Target Member Profile

- Successful families with clear claims history and strong financial stability
- Full account submissions
- Low Media / Public Profile

Where We'll Look Most Competitive

- Total accounts
- Great financial responsibility scores
- Scheduled Jewelry, particularly recently valued and balanced collections
- Multiple Vehicles households, including Collector Cars

Member Eligibility

Eligible Limits
Applicants insuring a home with the following minimum values are eligible for coverage:

- $1,000,000 minimum dwelling limit or personal property (contents and A&A combined) for all primary locations
- Secondary homes with a qualifying primary, subject to proper caretaking measures while unoccupied.

Account Considerations. To be eligible, PURE should be provided the opportunity to quote on all lines of the applicants account. If PURE is not the best option on a given line of business, the account may be written without that line

High Value Homeowners

Risk Characteristics

Alarm Requirements. Central reporting alarms are strongly recommended and may be required by Underwriting based on the unique characteristics of an individual home (including prior losses, location, other insured values, occupancy and remainder of the account). Under the following circumstances, alarms will be required.*

Fire & Burglar Alarms are required for
- Primary Homes $2M+ Coverage A
- Secondary or Seasonal Homes $1M+ Coverage A
- All PC9, PC10 Homes, or otherwise remote homes

Low Temp Monitoring System is required for
- All Homes with a previous cold weather loss; or
- Homes $5M+ Coverage A

Water Leak Detection System is required for –
- All Homes with a previous plumbing or appliance related loss over $50,000
- Homes $5M+ Coverage A

Sprinkler System Flow Alarm are required for –
- Any Home with a sprinkler system

* Exceptions will be considered for unusual risks, or when the cost of installation or monitoring is unusually high.
Hail Underwriting Guidelines
For Non-Chicagoland (all counties with the exception of Lake, Cook, DuPage and Kane); unless noted below, a minimum $2,500 ‘Hail Deductible’ will apply.

For any roof with an age of 16 years and older, a minimum Windstorm or Hail Deductible’ will apply as follows:
- For a Coverage A less than $3M – 1% ‘Hail Deductible’
- For a Coverage A greater than $3M – 0.5% ‘Hail Deductible’

- **Wood Roofs** over 15 years of age are ineligible for coverage. All others will be subject to a minimum 2% Hail Deductible.
- **Clay Tile Roofs** over 50 years are ineligible for coverage.
- **Flat Roofs** over 15 years of age are ineligible for coverage. All others will be subject to a minimum 2% Hail Deductible. This does not apply to Chicago proper.
- **Metal Roofs** Metal Roofs will be subject to a cosmetic damage exclusion. This coverage can be bought back for an additional premium charge, subject to a prior roof inspection confirming the condition of the roof, and subject to a minimum 2% Windstorm or Hail Deductible.

Qualifying for a Newer Roof Discount & Newer Roof Deductible
If age of roof submitted is newer than the year built, acceptable documentation will be required such as an invoice from roof replacement, building permit, or completed work order. CLUE reports showing a prior loss/payment shall not be considered acceptable proof of replacement.

Pre-existing Hail Damage
We will use weather data to identify homes that have been subject to hail storms in the past three years. Homes that are likely to have pre-existing hail damage are subject to Underwriting review and approval and will require acceptable proof of roof replacement or home repairs.

Protection Class 9 & 10 – Well managed homes are eligible for coverage subject to underwriter approval.

High Hazard Flood Zones(A or V zones) – NFIP A or V flood zone are eligible subject to an elevation certificate showing acceptable elevation and carrying NFIP primary flood coverage up to the maximum limits available. For homes in inland locations in an NFIP A or V flood zones, exceptions will be considered for otherwise good risks.

Homes Rented to Others for residential purposes will be considered as part of a total account, up to a maximum of three rental properties per account.

Vacant Homes are generally not eligible for coverage but may be considered as part of a total account.

Homes under Renovation or Construction – we will insure homes during renovations or additions, subject to special guidelines (“Homes under Renovation or Construction Guidelines”). Ground-Up construction risks or ‘Gut Renovations’ that are expected to take more than one year to complete are generally not eligible for coverage. Exceptions may be made for existing members.
Loss Experience - If a loss history exists for the applicant or the property, applicant must clearly demonstrate the steps taken to mitigate future losses.

- Applicants with two (2) or more losses in last 3 years will not be eligible.
- Documentation of repair/replacement is required for all prior losses.
- Applicants that may not otherwise qualify due to multiple losses may be considered when they can clearly demonstrate that steps have been taken to prevent future losses.

Insurance to Value - Homes will be insured to their full replacement cost. Post bind, we may order an interior appraisal or an exterior appraisal. We will also consider existing carrier’s recent appraisals and review for Replacement Cost adequacy.

Private Fleet Automobile

- All Vehicle types can be insured on a single policy including Regular Use Autos, Collector Cars, Golfcarts, RV’s, Motorcycles, High Value & Performance Vehicles, subject to underwriting.
- Operators or Policies with multiple incidents/accidents will be subject to underwriting approval.
- Operator experience and driving history will be considered in the evaluation of the risk
- Drivers with foreign drivers licenses will be considered subject to underwriting approval
- CLUE / MVR will be run on all drivers at time of request to bind

Jewelry, Art, & Collectibles

- All types of collections are eligible, subject to a Maximum $50,000,000 Insured Value of all property at a single location. Requests above $50,000,000 on a case by case basis.
- Coverage available for “Blanket” and “Scheduled” Coverage
- Appraisals are required for items over $100,000; however appraisals/evidence of value are encouraged to be included in every submission
- If the supporting value documentation is not current (within 3-5 years), a new appraisal may be required, and/or the “Agreed Value Settlement” endorsement may be required.
- If loss history exists, member must clearly demonstrate the steps taken to mitigate future losses.
- Available premium credits apply for the following:
  - 20% discount applies for collections appraised within last 2 years
  - Bank-Vault rates available for Jewelry
  - In-home safe discount available with an option to limit off-premises Jewelry losses

Excess Liability

- Liability limits available from $1,000,000 to $50,000,000.
- Excess limits available over other automobile policies
- Uninsured Motorist available with limits up to $10,000,000 subject to underwriting.
- Limited EPLI available at limits of $250,000, $500,000, and $1,000,000 for domestic employees.
- Directors and Officers coverage for not-for-profit boards is available with limits up to $2,000,000. Limits above $2,000,000 may be available on a case by case bases.
Underwriting Strategy

Illinois – August 2018

- Uninsured liability is available at a limit of $1,000,000
- Prospective members with prior loss history will be considered subject to underwriting.
- Driving records will be considered in the underwriting process.

Watercraft

- All types of vessels (sail, power, antique) are eligible and can be packaged on one Watercraft policy.
- Owners driving record, prior watercraft accidents and losses and history of owning and operating vessels will be considered
- Vessels of any size and value will be considered, up to $15 million hull value.
- Pricing will favor newer vessels. For any vessel over 10 years of age a satisfactory marine survey will be required.
- High performance watercraft with a design speed of 65 mph or greater are not eligible.
- Watercraft for sale, jet skis or other Personal Watercrafts (PWCs) are not eligible.