

Commercial Renewal Strategy Checklist

A producer-facing worksheet for preparing the renewal early, building the underwriting story, and giving markets a clear reason to want the account.

Renewal Timeline

120 days	Confirm goals, exposures, loss runs, values, payroll, fleet, contracts, and decision-makers.
90 days	Choose target markets, identify likely pressure points, and start the client improvement story.
60 days	Send a complete submission with a clear narrative, clean data, and prioritized coverage asks.
30 days	Compare terms, negotiate friction points, prep client options, and document tradeoffs.

Submission Package

- ☐ Current statement of values, COPE detail, fleet schedule, payroll, sales, locations, and operations narrative.
- ☐ Five-year currently valued loss runs, large-loss detail, open-claim status, and what changed after each claim.
- ☐ Updated risk controls: safety meetings, telematics, driver standards, contracts, cyber controls, sprinklers, inspections, and maintenance.
- ☐ Clean incumbent terms, target limits, deductible strategy, premium objective, and non-negotiable coverage priorities.

Build the Underwriting Story

- ☐ Lead with why the account is better than the class label suggests. Do not make the underwriter hunt for the good news.
- ☐ Explain the client's direction: growth, operational changes, risk investment, leadership involvement, and claim-prevention discipline.
- ☐ Turn every bad year into a controlled narrative: what happened, what was learned, what changed, and why it should not repeat.
- ☐ Name the right market fit. Tell the underwriter why their appetite, program, region, or expertise matches the account.
- ☐ Make the ask specific: desired structure, limits, deductible movement, coverage changes, and where flexibility exists.

Market Strategy

- ☐ Separate competitive lines from pressured lines so the client understands the blended renewal picture.
- ☐ Match the submission to markets by class, geography, revenue size, loss profile, limit need, and required services.
- ☐ Use early declinations as intelligence: document class concerns, missing data, pricing signals, and attachment-point feedback.
- ☐ Prepare a second path for difficult layers: higher retentions, revised limits, E&S; options, quota share, or program alternatives.

Client Conversation Prep

- ☐ Open with the market story before the pricing story: what is softening, what is still firm, and why the account fits that moment.
- ☐ Show the client what underwriters will reward and what they will challenge.
- ☐ Agree on the renewal objective before quotes arrive: lowest cost, coverage stability, broader terms, stronger carrier, or long-term strategy.
- ☐ Ask for missing data while there is still time to improve the submission instead of explaining delays later.

Red Flags To Solve Before Marketing

- ☐ Unexplained losses, stale valuations, vague operations, weak driver controls, missing cyber controls, or unclear contractual risk transfer.
- ☐ Client expectations that ignore loss experience, venue issues, catastrophe exposure, umbrella pressure, or capacity constraints.
- ☐ Submitting to every market without a story. That trains underwriters to treat the account like a spreadsheet, not an opportunity.

Pre-Market Scorecard

Score	Question to answer before marketing the account
1	Do we have the complete loss story, including what changed after each meaningful claim?
2	Can the underwriter see why this account is better than the class average?
3	Are values, payroll, fleet, locations, and operations current and easy to trust?
4	Have we matched the account to markets that actually want this class, size, and geography?
5	Can the producer explain the account in a 90-second underwriting story that makes the market want to write it?

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