LOUDOUN MUTUAL
PIPELINE
A publication for and about the agents and employees of Loudoun Mutual Insurance Company



Coming Down the Home Stretch

By Todd Robertson, President
todd.robertson@loudounmutual.com

THE DAYS ARE already beginning to get cooler, and I feel like we dodged the dog days of August. But it's hard to believe we're entering the final few months of the year. As we head into the last quarter, it's a good time to reflect on our progress thus far and plan for what is ahead. Acknowledging we're in the midst of hurricane season and our results can vary just as dramatically as a storm's path, through the first eight months our financial results place us essentially at break-even from a profitability standpoint. This is a favorable improvement from 2024 where a series of fires contributed to elevated losses. While "breaking even" is not our ultimate target, it's a position that provides stability and positions Loudoun Mutual well for 2026. With an average fourth quarter weather-wise, I am confident that we will close the year in a solid and profitable position.

Although profitability is not the sole focus of a mutual insurer, it is one of the key drivers of long-term financial health. Specifically maintaining rate adequacy, achieving adequate rates that offset future losses, is not simply about covering today's claims, it's about ensuring that we are able to honor our commitments to policyholders well into the future. As you know, market conditions, loss trends, and inflationary pressures all affect the cost of claims. In 2025 we have seen claims costs rise by 11% year over year. By continuing to refine our rate structure, we are positioning Loudoun Mutual to remain competitive while also safeguarding future profitability.

This commitment to rate adequacy directly benefits you, our agents, and our clients. A financially sound company can invest in new technology, improve customer service, and deliver the prompt and fair claims handling that policyholders expect. It also ensures that the products you sell remain both reliable and sustainable in the market.

You, our agents, play a vital role in this process. Communicating the value of adequate pricing to clients can sometimes be challenging, but it is essential. One way to help clients manage the impact of rising premiums is by considering adjustments to their deductible. For some policyholders this can be a practical strategy to balance cost and protection.

As we finish the year and begin to prepare for 2026, your partnership and commitment to both Loudoun Mutual and our policyholders remain invaluable. Through our collaborative efforts we can ensure that Loudoun Mutual continues to serve our policyholders with the reliability and care they deserve.

FALL 2025

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Insurance is Like Mama's Love…Always There!

By Chuck Good, Vice President & Marketing Manager

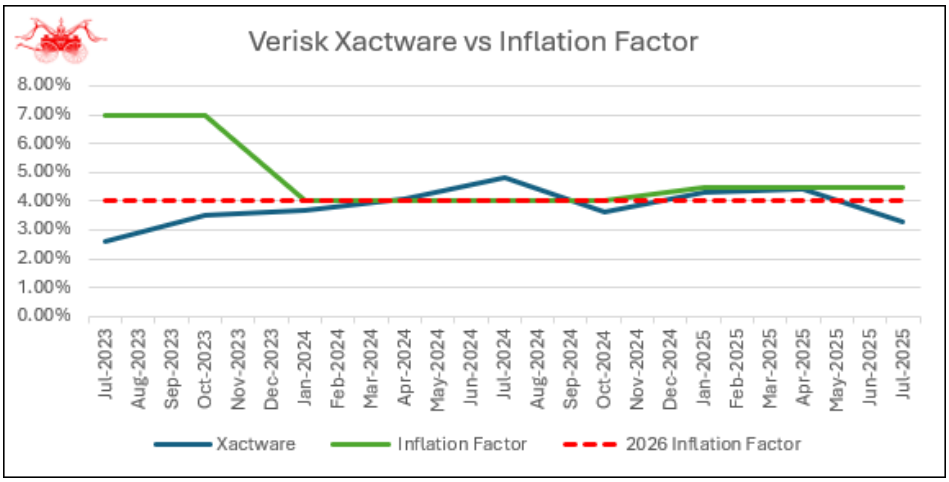
chuck.good@loudounmutual.com

SEPTEMBER IS KNOWN for the start of football season, Oktoberfest celebrations, and patriotic observances. At Loudoun Mutual, the Marketing department is focused on several key items: finalizing the next rate book, preparing for Wintergreen, completing performance reviews, and taking a deep breath after the conclusion of our recent sales contest. As the 3rd quarter wraps up, it is a busy time, and *The Loudoun Mutual Pipeline* is the perfect way to share all the latest happenings in Waterford, Virginia.

A comprehensive review of our product line performance has been completed. After analyzing all the dollars coming in and going out, claim frequency and severity, new business trends, and renewal retention, the Board of Directors approved an overall rate change of +7.25% for 2026.

At the line of business level, expect the following rate changes for 2026 (see chart below).

These updates include adjustments to key premiums affecting all policyholders within the product line, territory factors that reflect geographic trends, and the All Peril Deductible chosen by the policyholder. Discussing All Peril Deductible options with your policyholders can help support strong renewal retention and make premiums more cost-effective.



