
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.

Ready to take the next step?

[Click here](#)

or call 800.444.4813



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