

TO ALL AGENTS:

2022 AGENTS MEETING RECAP

LOUDOUN MUTUAL

A CULTURE OF CARING SINCE 1849

LAST WEEK, Loudoun Mutual held its Annual Agents Wintergreen Meeting. Everyone agreed it was fantastic to meet in person again after our two-year hiatus. We had a great turnout with many new agents experiencing our Wintergreen Meeting for the first time.

The highlights from the meeting are:

2021 resulted in an increase in net written premium of 7.6% and policyholder surplus increased by 20%. We continued finalizing our Pennsylvania affiliations which helped diversify Loudoun Mutual's footprint by expanding into another state.

2022 has been a challenging year for Loudoun Mutual and for the insurance industry. Despite the many storms we endured, direct written premium has reached $70.5 million, policies in force total 62,000 and persistency is 89%.

RATE CHANGES

Based on our results, the 2023 focus will be on homeowners once again. For 2023:

- Increase Homeowners key premium 3%
- Territory factor adjustments between -3% to +3%
- Increase MasterGuard tier factor for Homeowners +1%
- 4% Coverage A increase for inflation protection

All other lines of business remain flat for rate with a 4% inflation protection increase only.

ENDORSEMENT CHANGES

- Add a loyalty discount to the Dwelling Fire Program, 1% per year up to 5% at year 5
- Smooth out the loyalty discount for Homeowners to match the Dwelling Fire discount
- Reduce Dwelling Fire vacancy surcharges by 50% (new business only)
- Add $5 to the flat rates for the ML-208, FL-208, FO-208 (Water Damage – Sewer/Drain)
- Equipment Breakdown and Service Line will be offered as a package OR as separate endorsements.

In addition to rate changes and endorsement enhancements, the IT department reminded us that our policyholders have the option of E-delivery of their policy. We are also emailing commission statements and agency experience reports monthly. IT successfully implemented our new Inland Flood coverage. And reminded us that many other endorsements we offer can be automatically rolled on to existing business, just ask your underwriter for assistance. Looking ahead, we should have access to mid-term quoting changes in this fourth quarter of 2022.

The accounting department reviewed how BriteCore handles payments. Electronic down payments are pulled 30 days after the policy is issued. A recurring EFT (Electronic Checks) payment can only be initiated at the time of the application. Any other changes to EFT must be sent to the home office on the EFT Form. Debit and credit cards can also be set for recurring payments, but please do not enter that information on the EFT Form, just call the home office. When a policy is direct billed, the agent can change the payment plan at renewal. Please remind your insureds they can sign up for electronic delivery of policy documents (bills, dec pages, etc.) through BriteApps, by going to **www.loudounmutual.com** and clicking on "My Policy."

The claims department has had a challenging year with the number of claims presented YTD and hiring and training new inside claims adjusters and field representatives. Regarding technology, the agents can access the status reports for their policyholders claims which will indicate the claims adjuster's information and status of the claim. Documentation regarding payments is also accessible by the agents. And when reporting a new claim, photos and/or estimates and appraisals can be uploaded by the agent or the insured. The agents were also reminded of the matching of undamaged roofing and matching of undamaged siding endorsements now available. Contact your underwriter or marketing representative for more information.

President Chris Shipe wrapped up the meeting with a sincere appreciation to our agents for all their hard work and dedication to Loudoun Mutual. **We look forward to seeing all of you October 4th and 5th, 2023!**