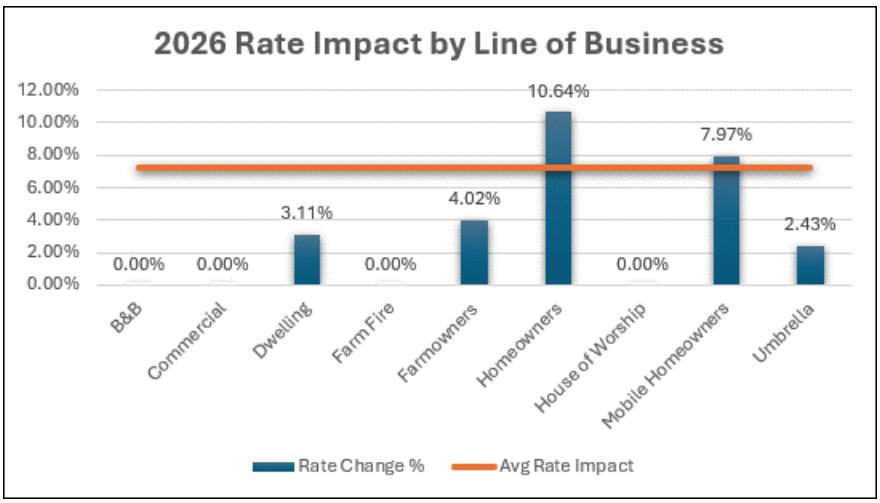
Coverage for applicable lines will be increased by 4% in 2026 to account for inflation. Xactware, a leading reconstruction cost estimating resource, reported that building material and labor costs in Virginia rose by 3.3% between July 2024 and July 2025.

A detailed explanation of all rate and coverage updates will be shared at the Annual Agents Meeting at Wintergreen Resort.

The Annual Agents Meeting at Wintergreen Resort is our way of saying "Thank You" to our valued agency partners for their new business efforts during the sales contest. This year, eighty (80) agencies qualified for overnight accommodations, activities, and prize drawings totaling $17,000. The festivities for qualifying agencies kick off Wednesday, October 15th, while Thursday, October 16th will focus on the important business updates. All Loudoun Mutual agency partners are encouraged to attend Thursday's meeting to hear department updates and the latest news.

As we close September and the 3rd quarter, keeping with the football theme, Loudoun Mutual is in a strong position to "win the game." Despite a year-over-year increase in claim severity approaching 11%, the company is well-positioned thanks to strong policyholder retention, steady production, improved underwriting performance, expense management, and a stabilizing reinsurance sector.

Just like football, success comes when every position plays its part, working together toward a common goal. Finally, to our agents reading this newsletter: **Thank You** for trusting Loudoun Mutual with your business. Your partnership is the key to our ongoing success!





Breaking Even, One Card Swipe at a Time

By Kimberly Fry, Vice President/Treasurer
kimberly.fry@loudounmutual.com

2025 HAS BEEN a year of change and uncertainty, from global markets to the everyday shopping habits of consumers. You have probably noticed it yourself: there are signs posted at gas stations, restaurants, and even nail salons mentioning an additional convenience charge if paying by credit or debit card.

The reason is simple. Costs are rising everywhere, and many businesses have started passing some of those costs along to their customers. Loudoun Mutual is facing the same challenge. Over the past year, we have even seen mortgage companies pay insurance premiums with credit cards, which has added significant expenses for us.

After careful discussion with our Board of Directors and BriteCore, we have decided to begin adding a percentage-based convenience fee for credit card payments. This change won't happen overnight. Insureds on recurring payment plans will be notified in advance, and when we are close to going live, we will send an announcement to all agents through Constant Contact.

We know change is not always easy. If insureds ask about the new fee, we encourage agents to suggest switching to EFT payments, which will not carry the extra convenience fee. For those who prefer to use credit cards, remind them that these fees exist to help cover the rewards programs and incentives that credit card companies keep expanding, such as points, miles, and cash back. Those perks are great for consumers, but they are also the reason electronic payment costs have gone up for businesses like ours.

On a brighter note, Loudoun Mutual has continued to have improved financial results through 2025. We're not exactly where we want to be yet, but as of August we've reached break-even, an encouraging step forward compared to this time last year.

	Year to Date through August 31, 2025	Year to Date through August 31, 2024
Total Invested	110,702,252	110,702,252
Total Admitted Assets	137,457,781	123,405,825
Underwriting Profit (Loss)	(2,340,607)	((6,090,062)
Investment Income	2,206,786	3,001,705
Net Income (Loss)	(29,560)	(3,014,551)
Combined Ratio	100.8%	110.2%



"Fall" Into Savings with Loudoun!

