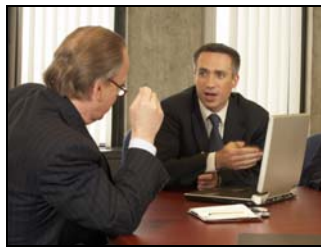




**LMI  
Group**



## *Platinum Service*

### *When peace of mind matters!*

In an effort to assist insurance brokers, authorised representatives and Insureds set the Sum Insured/Declared Value correctly for the risk, the LMI Group released a new service in 1999, offering a tailored business interruption review.

#### **'To review, or not to review' is the Question, but what's the Answer?**

Since commencing the Sum Insured/Declared Value review service in 1999, four businesses for which we provided a full review, suffered a significant loss.

In only one of these cases was the Insured fully indemnified! In the other three claims, the amount received by the Insured was reduced due to a penalty imposed as a result of under-insurance. This set alarm bells ringing!

*How could they be under-insured!  
...were we missing something?*

Our review quickly identified the problem.

The claims had occurred in the first, second, third and fourth year following our review. In the one case where the loss occurred in the same period of insurance as our review, the insurance program was correct and there was no adjustment applied for under-insurance.

In the other three cases, despite our report showing the past and expected growth in the business (in one of these cases, in excess of 20%), the Sum Insured had not been increased at any renewal since our review. The longer the period since the review, the higher the penalty for under-insurance, due to the compounding effect of 'growth on growth'.

To reduce the effect of this, LMI Group developed our *Platinum* service.

#### **What is 'Platinum Service'?**

Our Platinum service includes a full business interruption review with Sum Insured/Declared Values being accurately calculated, as well as a thorough review of:

- Wages cover
- Indemnity Period
- Customers' & Suppliers' Premises
- Plus all the other extensions/endorsements available

The Insured and their adviser are provided with a detailed written report, together with a calculation template tailored to their business (built in Microsoft® Excel). For the next two renewals, the Insured is entitled to a free desktop review and is able to raise any questions about the cover with our team.

On the third renewal, we notify both the Insured and their intermediary, recommending that a full review be carried out.

The Platinum service is designed to ensure that the many changes that can occur to a business over a 3-year period, are captured and reflected in the insurance program.

For further information, please contact:

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