

Builders Risk Game Plan: 7 Tactics to Sell to Personal Lines Clients



How to connect with personal lines clients

You understand the difference between builders risk insurance and homeowners insurance. You know the gaps builders risk policies can cover when homeowners policies fall short. You're educated on the importance of builders risk. But your clients may not be. So, how do you get them on the same page?

Selling builders risk insurance as a personal lines agent doesn't have to be intimidating. Sure, it requires a more proactive approach because, compared to auto or homeowners policies, builders risk isn't as well known. People understand the need to insure their car, but they may not even realize home remodeling insurance exists, let alone how it can save them from catastrophe.

Builders risk insurance is a good cross-selling opportunity, and you don't have to reinvent the wheel to sell it. **Here are seven easy ways you can get started today.**

1 Identify clients with homes built one decade ago or more

Organize your database of clients and sort by the date their home was built. According to the [National Association of Home Builders](#), the average life of many household features is about 10 to 15 years, including:

- Appliances
- Carpeting
- Electrical accessories and controls
- HVAC units
- Sinks and plumbing fixtures

Create a segmented list of clients with homes that are at least 10 years old, and send them targeted emails to ask whether they plan to remodel their homes.

2 Research public remodeling permits

Major remodels and additions require a permit from the governing municipality. These permits are public record and are often searchable in an online database that lists the homeowner, address and contractor.

By cross-referencing your client list with the list of permitted projects, you may be able to identify existing clients who, for example, are building an addition (which is not covered under a standard homeowners policy) and reach out to see if they have appropriate builders risk coverage.

3 Use statistics and facts as conversation starters

The hardest part about a sales conversation is starting it. Sometimes you just need an excuse to bring up the topic! Here are some stats and interesting facts you can use when talking to your clients about builders risk insurance:



Most home remodels cost between

**\$17,000-
\$64,000**¹



The majority of remodels happen in the

SPRING



About 70% of homes in the U.S. were built in the

1980s or earlier²



The average kitchen remodel can take

4 to 6 weeks³

4 Use relatable examples to explain insurance

The term “builders risk” may seem self-explanatory to those of us in the insurance industry, but most of your clients have never heard of it before. It’s crucial to speak their language, acknowledge their pain points and paint a picture of the risks they face when building or remodeling a home.

For example: Installing new cabinets may seem like a straightforward project, but all it takes is one misplaced screw to rupture a hidden PVC pipe and flood your home.

Look back on previous professional (or personal) experience and come up with stories to help clients understand builders risk insurance better than any technical definition can. For more examples, read our guide, [*Renovation Risks: Why Homeowners Need Home Remodeling Insurance*](#).

5 Ask existing clients for referrals

This may seem like a no-brainer, but simply asking your existing customers if they know someone who is building or remodeling is a surprisingly overlooked strategy. Don’t frame it as a business tactic (no one wants to volunteer their friend for a sales pitch); just say you want to share helpful information that could make the process easier for those folks.

You may be surprised by how many people in your network are potential clients. Recent [research from Facebook](#) reveals that each person in the world is connected to every other person by an average of only three and a half other people.

6 Establish relationships with influencers

Real estate agents, home builders, contractors and renovators are often the first contact for your prospective builders risk clients. If you establish relationships with these professionals, they may refer their clients to you. Perhaps you can negotiate a referral fee for each client they send your way. After all, most people who buy an older home, build a new one or invest in a major remodel turn to these professionals first — don't ignore these valuable connections!

7 Get involved in community networks and trade associations

Okay, this one may seem obvious, but it works — if you commit to it. Consider the different ways you can get plugged in to your community with relevant professional organizations. Local small business groups and your chamber of commerce are great, but also look into trade associations for builders, contractors, loan officers, house flippers and real estate agents. These groups cater to your target audience and can be a pipeline of qualified prospects for builders risk insurance.

Sponsor a breakfast, host an educational webinar, show up to meetings and add value. This kind of involvement isn't going to be an overnight catalyst, but if you commit to being an active participant, you'll see a return on investment over time.

These are just several ways you can begin connecting with your clients and jump-start growth. These strategies are worth revisiting periodically, so we've included a printable checklist on the next page!

Why do homeowners need remodeling insurance?

Many homeowners don't realize the risks that accompany even the smallest home renovations. Discover the most common renovation risks and learn how to get your clients on board with a home remodeling policy in [our free resource](#).

Get Resource 

7 Tactics to Sell Builders Risk to Personal Lines Clients



Cross-selling course of construction insurance requires a proactive approach. And, there may be more opportunity for growth than you realize! With this quick checklist, you can be prepared to connect with clients and sell builders risk policies.

- Identify clients with homes built one decade ago or more
- Research public remodeling permits
- Use interesting data as conversation starters
- Use relatable examples to explain insurance
- Ask existing clients for referrals
- Establish relationships with influencers
- Get involved in community networks and trade associations

About US Assure

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This is intended as a general description of certain types of insurance and services available to qualified customers. The policy is the contract that specifically and fully describes coverage. The description of the policy provisions gives a broad overview of coverages and does not revise or amend the policy.

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1. Home Advisor, <https://www.homeadvisor.com/cost/additions-and-remodels/remodel-multiple-rooms>

2. U.S. Census Bureau, <https://www.census.gov/programs-surveys/ahs.html>

3. National Association of Realtors®, <https://www.realtor.com/advice/home-improvement/how-long-does-a-kitchen-renovation-take>