

Contents

Assignment 1

The Insurance Business: An Overview	1.1
Principles of Insurance	1.3
The Nature and Contributions of the Insurance Business	1.26
The Organization of the Insurance Business	1.31
Summary	1.52

Assignment 2

Insurance and the Legal System	2.1
Tort Law	2.4
Agency	2.17
Law of Contracts	2.42
Insurance Policy Construction and Analysis	2.55
Summary	2.68

Assignment 3

Risk Management and the Producer	3.1
Selling and the Shift to Risk Management	3.4
The Risk Management Process	3.11
The Wilson Family Case	3.52
Summary	3.60

Assignment 4

Insurance Sales and Account Development	4.1
Sales Management	4.4
Selling	4.7
The Sources of Business in an Agency	4.19
The Account Review Process	4.34
Agency Procedures for Complete Account Development	4.40
The Benefits of Account Development	4.46
Summary	4.64

Appendix A	4.65
------------	------

Appendix B	4.77
------------	------

Appendix C	4.81
------------	------

Bibliography	1
--------------	---

Index	3
-------	---



Contents

Assignment 1

Commercial Property Insurance, Part I	1.1
Commercial Insurance Overview	1.4
Package Insurance Policies	1.5
ISO Commercial Package Policy Program	1.6
Commercial Account Submissions	1.14
Commercial Property Coverage Part	1.32
Building and Personal Property Coverage: Specific Versus Blanket	1.72
Summary	1.89

Assignment 2

Commercial Property Insurance, Part II	2.1
Causes of Loss—Basic Form	2.6
Causes of Loss—Broad Form	2.15
Causes of Loss—Special Form	2.18
Other Commercial Property Coverage Forms	2.27
Endorsements	2.53
Flood and Earthquake Insurance	2.63
Commercial Property Insurance Rating	2.73
What the Underwriter Needs to Know	2.75
Terrorism Coverage and Exclusions	2.80
Summary	2.94

Assignment 3

Business Income and Extra Expense Insurance	3.1
The Nature of Business Income Insurance	3.3
Business Income Coverage	3.8
Extra Expense Coverage Form	3.32
Structuring Business Income Insurance	3.45
Business Income Premium Calculations	3.51
Discussing Business Income and Extra Expense Coverage With Insureds	3.66
What the Underwriter Needs to Know	3.68
Summary	3.76

Assignment 4

Commercial Inland Marine Insurance	4.1
Development of Inland Marine Insurance	4.5
Characteristics of Inland Marine Insurance	4.7
Policy Format	4.9
Summary of Important Inland Marine Coverages	4.21
Inland Marine Versus Commercial Property Coverage	4.64
What the Underwriter Needs to Know	4.66
Commercial Inland Marine Case Studies	4.70
Summary	4.79

Index	1
-------	---



Contents

Assignment 1

Homeowners Insurance	1.1
Homeowners Coverages	1.5
Coverage for Dwelling Owner-Occupants—Special Form HO-3	1.9
Form Differences	1.63
What the Underwriter Needs to Know	1.73
Summary	1.85
Appendix: Indicators of Application Fraud	1.87

Assignment 2

Personal Automobile Insurance	2.1
The Legal Environment	2.6
Personal Auto Policy	2.11
Summary	2.98

Assignment 3

Other Personal Insurance	3.1
Insuring Other Vehicles	3.6
Inland Marine Floaters	3.10
Aircraft Insurance	3.47
Personal Umbrella Coverage	3.52
Dwelling Policy Program	3.57
Flood Insurance	3.58
Packaging Personal Lines Coverage	3.67
Summary	3.79

Assignment 4

Personal Financial Planning	4.1
Why Sell Personal Financial Products?	4.3
Social Security	4.5
The Nature of Life Insurance	4.8
Measuring Life Insurance Needs	4.10
Life, Health, and Investment Products	4.31
Summary	4.68

Index	1
-------	---

