

FAST FACTS | RETAIL



BEST VALUE IN RETAIL COVERAGE.

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INDUSTRY OUTLOOK

The pulse of our economy is felt at the retail checkout line. Retail sales represent approximately 30 percent of consumer spending, which itself accounts for more than two-thirds of the economy.¹ As customers are lured away by the trendier online shopping experience, brick-and-mortar retailers face new challenges. To compete, they're investing in technology, seeking unique ways to attract demanding customers. Just as important, they need smarter ways to help prepare and protect themselves from emerging risks - data breach, severe weather and more. Now is an opportune time to offer innovative solutions from The Hartford.

BEFORE PLACING BUSINESS WITH US, CHECK THE MERCHANDISE

Convenience, great sales, quality merchandise. You might patronize a retail store for all of these reasons. But when determining if a retail account is a good match for The Hartford, look for these additional characteristics:

- No used goods, consignment sales or products privately labeled by the retailer
- Shop located in an enclosed mall
- Limited repair/installation operations
- Adequate lighting to demonstrate commitment to safety and proper maintenance
- Limited cash on premises (ideally, one day's worth)
- Close by 10 p.m.

While we don't expect each account to match the above list perfectly, the exposures below make for less than a perfect fit:

- Businesses that engage in full cooking/deep fat frying
- Delivery or installation services that involve special hazards
- High fuel load
- Sale of merchandise that's portable, valuable and easily converted to cash
- Seasonal or rental operations
- A business where slips and falls are frequent risks due to congested aisles or heavy public traffic

When in doubt, talk to your underwriter from The Hartford, who wants to help you place business with us. Often, you'll have a decision the same day.

AN APPETITE FOR MAIN STREET

When it comes to the retail industry, we're ready to handle a cart full of business. We're particularly interested in writing business for:

Spectrum® Business Owner's Policy & Workers' Comp

- Maximum Property Values per location: \$15M
- Maximum Property Values per policy: \$30M
- Maximum Sales per location: \$15M
- Maximum Sales per policy: \$30M
- Maximum Payroll per policy (where used as the rating basis): \$6M

Business Auto (monoline)*
 Maximum Power Units: 25

* This maximum doesn't apply if you also write a Hartford Business Owner's Policy.



WHAT'S IN STORE FOR RETAILERS

The Hartford offers coverage designed for small retailers in today's competitive marketplace. Think of us as a boutique of unique offerings – as opposed to a big box approach.

Spectrum® Business Owner's Policy

Our BOP helps provide your retail customers with insurance solutions that are a custom fit. Stretch® endorsements, designed for a variety of retail classes (e.g., auto parts retailers, drug stores and florists), bundle key coverages like:

- Business Income for Off-Premises Utility Services (12-hour waiting period)
- Business Income from Dependent Properties
- Computers & Media
- Employee Dishonesty
- Extended Business Income

Also talk with customers about how they can be better protected by purchasing:

- Data Breach. A must-have for businesses with frequent debit/credit card transactions.
- CyberFlex®. With more retailers using the Internet to advertise or sell products, the risk of Internet-related personal and advertising injury (P&AI) potentially increases.²
- Employment Practices Liability. Increased limits up to \$1 million are available.³

Workers' Compensation

Our Workers' Comp coverage includes six coverage features we add to all policies – no separate elections or additional premium charges. And we offer ways for retailers to help keep employees safe and protect their cash flow.

For instance, we partnered with Shoes for Crews®⁴ to offer significant discounts on quality, slip-resistant footwear. A smart fit, especially for retail establishments like florists or bakeries where employees are always on their feet and slick surfaces are common.

For retail customers with seasonal fluctuations in payroll, our payroll billing solutions can help free up cash flow with a pay-as-you-go option.

Business Auto

Our Business Auto insurance offers a wide inventory of features, including 19 coverage enhancements, all at no extra charge – providing customers with some of the broadest coverage available. These value-adds make it a good buy – \$100,000 of Hired Auto Physical Damage coverage, for instance, is standard with the broad form endorsement.⁵ Features like Fender Bender and Accident Forgiveness programs help keep premiums down. So the price is right even for small shop owners on tight budgets.

Helping Small Businesses PLAY ON

For more than 200 years, The Hartford has helped prepare and protect over one million small businesses, so they can PLAY ON.



Five-Minute Service On Quotes

Our New ICON system lets you prepare a quote in as little as five minutes, which means you can quote more accounts per day and potentially increase your sales. Great for your cash register. Great for your bottom line. New ICON also:

- Produces bindable quotes more than 50 percent of the time
- Lets you compare quotes side by side

Prepare. Protect. Prevail. With The Hartford.® Quote us today!

¹ Excerpted from "Zacks Industry Outlook: Retail Begins Picking It Up," published on Zacks.com, July 14, 2014.

² CyberFlex coverage is only available to retailers that generate <50% of their revenue from Internet activities.

³ Applies to coverage written in Sentinel Insurance Company, Ltd.

⁴ shoesforcrews.com/thehartford

⁵ Hired Auto Physical Damage coverage is over and above the insured's primary coverage.

Property value changes do not apply in Florida. Agents should refer to our Florida Wind Underwriting Guidelines.

This document contains only a general description of coverages and services that may be provided and does not include all of the features, exclusions and conditions of the policies it describes. Coverage is subject to the policy terms and is individually underwritten. Please refer to the actual policies for complete details of coverage and exclusions. In the event of a conflict, only the terms of

an actual issued policy will prevail. Coverage may not be available in all states or to all businesses.

The Hartford® is Hartford Fire Insurance Company and its affiliated property and casualty insurance companies, Hartford Plaza, Hartford, CT 06155.

Certain coverages vary by state and may not be available to all businesses. All Hartford coverages and services described on this page may be offered by one or more of the property and casualty insurance company subsidiaries of The Hartford Financial Services Group, Inc. **In TX, this insurance is written by Sentinel Insurance Company, Ltd., Hartford Casualty Insurance Company, Hartford Lloyd's Insurance Company, Property and Casualty Insurance Company of Hartford, Hartford Underwriters Insurance Company, Twin City Fire Insurance Company, Hartford Accident and Indemnity Company and Hartford Fire Insurance Company.** In CA by Sentinel Insurance Company, Ltd. (CA license # 8701) and its property and casualty insurance company affiliates, One Hartford Plaza, Hartford, CT 06155.



Property
Liability
Workers' Comp
Business Auto