By Ashley White, Farm and Commercial Lines Supervisor
ashley.white@loudounmutual.com

AS CONSUMERS, we all LOVE saving money! And in this economy, it's hard to stretch a dollar. Here at Loudoun, we have a number of different discounts and items you can check into with your insureds and encourage adding for their benefit!

The most common of discounts is central station alarm. When we are provided with a current central station certificate showing active fire and active burglar response, we offer a 10% discount. We also offer a Mobile Alert Device eligible for any alarm device that only sends a message to an insured's mobile device. Some eligible devices include a motion sensor, ring doorbell camera, TING fire detection device, and Meshify, a water sensing device. This alarm credit provides a discount of 2%.

Our newest additions to the discount list include Automatic Water Shut Off, which provides a 5% discount, and Whole House Generator, which provides a 3% discount. Whole House Generators are a great way to ensure food preservation in the event of an electrical outage. Automatic Water Shut Off devices are great additions to secondary or vacation homes where they aren't occupied as a full-time residence to prevent major water claims.

Another way to save money with Loudoun is to include our multi policy discount. Don't forget to increase the protection for your insured by adding a personal umbrella while also shaving off premium on their underlying policy.

If you have any questions on the above listed items, be sure to reach out to your underwriter or marketing manager for more details or check out our manuals online for more information. We are always looking for ways to better your experience writing with us, so don't hesitate to reach out!



Docusign E-Signatures

By Luis Manzano, Director of Information Technology

luis.manzano@loudounmutual.com

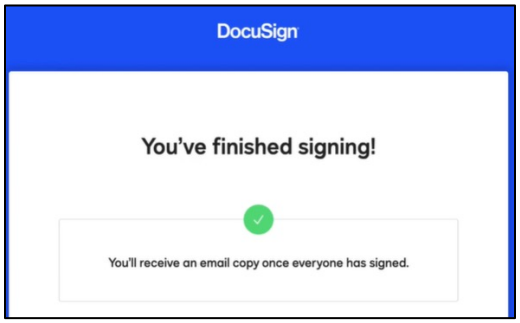
GOOD NEWS! You can now use Docusign for electronic signatures directly within BriteCore. This new feature helps you save time and reduce manual work by letting you automatically track and sign application documents. It is currently available for new business submissions in the homeowner, mobile home, dwelling fire and umbrella lines through the agent quote flow. We will be expanding this functionality to other lines of business in the future.

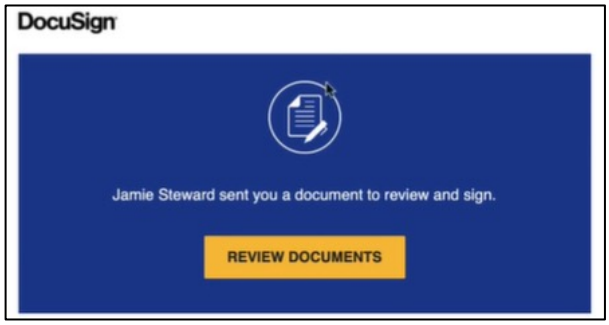
Key Features:

- Agents and underwriters can track the status of all signature requests.
- Signed documents are automatically saved in the policy attachments section of BriteCore once the process is complete.
- The quote locks when an e-signature request is made; no changes or submission can occur until all signatures are captured.
- The e-signature process can be voided at any point, allowing you to revert to "Wet Ink" and proceed with the application process.

We hope this new feature will speed up the application flow and provide quicker service to your customers. Electronic signatures also reduce paperwork, making operations more efficient and secure.

If you have any questions, please contact the IT department (phone 540.882.3232) or email **support@loudounmutual.com**.





Meet Our New Hire



Sagun Shrestha

Information Technology Specialist

Outreach/Volunteer Activities (Q2 Outreach)

LOUDOUN MUTUAL continued our charitable outreach with a two-part fundraiser for Loudoun Volunteer Fire Company (LVFD). Our staff purchased chocolates and small toys and filled 2,070 Easter Eggs for local families to pick up and participate in LVFD's annual Egg My Yard fundraiser supporting firefighters' families and equipment needs.

Our staff also raised funds through a barbeque lunch and made individual donations sponsoring protective equipment to "outfit a firefighter."

Leesburg Volunteer Fire Department was the very first charitable donation that Loudoun Mutual made in its long history of community support, and we are proud to continue supporting this wonderful fire station and our community as a whole!

