





By  
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Given the recent shifts in the equipment-breakdown insurance marketplace, and the fact that today's equipment and machinery are advanced far beyond what anyone could have imagined a decade ago, now is the time to review the placement of your agency's equipment-breakdown insurance book of business.

Because equipment-breakdown insurance is a good value that doesn't necessarily make or break

that safeguards against unauthorized expenditures that may not be covered.

For the relationship to work well, customers need both their agents and their insurance carriers to be proactive and flexible. When choosing an equipment-breakdown insurance carrier for their clients, agents need to consider:

- **Portfolio of coverage.** A quality carrier has both packaged and stand-alone equipment-breakdown products with the flexibility of coverage to provide protection today for the exposures of tomorrow.

- **Underwriting flexibility.** Underwriting flexibility with multiple available coverage options is a crucial element to effectively providing comprehensive equipment-

breakdown coverage.

- **Risk control services.** Predictive and preventative maintenance services and risk evaluations are critical. A superior carrier has resources in all fields and makes them available to clients.

- **Technology loss trending.** Leading equipment-breakdown insurers distinguish themselves from the competition by moving beyond simple claim reporting to new technology loss-trending. When new technology emerges, effective claim organizations gather rich and consistent loss data in order to have the edge in identifying loss trends with the newest of technologies.

Equipment-breakdown insurance has changed, and a good carrier has evolved its offerings to meet the demands of this new era. No customer today should be satisfied with just paying premiums and looking for income recovery when equipment breakdowns occur.

By engaging with agents and the right carrier, clients can gain access to expertise that will get them back online quickly, fulfilling the demands of their customers and keeping the cash flowing. **BR**

# Bringing Policies In for a Tune-Up

Modern equipment and machinery pose risks that were unheard of a decade ago.

an insurance deal, many agents have simply been auto-renewing business for clients without considering some of the additional risks that clients may be facing.

What's more, whenever clients experience a problem with a machine or a piece of equipment, their first thought may not be to turn to their insurance agent for help. Both of these behaviors can be costly; yet they're also easily prevented.

Associating your agency with a strong equipment-breakdown insurance carrier will make a difference, giving you the ability to be equipped to handle most of your client's equipment-breakdown issues. The benefits of working closely with a strong carrier are clear:

- Coverage may be available as part of the policy, of which the owner is not even aware.
- Repair and replacement resources often go beyond the limited knowledge of the agency, because of a wide network of customers.
- Protection may be included

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