

# TOP TEN REASONS TO SELL EARTHQUAKE



## NOW IS THE TIME FOR EARTHQUAKE INSURANCE

With the current Homeowners and Auto market disruption, agents may ask themselves, "How can I make up the margin I am losing? What can I do to keep more of my clients?"

GeoVera has the answer for you! See the top ten reasons below why pivoting from traditional Homeowners and Auto sales to Earthquake sales may be your best opportunity for generating revenue for your agency.

**#10 Elevated earthquake risk:** Earthquakes are happening more frequently in the US and worldwide – and your client's homeowners' policy does not protect against earthquake damage!

**#9 High-risk zone:** The Western US is the most earthquake-prone in North America – protect your clients!

**#8 Challenging property and auto markets:** While these are hard, it's a great time to focus on Earthquake!

**#7 Product availability:** Unlike other markets, Earthquake products are readily available – offer policies to drive your agency revenue!

**#6 Post-event trauma:** The worst time to think about Earthquake insurance is after an event – be proactive!

**#5 Low agency transaction costs:** GeoVera products are easy to quote and bind in minutes – it's easy!

**#4 Ease of doing business:** Our online experience allows you to email the offer to your client from the quote screen – it's simple and quick!

**#3 Account rounding:** Adding Earthquake to your portfolio creates a bundling effect, and a higher lifetime value for a customer to your agency!

**#2 Protect E&O:** Offering Earthquake insurance protects your E&O as your client is not covered for earthquakes under any other policy. California is a litigious environment, and insureds will seek compensation elsewhere, especially if the agency does not offer a policy.

**And the #1 Reason is... Added revenue/ longevity of revenue:** High-retention products are the most valuable to any agency. Our products have one of the highest retention rates of any product sold. High retention equals increased longevity and lifetime value of an insured – start that revenue stream!



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## WHY GEOVERA?

The longest tenured Earthquake insurer, GeoVera, is your catastrophe insurance expert. GeoVera provides AM Best "A" rated, stand-alone residential Earthquake coverage across California, Oregon and Washington. Selling GeoVera earthquake insurance is easy with our industry-leading quote, purchase, policy management and claims reporting platform.

Learn more at [www.geovera.com](https://www.geovera.com).



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