

Willis Re Analytics Financial Advisory



Targeted support for constructive rating agency relationships

In today's competitive operating environment, your firm needs every competitive advantage. A strong rating from agencies such as A.M. Best, Standard & Poor's, Demotech, Moody's, and Fitch can support strategic growth initiatives. Our long-standing relationships with members of the rating agency community provide invaluable insight into how the overall ratings process works, and how your management team can enhance your rating position.

What ratings advisory does

With our knowledge of the rating process, we evaluate your company's unique characteristics, highlighting organizational strengths and weaknesses from a rating agency perspective:

- Evaluating strengths and weaknesses prior to meeting with rating agency personnel
- Highlighting issues, both quantitative and qualitative, that may be impacting a current rating position
- Identifying ways to bolster any current weakness
- Communicating discreetly with rating agencies on key issues



Benefits of ratings advisory

- Recommendations of appropriate peers and operational benchmarks
- Improved understanding of the metrics needed to achieve desired rating result
- Insights on qualitative improvements to maintain or achieve ratings goals

Working with Willis Re

Our knowledge of rating agency capital model processes arise from a deep skill set:

- Rating agency experience, including development of parameters that influence capitalization requirements
- Insurance carrier experience, encompassing successful development and implementation of a strategic plan that resulted in positive rating results
- Consulting company experience, involving development of a practice area providing rating agency advice

Willis Re can help you understand the details behind the rating process, support development of presentation materials, and assist you in meeting preparation.

Contact us

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