

“Fully Insured”

Have you ever heard the phrase “fully insured”? In the contracting business this slogan has meant customers can engage the contractor with complete knowledge that a) if something goes wrong, this business has the financial backing to compensate me for my loss, b) this business will take responsibility for the actions of not only their employees but also the independent contractors they hire to work on my job, and c) an independent insurance underwriter has vetted the business operations and found them to be professional and reliable – so much so that they are willing to bet \$1 Million that they will not have to pay for poor performance.

- ❖ Have you ever lost a consulting contract because you were not insured?
- ❖ Have you invested hours of your billable time, analyzing bid specifications, and preparing a quote and securing a new lucrative job only to find out when you want to start work that you can't because you don't have a “certificate of insurance”?
- ❖ Have you ever had to turn down work because you know you need the insurance but just have not had the time to find it – or, if you know where to get it, the cost is prohibitive?
- ❖ Could you land more contracts and make more money if only you had an affordable insurance solution that could be there when you need it?

We have developed the new Consultants Complete Liability Policy to be not only insurance, but more importantly a marketing benefit, selling point, and tax deduction to help you land clients and become more profitable. (Yes – check with your accountant – your insurance premium might be a tax deduction)

This insurance policy combines general liability and professional liability into one liability package that lets you tell your clients up front that you are “fully insured”. This policy approach offers the following benefits that are not offered by any other program:

- 1 – Your premium is not based on your revenues. Increase revenue does not automatically mean increased premium.
- 2 – Even though the professional liability coverage is written on claims made policy form, there are no automatic increases on each renewal. In fact loss free experience can mean your premiums may actually decrease on renewal.
- 3 – The limits for your general liability coverage and professional liability coverage are separate – a loss under one coverage part will not reduce the amount of coverage under the other.
- 4 – The cost for defense of both general and professional liability claims is in addition to the limits available for actual claims, judgments and settlements.

Our mission in development of this new product is to find a solution that can actually let you renew from year to year with the knowledge and security that your business and personal assets are protected from the financial hardships of a lawsuit. A policy that can allow you to market yourself as “fully insured”!