**Chapter 1- Knowing the client and suitability**

1. **Building relationships**

For the client the benefits of long-tem relationships include:

* Convenience- no need to research insurance products/services
* Confidence- most SMEs do not employ risk mgmt professionals so owners rely heavily on the guidance provided by the insurance adviser
* Bespoke/tailored professional advice
* Ensuring value for money- if the adviser has an in-depth knowledge of a client’s business and their attitudes/preferences, they can tailor the insurance solution.

Long-term relationships also benefit adviser:

* Extra business opportunities- for intermediaries in particular
* Better retention rates
* Fast and efficient problem-solving
* Client industry insight

1. **Gathering information**

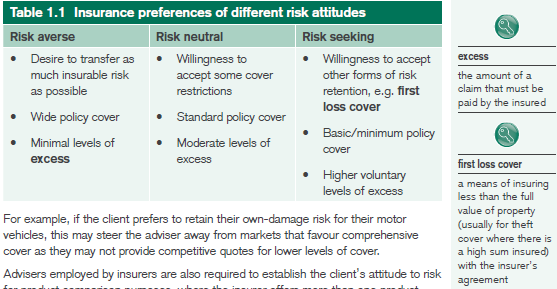
B1- Considering the clients wants and needs

The client will bring certain wants to adviser, analysing these wants is not always straightforward; it is important to look beneath the surface to identify their exact nature. Only then can the adviser make an informed assessment as to whether those wants are achievable.

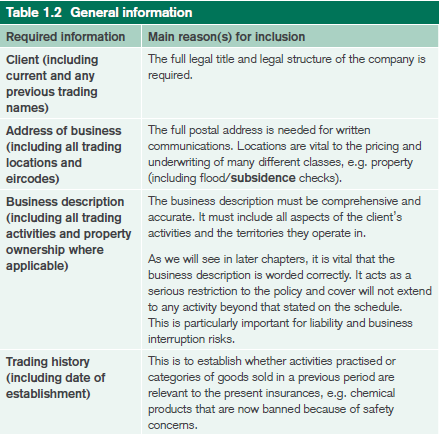
B2- Considering the client’s attitude to risk

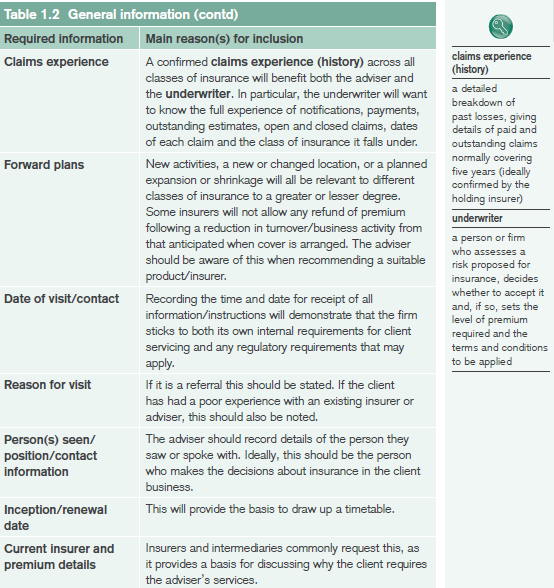
The client’s appetite for risk will influence their insurance needs and how much importance they give to them. No person or business is comfortable carrying every risk themselves, because:

* Unknown future costs are not always easy to meet from available resources (severity)
* No way of knowing how often risk will become a real event (frequency)
* The apparent likelihood of risk may be completely different to mathematical likelihood (frequency)
* Ultimately some risks, no matter how unlikely they seem to be, are potentially too costly to meet from available resources (severity)



B3- What information do we need from the client





1. **Presenting information to insurers**

When presenting the risk to insurers, the adviser should pay special attention to the following:

* Comprehensive business description- this is especially relevant to business interruption and liability covers. Adviser should also look out for any planned changes to the clients business activities
* Details and analysis of claims experience (history)- the adviser should give explanations of significant losses and details of any steps taken to stop the loss from occurring again
* Risk mgmt and safety statements- insurers need to know how businesses assess and manage their risks. Safety statement- a legally required doc that describes the mgmt of health, safety and welfare responsibilities of the org.

1. **Considering insurers and insurance products**

D1- Price

Often the most obvious factor for deciding between products and the client’s primary concern. The adviser must ensure that he client considers all the relevant factors before deciding.

