

## TO OUR POTENTIAL PARTNERS:

Here, at last, is the opportunity to provide your restaurant clients with the finest professional insurance programs in the industry. The advantages are several:

### FOR YOUR RESTAURANT CLIENT

- ✚ Outstanding Competitive Coverage
- ✚ Preferred Pricing for Quality Risks
- ✚ Market Stability
- ✚ Specialized Claims Management Geared to the Restaurant Risk
- ✚ Loss Control Tools to assist in lowering claims costs

### FOR THE KEY AGENT

- ✚ Stability of Market
- ✚ Competitive Commissions
- ✚ Knowledgeable Sales Assistance if Needed
- ✚ Creation of Long-term Client Relationships

**Innovative Coverage Concepts**, a firm with proven experience insuring the restaurant industry, is offering key agents with a developed restaurant book of business, access to our capabilities and our markets.

By offering a quality coverage product to the proven better risk, responsible producers can enhance their client relationships.

This kit contains the essentials:

- ✚ A brokerage profile to help us determine if you qualify as a potential partner
- ✚ Sample applications
- ✚ A brief overview of our view of insurance programs for restaurants
- ✚ A brief history of our company

Please complete and fax or e-mail to us the Brokerage Profile. If you would just like to informally discuss the program, contact Dean Carras at extension 201. We look forward to exploring mutual benefits of a potential new partnership.

**Phone: (866) 577-7007      Fax: (973) 884-4411**

## **ABOUT INNOVATIVE COVERAGE CONCEPTS**

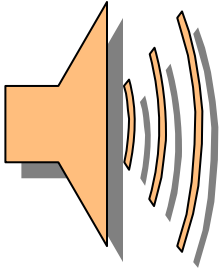
Innovative Coverage Concepts, LLC is a limited liability company formed in the year 2000 by Dean J. Carras. A summary of the background of the company and its principal includes:

- Over 25 years experience with specialized restaurant programs;
- Elevated a specialized restaurant market niche from \$2 Million to a \$25 Million premium level;
- Developed other proprietary programs, including:
  - ✓ Cosmetics
  - ✓ Pre-schools
  - ✓ Armored Cars
  - ✓ Metalworkers
  - ✓ Fraternal Clubs
- Recognized the impending changes in the financial services industry. Developed detailed business plans for two major banks, incorporating:
  - ✓ Brand identification
  - ✓ Changing customer purchasing patterns
  - ✓ "Call Center" utilization
  - ✓ Differentiating market sectors to improve return on revenue
  - ✓ Attainment of realistic growth results
  - ✓ Profit realization
- Implemented a quality "back office" support strategy for smaller agencies, allowing them to overcome lack of markets, administrative inefficiencies and to maximize producer selling time.
- Foresaw the need for a paradigm change in insurance distribution methods, creating a more dynamic business model for the future. The company's Vision Statement reflects this change:

***"We will create alternative methodologies and programs beyond traditional approaches in order to provide our distributors with the tools to maximize revenue; to overcome the inefficiencies of the insurance industry; and to achieve and maintain a competitive advantage."***

## **OVERVIEW OF RESTAURANT INSURANCE PROGRAMS**

- Regardless of whether the current marketplace is “hard” or “soft”, the attitudes of many carriers do not differentiate sufficiently the better risks in a particular class of business. Increases or decreases in pricing are often subject to a “broad-brush” approach.
- Most restaurant programs have failed to achieve long-term viability, due to the following factors:
  - ✓ Emphasis on volume rather than profitability as the definition of success;
  - ✓ Lack of focus on past loss history as a significant determinant of future loss ratio.
- The current marketplace presents a distinct opportunity for those agents specializing in restaurant business who value long-term profitability and stability. By aligning their efforts with managers of a properly organized and disciplined program, one which brings true value-added services to their clients, that opportunity can be maximized.
- Our program, therefore, is based on the following principles for success:
  - ✓ We will focus on the demonstrably better risk;
  - ✓ We will utilize a claims staff that is experienced with restaurant risks, and that has the ability to respond quickly where required;
  - ✓ We will employ a property claims philosophy that recognizes the insured as a customer, not an adversary, entitled to as simple and as expedited a claims process as possible;
  - ✓ We will employ a liability claims philosophy that requires expeditious settlement where negligence is clear, and reluctant settlement where it is questionable;
  - ✓ We will focus on the long-term goal rather than short-term financial advantage;
  - ✓ We will achieve growth by selecting experienced, professional, key agents who understand that focus, and then provide them with outstanding service, multiple markets, and knowledgeable direction in a competitive marketplace.



## Here's what others have to say about us!

*"The relationship that we have developed with ICC over the years is greatly appreciated. Their facility has enabled my agency to grow our restaurant book of business and we have enjoyed a retention rate of 98% over the past 4 years. When we need them the most, whether it is handling a claim or helping us retain business, our strong close relationship has prevailed. They are, without a doubt, a superior restaurant market in the northeast, the area with which I am most familiar."*

**---Frank Purdue, True & Associates, Westfield, NJ**

*"I've been doing business with ICC for quite awhile---they work very closely with us and really try to help us write accounts. I like that they don't do business with a lot of brokers as it makes our relationship special and valuable in the marketplace."*

**---Bob Fiorito, Hub International Northeast, New York City**

*"It's amazing how hard ICC works to try and write each account in our restaurant book of business. It's refreshing to discover that attitude in a wholesaler, especially one who also maintains a very personal relationship with us."*

**---Jim Iantorno, Global Coverage, Inc., New York City**

*"It's really a pleasure doing business with someone who understands the restaurant industry. The fact that the people at ICC also have had experience as a retail broker make them very responsive. I can't recommend them highly enough."*

**---Tony Gradone, Commerce Insurance Services, Toms River, NJ**

We work hard to earn these kinds of endorsements. We look forward to earning your trust and confidence as well!