

The Ask	Agent Response	Response
Registering to do business	"I don't have time"	"Do you want your current customers to use you for all their needs?"
	"Yes"	"If someone came into your office and urgently needed a quote, would you be able to give them one?"
	"No"	"A lot of people don't think about builders risk until it's almost too late – I've talked to agents who've lost business because they couldn't quote in time. Do you have 10 minutes?"
	"Sure"	"Are you near a computer?"
	"Yes"	*** Get the close by completing registration ***
	"I don't see enough Builders Risk"	"What kinds of business do you focus on?"
	"Personal Lines"	"Personal lines; that includes homeowners, right?"
	"Yes"	"Do your customers know they need builders risk for new construction or remodeling their home?"
	"Probably not"	"Renovations are happening. Where are they getting that coverage?"
	"I don't know"	"How often do you reach out to your book to find out about their renovation plans?"
	"I'm not" / "I don't"	"Builders risk is easy money – you're working with customers that already trust you. Would you want them getting it somewhere else?"
	"Of course not"	"Do you have 10 minutes?"
	"Yes"	*** Get the close by completing registration ***