D2- Levels of service (including claims service)

Advisers ill look for:

* A dedicated relationship manager/executive to build a strong partnership with
* Fast and efficient quotations and accurate documentation
* Easy access to underwriters/decision-makers
* Competent survey system that is speedy and efficient
* Efficient claims handling and prompt payment of claims
* Fair and quick approaches to complaint resolution
* Availability of credit facilities or flexible payment options

D3- Breadth of cover

Adviser will normally seek the widest possible cover. It is therefore important to understand the variations between different insurers’ policy wordings, so accurate comparisons can be made. Cover comparison charts are a means of visually displaying the key differences between the characteristics of different insurer’ policies.

D4-Insurer’s capacity

Is the insurer’s ability to accept risk or meet future request for increases in cover. All insurers have limits to the maximum size of risks they can accept.

D5- Insurer’s experience

Certain insurers will gain a reputation in the mrkt for their expertise in relation to particular types of risk- taxis, construction etc.

D6- Continuity

The adviser should recommend continuity with a clients existing insurer where this seems the most appropriate way forward.

D7- Advisers experience and judgement

An adviser’s ability to exercise sound judgement relies on a no of factors; their knowledge of the mrkt, their familiarity with different insurer’s approaches to types of risk.

1. **Presenting the recommendation to the client**

Principles governing this statement of suitability are as follows:

* The adviser must offer the most suitable option available. For intermediaries, this will either be a based on either a fair analysis of the mrkt or a limited analysis of the mrkt
* The adviser must offer a product that meets more of the client’s needs than any other product, they can offer their professional opinion
* If there are genuine reasons for offering options than recommending a single product, the adviser must highlight all relevant differences in cover levels, T&Cs to allow the client make an informed decision

**Chapter 2- Commercial motor insurances**

1. **The compulsory nature of motor insurances**

Motor insurance is the only complete class of insurance business that is compulsory by law in Ireland

1. **The scope of cover**

Policies are subject to limits of indemnity (financial limit imposed by an insurer, representing max amt it will pay in any one claim). No limits apply to 3rd party injuries. The standard property indemnity for a private car is €30m and €1.3m for a commercial vehicle. Premiums are based on several exposure measures (an actual or proxy measure or risk as appropriate to the type of insurance, including (for single-vehicles policies:

* Vehicle- make model, year, carrying capacity and value
* Business description
* Driver details- inc penalty points/convictions, licence type, health issues etc
* Location of use
* Cover required
* Use of vehicles- specific use- such as agriculture use, taxis, business use
* Past claims experience

In the case of fleet-related, the most important factor is past claims experience.

Similar to private motor insurance, there are 4 levels of cover for commercial vehicles:

* Road Traffic Act Cover- min level if cover required by law
* 3rd party only
* 3rd party fire and theft
* Comprehensive

B1- Road Traffic Act

It is usually only provided when the claims experience is very poor or driver has past driving convictions. Cover applies in Ireland and EU and must provide indemnity for:

* Bodily injury or death, caused to 3rd parties inc passengers (unlimited in amt)
* Loss of, or damage to, property belonging to 3rd parties, subject to min of €1.22 m/claim
* 3rd party claimant costs and other expenses of handling a claim
* Emergency treatment for 3rd parties caused by, or arising out of RTA liability
* Liability arising from trailers attached to, or becoming detached from vehicle insured under the policy

Cover is restricted to the use of vehicle ‘in a public place’

B2- Third party only cover

* Anyone driving or ‘using’ the vehicle with permission (if allowed on the Certificate of Motor Insurance)
* The insured’s employer or partner (if their use is covered by the policy)
* Persons getting into or out of the vehicle
* The person in charge of the vehicle
* The hirer of the vehicle (for negligence by the PH)
* Or their personal representatives (if the person is deceased)

TPO also covers:

* 3rd P emergency treatment where required by law
* Liability arising from loading/unloading the vehicle
* Increased limit of indemnity for 3rd P property damage- typically €1.3m for any 1 accident, but with higher options available
* Legal representation to defend a charge- subject to limit- typically €1,000 - €10,000
* Use of unlicensed drivers where a licence is not required by law and the person is only enough to drive

Exclusions:

* Any loss or damage to the insured vehicle or the insured’s property
* Use other than for business activities of the PH
* Driving of other vehicles

B3- Third party fire and theft cover