

RiskMeter eNewsletter

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www.RiskMeter.com

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Updated Geocoding Messages

We've recently updated our geocoding messages to give you a better picture of just how accurate your lookup was. The categories are as follows: Best, Very Good and Good. The idea is to give you a quantitative rating of how good the match is. Checking your geocoding accuracy is crucial because you don't want to under or over charge for a policy. **If you happen to get a result that isn't a S5 or S6, further research is needed!** This means that the location where the property was plotted is not exactly correct. **Make sure to factor the potential error into underwriting decisions.** Using the Birdseye Geocoding and Manual Placement feature is an excellent way to pinpoint the location. Below you will find a list of the updated geocoding messages and what they mean.

Best

S5 – Matched to Street Address

Very Good

S4 – Matched to Center of Street Segment

SX – Matched to Street Intersection

S6 – Matched to known Lat/Long of Point Zip (PO, Large Building, Office Complex)

Good

S3 – Matched to Zip+4 Centroid

S2 - Matched to Zip+2 Centroid

S1 - Matched to Center of the Zip Code Boundary

Focus On: Rules Based Underwriting

Recently there's been a surge in companies talking about rules based underwriting. The Internet has truly opened the doors to a new generation of data intelligence. Connectivity to third parties that supply crucial underwriting information has become a reality, and gathering this information has become economical, fast and simple. Profits have grown significantly in the P&C Market over the past year and one of the biggest reasons is the enforcement of underwriting guidelines. Some of the advantages of using the RiskMeter Online for rules based underwriting are:

- It automatically applies deductibles for wind (e.g. within 2000 ft of coast 2%)
- It saves underwriters time by quickly determining if a policy should be passed
- Almost all values and returned messages can be customized in RiskMeter
- It prevents agents and underwriters from over and under charging for policies

Simply put the RiskMeter Online can be integrated quickly and effectively into nearly any environment. Exceptions, the RiskMeter Online will always give you the comfort of being able to visualize the risk including being able to look at it from a Birdseye view. If you would like to discuss some of the possibilities of streamlining data collection and understanding more about how to incorporate output data into your rating platform, please contact Jamie Munson at 860.854.6125 or jmunson@cdsys.com

Rating Territories

Rating territories have always been a key component that insurance companies use to accurately price risk. However, the more exact and the more detailed the territory maps become, the more difficult it becomes for an underwriter to assign the proper territory code. And if a company has multiple product lines with different territory definitions, the problem only gets worse. **And the wrong territory, in most cases, means less profitable business for you.** Rarely do territory mistakes fall in your favor.

You can now get this right virtually every time, with no work. Did you know we can take your custom rating territories and convert them into digital maps? The main benefit of converting your paper maps to digital maps is that *it will allow your agents and underwriters to accurately determine the rating territory for any address, whether the territories are built by zip code, cities and towns or defined by roads and rivers.* CDS has also put together a presentation explaining the process and benefits. For a FREE copy, or for more information on this service, please contact Dan Munson at 617.737.4444 or dmunson@cdsys.com

****Be sure to read this Insurance Journal article about the importance of keeping your rating territories up-to-date!**

<http://www.insurancejournal.com/magazines/east/2004/09/06/features/45963.htm>

New Lookup Feature: Section/Range/Township

As part of our continuing efforts to be the most innovative insurance mapping provider, we've added a new type of geocoding. You can now search for locations using Section, Range & Township (S/R/T). This is a system known as the Public Land Survey System (PLSS). Basically, it is a standardized grid used in western states. The section grids are rectangles approximately 1 mile across. These are used in many cases by rural insurers or when insuring agricultural/farm properties. This is the newest way to zero in on an address, and can be found as one of the tabs on the search by address page. Currently AR, CA, CO, FL, IA, IL and ND are available. If there are other states that you need, please let us know. We plan to add the others, and will use your input to prioritize. For more information on this feature, please contact Maria Francis at 617.737.4444 or mfrancis@cdsys.com

FREE Online Training!

