

Willis Re Analytics Financial Advisory



Granular insurance and econometric data to support targeted growth and marketing plans

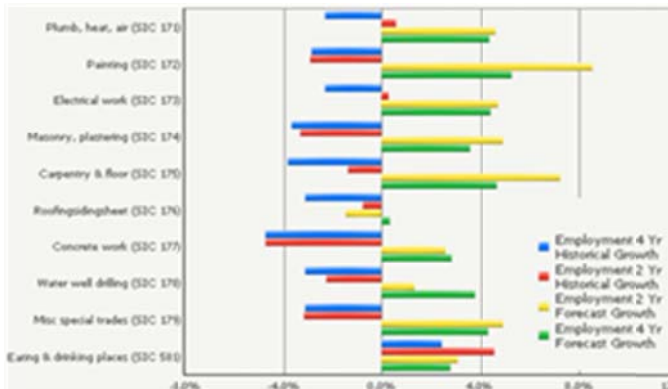
Willis Re works with clients to support many aspects of their strategic business plans. Frequently, our clients are looking to identify intelligent and targeted growth opportunities. This may include specific target markets defined by industry class, geography, or customer size. While the Annual Statement is a good source for initial analysis, it doesn't provide the granularity required to support developing comprehensive marketing plans. Willis Re has formed a strategic partnership with **MarketStance** to support these initiatives.

MarketStance brings together dozens of data sources to provide a comprehensive and detailed view of the U.S. Commercial insurance market. This provides users the ability to size and segment the U.S. market at very granular level including detailed geography, industry classes and firm size. The database captures the relevant exposure, premium, loss and economic trend information for any market segment needed to accomplish planning, goal setting and decision making.

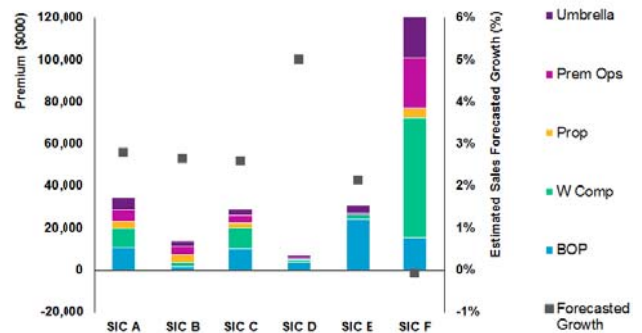
Samples of output and analysis



Employee growth forecast by SIC for a target state



Targeted SIC codes by line of business



Each market segment is defined by:

- **Where the business is** – state and county
- **What the business does** – defined by Standard Industry Class (SIC code)
Top level SIC categories include: agriculture, mining, energy, contracting, construction, manufacturing, communications and media, transportations, utilities, distribution, retail stores, bars and restaurants, financial institutions, lodging, entertainment, and services
- **How big the business is** – based on employee count

The data available includes:

- **Exposure information** – locations, employees, payroll, sales, values (structures, inventories, equipment) and vehicles
- **Premium data by detail line** – BOP, Property, Liability, WC, Commercial Auto, B&M, Inland Marine, Farmowners
 - For Liability we are able to further detail Umbrella, Products Liability, Premises & Operations, MPL, D&O, E&O, Fiduciary, and EPLI
- **Macroeconomic trends** – 2 and 4 year historical and projected growth in employees, payroll, and sales

MARKETSTANCE Commercial Insight data sources and information items

Info type	Business Demographics	Insurance Exposures	Commercial Premium	Loss Ratios	Business Growth
Data sources	<ul style="list-style-type: none"> ■ Economic Census ■ CBP ■ Non-employer Statistics ■ Census of Governments ■ Census of Agriculture ■ BLS QCEW ■ Statistics of U.S. Businesses ■ Residential Finance Survey ■ Property Owners and Managers Survey, U.S. ACS 	<ul style="list-style-type: none"> ■ Economic Census ■ CBP ■ RIMS Cost of Risk Survey ■ Broker Survey ■ VIUS ■ Annual Transportation Survey ■ FHA Registration and Mileage 	<ul style="list-style-type: none"> ■ Base Rate Filing ■ RIMS (ART) ■ A.M. Best aggregated data ■ CIAB pricing survey 	<ul style="list-style-type: none"> ■ A.M. Best By line, by state loss experience ■ Class-specific bureau reports from Schedule Z (OSHA) Accident Frequency data ■ Current Population Survey for March BLS QCEW ■ Annual Transportation Survey ■ VIUS 	<ul style="list-style-type: none"> ■ BLS QCEW ■ Moody's Economy.com ■ Employment Forecast
Metric output	<ul style="list-style-type: none"> ■ Number of Operating Locations ■ Number of Headquarters by location, size, and industry class 	<ul style="list-style-type: none"> ■ Employees ■ Payroll ■ Sales ■ Value of Structures ■ Value of Equipment ■ Value of Inventories ■ Vehicles ■ Average Annual Miles Driven per Vehicle 	<ul style="list-style-type: none"> ■ BOP ■ Property ■ Liability ■ Workers' Compensation ■ Commercial Auto ■ Boiler & Machinery ■ Inland Marine ■ Farmowners ■ Multi-Peril 	<ul style="list-style-type: none"> ■ Commercial Auto ■ Workers' Compensation 	<ul style="list-style-type: none"> ■ Historical and forecast growth for ■ Account ■ Employees ■ Payroll ■ Sales

Contact us

Raj Bohra, FCAS
 Willis Towers Watson, Brookfield Place, 7th Floor
 200 Liberty Street
 New York, NY 10281
 D +1 212 915 8444
 M +1 609 553 5200
 E Raj.Bohra@WillisTowersWatson.com

© Copyright 2019 Willis Limited / Willis Re Inc. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, whether electronic, mechanical, photocopying, recording, or otherwise, without the permission of Willis Limited/Willis Re Inc. Nothing herein constitutes or should be construed as constituting legal or any other form of professional advice. This document is for general information only, is not intended to be relied upon, and action based on or in connection with anything contained herein should not be taken without first obtaining specific advice from a suitably qualified professional. The provision of any services by Willis Re Inc. / Willis Limited will be subject to the agreement of contractual terms and conditions acceptable to all parties.