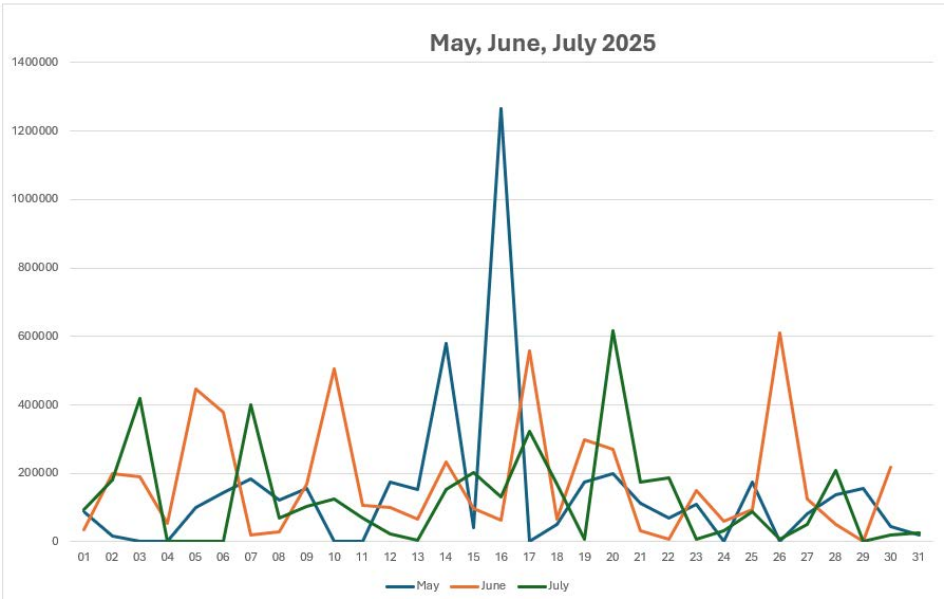


Soggy Summer for Claims

By Selena Duggar, Vice President & Claims Manager

selena.duggar@loudounmutual.com

LAST YEAR WAS all about fire claims for LMIC. Even though we have not had any major storm situations so far this year, we have certainly had a large number of rainstorms and thunderstorms. It felt like they happened on a daily basis during May, June and July. The chart at the right gives you an idea of how busy our claims department has been. The number on the left side of the graph indicates the dollar amount for claims and the numbers across the bottom of the graph indicate the day of the month. The months of May, June and July are indicated by the graph line color.



This graph shows all the claims received during these months, not just storms, but you can see it has been very busy. Hopefully all that is behind us, and we can now focus on fall. It is time for football, Halloween, pumpkins and Thanksgiving.

But first we need to get homes in order. Fall cleanup involves preparing your home and yard for colder weather by clearing gutters, raking leaves, pruning plants, cleaning outdoor furniture, checking and servicing your chimney, and deep cleaning inside the house. These tasks help prevent damage, deter pests, and create a clean, cozy environment for the cooler months ahead. Once we escape the hurricanes, we need to prepare against water non-weather claims and fires. I mentioned servicing your chimney but also make sure your furnace/heat pumps are checked and ready to go for the cold weather.

LMIC claims department wishes you a happy and safe fall and Thanksgiving!



Office Closings and Events for Oct/Nov/Dec 2025

Wintergreen
Annual Agents Meeting

Wednesday, October 15 & Thursday, October 16: Our annual agents meeting is Wednesday, October 15th & Thursday, October 16th. Many of Loudoun Mutual's staff will attend the agent meeting, and a limited number of staff will remain in our home office. We ask that phone inquiries please be reserved for time sensitive and high importance matters during this time. Emailing staff directly or using our website may be helpful alternatives during this period of limited staffing and phone availability. Thank you for your understanding!

Thanksgiving Holiday

Wednesday, November 26 through Friday, November 28: Our home office will close at 3:00pm on Wednesday, November 26, for the Thanksgiving holiday. We will remain closed Thursday & Friday, November 27 & 28. We will reopen with normal business hours on Monday, December 1. During this time, all calls will be directed to our after-hours claims service and escalated as necessary.

Company Holiday Party

Friday, December 19: Our home office will close at 3:00pm on Friday, December 19, for a Company Holiday Party. During this time, all calls will be directed to our after-hours claims service and escalated as necessary.

Christmas Holiday

Wednesday, December 24 through Thursday, December 25: Our home office will close at 12:00pm on Wednesday, December 24, for the Christmas holiday. We will remain closed Thursday, December 25. We will reopen with normal business hours on Friday, December 26. During this time, all calls will be directed to our after-hours claims service and escalated as necessary.

New Year's Holiday

Wednesday, December 31 through Thursday, January 1: Our home office will close at 3:00pm on Wednesday, December 31, for the New Year's holiday. We will remain closed Thursday, January 1. We will reopen with normal business hours on Friday, January 2. During this time, all calls will be directed to our after-hours claims service and escalated as necessary.

LOUDOUN MUTUAL
INSURANCE COMPANY
Post Office Box 58 • Waterford, Virginia 20197
www.LoudounMutual.com