

AMsuite® Recreational Products

New discounts and new options will make it easy to attract and keep customers.

Owners of boats, classic cars and motorcycles are very passionate about their hobbies. They expect you, as their agent, to provide the coverage that protects them when they are out enjoying time on the road or water. This is an excellent business opportunity for you because recreational lines are a draw to new customers. They also complement your auto and homeowners business and support retention.

To help you, we've added new discounts and more options to these products:

- **Collector Vehicle**
- **Motorsports (formerly Motorcycle and Snowmobile)**
- **Boat (formerly Watercraft)**
- **Yacht (new product, in some markets)**

We took a close look at our rates, too, to be sure that your quotes are priced competitively. The new combination of coverage, discounts, and adjusted rates should be very sellable to new and renewing customers.

Key selling points

Boat



- The Boat product's flexibility lets you customize the coverage to suit the boat and boater instead of just adding a pre-defined package of extra coverages that may not be an ideal fit.
- Antique boats are eligible.
- Personal watercraft (such as a Jet Ski) are accepted, with the same options as a boat.
- Yacht is a new, separate product accepting vessels longer than 26 feet and valued up to \$1M. Its limits and options are different than those available with the Boat product.

Collector Vehicle



- At renewal, any increase in a car's value is automatically reflected in the policy limit.
- Estimating the value of modification is much simpler.
- Weather disaster losses to a collection can be avoided if there is sufficient time to simply move the collection. We'll reimburse 50 percent of relocation costs.
- A new option covers automobile-related memorabilia such as signs or a gas pump.

Motorsports



- Write coverage for common bike types plus classic and custom cycles, golf carts, lower-speed electric vehicles, ATVs, and snowmobiles.
- Classic bikes are protected with an agreed value settlement.
- Bikes 2 model years old or newer are eligible for replacement cost settlement. It will not expire so long as the owner keeps renewing. It's a hard-to-find coverage.
- Add up to \$30,000 in accessory coverage. This is very appealing to serious riders.

New discounts help customers save

There is no limit on the number of discounts you can apply, and no cap on the total discount value:

- Advance quote
- Anti-theft device installation
- Association membership
- Customer loyalty (renewal)
- Homeownership, any carrier
- Multiple policies with American Modern
- Multiple vehicles on a policy
- No driving violations
- Paperless policy
- Paying in full
- Preferred customer (claims free)
- Prior insurance (from other carrier)
- Safety course completion
- Yacht lay-up

This list applies generally to all of the updated recreational products, but may vary somewhat by product and state. The actual discount percent will vary based on the kind of coverage selected.

10 ways AMsuite will save you time and make quoting and changes easier

- 1 The interface is much more flexible. You can jump ahead or back as needed instead of being required to move from one screen to the next.
- 2 Customer data already in the system auto populates fields in a new quote, eliminating duplicate work.
- 3 C.L.U.E. reports import prior loss details saving you time and increasing quote accuracy.
- 4 Quoting questions and logic are consistent between product types, making quoting more intuitive and reducing the learning curve.
- 5 The number of underwriting questions has been reduced, and you will see only questions that are relevant to the risk you are looking to cover.
- 6 Reorganized underwriting rules will minimize exceptions and approval delays.
- 7 Customers can electronically sign required forms saving the hassle of chasing and filing paper documents.
- 8 Process policy changes (endorsements) easily on your own without underwriting intervention.
- 9 If follow up work is needed, such as a marine survey, AMsuite automatically places the order.
- 10 An individual submission (a quote) can include the names of several persons making it easier to accommodate multiple drivers.

Want more details? Go to amig.com/amsuite

Find everything you need to know about the new products online. The site includes training resources to help you quickly get comfortable with AMsuite. Please share the website and any of its materials with your producers or sub-producers. A product's availability may vary by state and your agency's authorization.



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