In order to help you utilize the RiskMeter Online more effectively, we are now offering FREE Online training. This is a great way for your organization to have its most pressing questions answered, learn about reading various risk reports and how to utilize cutting-edge features, such as: **Birdseye Geocoding, One-Click Ruler** and **Manual Placement**. To register for an upcoming Webcast, click on one of the links below or for more information, contact Maria Francis at 617.737.4444 or mfrancis@cdsys.com

Western Risks

Thursday, November 18, 2004

1-2pm (EDT)

<https://cdsys.webex.com>

**This training focuses on western risks, such as Brushfire/Wildfire and Earthquake.

National

Tuesday, November 23, 2004

1-2pm (EDT)

<https://cdsys.webex.com>

**This training focuses on people using our product across the US.

National

Thursday, December 9, 2004

1-2pm (EDT)

<https://cdsys.webex.com>

**This training focuses on people using our product across the US.

Western

Wednesday, December 15, 2004

1-2pm (EDT)

<https://cdsys.web-ex.com>

**This training focuses on western risks, such as Brushfire/Wildfire and Earthquake.

Test Drive Any Risk Report for One Month FREE!

Would you like the opportunity to evaluate any one of our risk reports without obligation? You can now! For a limited time you will be able to test-drive any RiskMeter Online report for FREE! Take advantage of this exceptional opportunity to see how a particular risk report can benefit your organization. To add a FREE, one-month risk report to your account, please call 617.737.4444.

Articles of Interest

Below you will find a few pertinent articles related to weather risk and insurance that may be of interest...

(Disaster News Network) - Residents in one flood-ravaged New York county are still lacking recovery assistance one month after hurricane remnants drenched the East Coast.

<http://www.disasternews.net/news/news.php?articleid=2466>

(Insurance Newsnet) - Top Agencies Share Secrets Of Their Success High-performers talk perpetuation, revenue growth and keeping a competitive edge.

http://www.insurancenewsnet.com/article.asp?a=top_pc&lnid=238516817

(Disaster News Network) - For Penny Dendy, sometimes all she and her agency can do for Hurricane Ivan survivors is offer a listening ear.

<http://www.disasternews.net/news/news.php?articleid=2467>

Welcome to Our Newest Customers!

Carriers

Liberty Mutual - AZ Service Center
Mid-State Mutual
National Farmers Union Insurance Company
Workmen's Auto

Agents

Aspen Ins Brokers
Bergeron Insurance Agency
Brownell, Williams & Fix Ins. Agency
California Meridian Insurance Services
CJW Associates
Crump E&S of San Francisco
DeBusk, Pam, Agency - Farmers
Del Valle Insurance
Dixie Specialty Insurance, Inc.
Dorsey, Hazeltine & Wynne
Eversafe Insurance Agency, Inc.
Frerichs, SJ, & Son Insurance Agency
Gold Valley Insurance
Hannon-Ryan Insurance
Harrigan Insurance
Hatch Leonard Naples, Inc.
ISU - Stanton Insurance Agency
Kagawa Insurance
Leming, John H. & Sons
Litman, Scott, Insurance
Meltzer Karlin P & C
Modern Insurance Inc.
Murria & Frick Insurance Agency
Niblack Insurance & Investment Svcs
Reinhardt Insurance
Shawco Insurance Associates
Smart Rate Insurance Services
Stanley Cho Insurance Agency
Tricia Herte Agency
Walter Mortensen Insurance
Winton-Ireland Strom & Green

Request a Hard Copy of the RiskMeter Newsletter

Having a hard time managing your inbox? You can now receive the RiskMeter eNewsletter via regular mail. To get the latest issue of the RiskMeter newsletter delivered to your office (when it becomes available), please email Paul Ptashnick at: pptashnick@cdsys.com

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Questions? Comments?

If you would like more information on anything in this newsletter, please contact Dan Munson, VP of Marketing & Sales at: 617.737.4444 or dmunson@cdsys.com

Help a Friend or Colleague

Please forward this free newsletter to friend or colleague who might benefit from it. We only ask that you send the entire newsletter. Thanks!

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*To be removed from our mailing list, please email pptashnick@cdsys.com and type REMOVE in the subject line.

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