

reThought Insurance Process: Managing Risk Through Structured Flood Coverage

In the insurance domain, a Policy is the core element, serving as a formal document that defines key information such as the terms of coverage, inception date, expiration date, and premium amount. While insurance providers may focus on different types of coverage, this article highlights *reThought Insurance*, which specializes in flood insurance. reThought offers protection for Buildings, optionally for Contents, referring to personal belongings within the building, such as furniture, and Loss of Use, which covers expenses incurred when a property becomes temporarily uninhabitable.

The key steps in reThought's insurance process, from the initial Submission to the final Claim, illustrating how each stage is designed to assess risk and deliver financial protection to the insured, are outlined below.

1. *Submission Initiation:* A Submission marks the beginning of the insurance process. It is a formal request to insure a property against potential loss. In the case of reThought Insurance, the coverage specifically applies to flood-related damages caused by natural events such as river floods, excessive rainfall, or hurricanes near coastal areas.
 - A broker, acting on behalf of the Insured, initiates the submission by requesting coverage.
 - The policy terms offered by reThought include clearly defined coverage limits, with a maximum of \$250,000 for Buildings and \$100,000 for Contents.
2. *Underwriting Evaluation*
 - The Submission undergoes an underwriting process, where the risk of the item being insured is evaluated.
 - An underwriter can be a human, a system, or both.
3. *Quote Generation*
 - The broker then generates the quote and sends it to the insured.
4. *Bind Request & Binder Issuance*
 - If the Insured accepts the quote, the broker submits a bind request.
 - A Binder is issued, serving as a document for proof of coverage.
5. *Invoicing & Payment*
 - An Invoice is sent to the Broker. The Insured pays the Broker, who in turn pays reThought.
 - A policy document is generated, which is the legal document governing the coverage, and sent to the Broker and Insured.
6. *Claims Process (if a Loss occurs)*
 - If a Loss (e.g., flood damage) occurs, the Insured or broker on behalf of the insured files a claim.
 - An Adjuster investigates the loss and determines the payout based on the Policy.
7. *Claim Resolution*
 - After review, the approved claim amount is paid to the insured. This concludes the insurance cycle for that event.