you need to understand new and existing markets so you can establish yourself as a leader. But how are you accomplishing this? Is it with a gut feeling or your own intuition? Simply put, you need powerful data to make better decisions on pricing and where you want to focus your resources.

Rating Data comes from the industry leading PL Rating application.

Here are the three Ws you should know:

## W<sup>1</sup> What

Includes de-identified data from **320** carriers in **49** states

## W<sup>2</sup> Who

Used by **7,000+** agencies

## W<sup>3</sup> Why

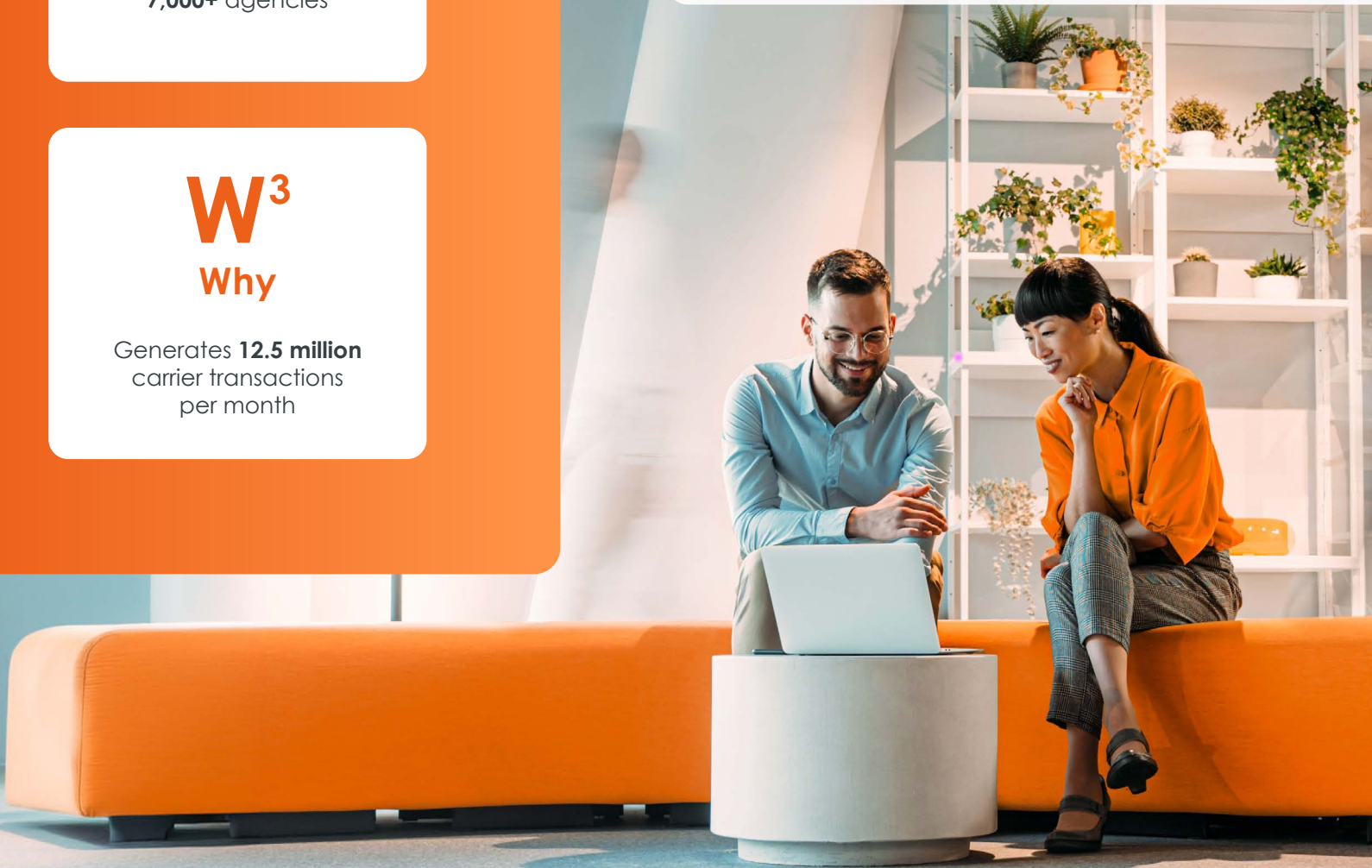
Generates **12.5 million** carrier transactions per month

## Rating Data

powered by **Vertafore**

Rating Data, powered by Vertafore, gives you access to the information you need to find and write the business you want. Utilize powerful data to access a new perspective on your business and the market conditions around you. Better understand risks, targets, and how to maximize revenue and profit in any given market segment.

**Continue reading to see how Rating Data can help you make better business decisions. Plus, see real results from one of our customers.**



Rating Data gives you real-time market pricing data from all PL Rating transactions. With Rating Data, you can choose if you want to see Aggregate or Market Basket data, or both. For privacy, all data is deidentified, which allows you to drill down into specific areas of interest and filter by a variety of risk factors.

## Aggregate Data

**See how competitive your quotes are versus quotes from other carriers.**

- View your ranking for different criteria on quotes submitted to you from appointed agencies.
- Compare your pricing in the market today.
- Compete for the risks and segments your underwriting and actuarial teams are focused on.
- Get refreshed data on a monthly basis. cybersecurity, compliance, and regulatory changes as well as access to the latest functionality.

## Market Basket Data

**Gain a deeper understanding of markets you're interested in.**

- Dig deep into the profile of specific risks you're interested in growing into.
- Separate and analyze data by a variety of risk factors.
- Gain new perspectives on the market around you based on data from an entire industry.



## Workflow before Rating Data

1



An agency sends you and other competing carriers a quote. Where they decide to place their business is based on fit, pricing, and commission.

2



Without Rating Data, there's no way to accurately determine what other carriers are quoting — you only have your own historical data to compare against.

3



After analyzing your internal data, your underwriting and distribution teams come up with a winning price point. Without insights from Rating Data, you don't have a clear view of the market to help you expand into new areas or lines.

## Workflow after Rating Data



An agency sends you and other competing carriers a quote. Where they decide to place their business is **still** based on fit, pricing, and commission.



With Rating Data, you have access to de-identified information that informs you of what other carriers are quoting for the specific line of business and which rates are winning.



Armed with this information, your underwriting and distribution teams can set better price points to win the agency's business. Plus, they can identify new areas where you'll have the best competitive advantage over other carriers.

# Proven Results

20% of carriers who leverage PL Rating use Rating Data. Here's how one Rating Data customer took their business to the next level.



More than doubled conversion rates on PL Rating platform in just a few years after adding Rating Data to their market analysis.



Increased overall transaction volume.



Increased underwriting capacity while writing the same number of quotes by targeting the right business.

Ready to start making data-driven, informed decisions that drive your business in the right directions?

**Learn how Rating Data can help.**

[Watch the Demo](#)

or call 800.444.4813



# Ready to take the next step?

Contact us or call **800.444.4813**