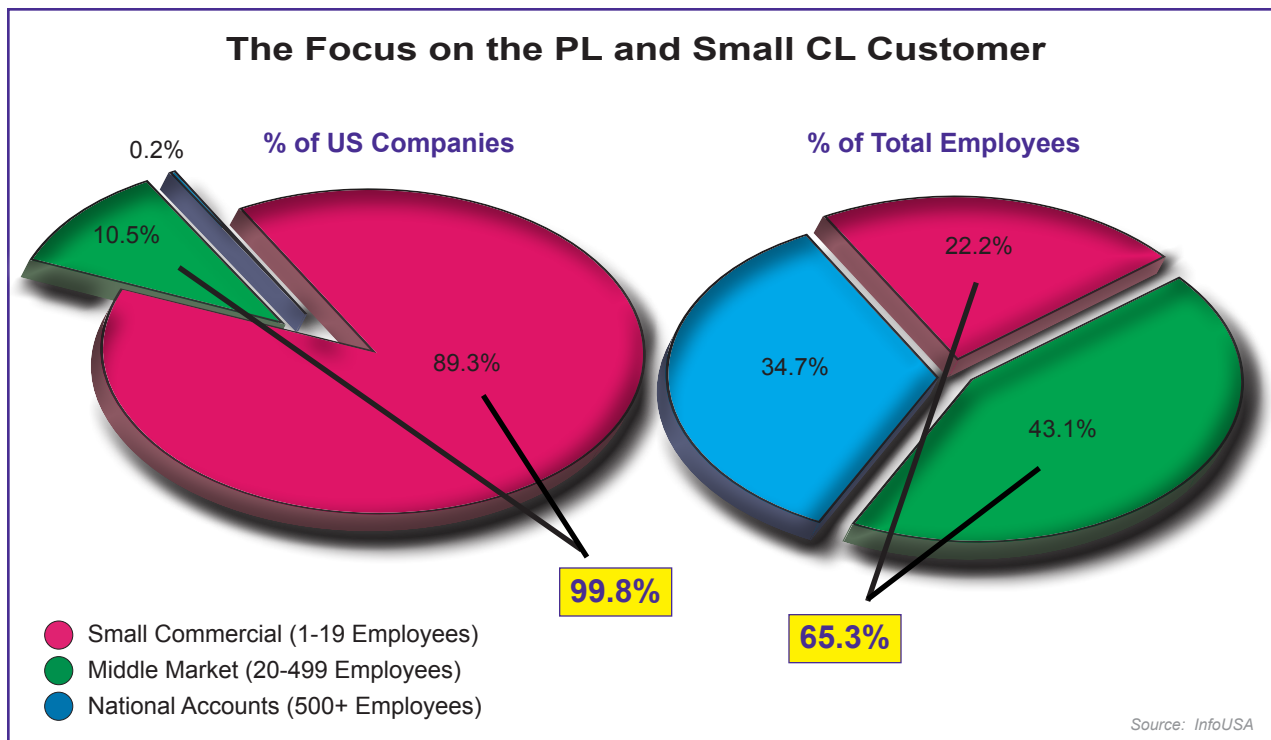


Driving Market Share

Market share is the name of the game and competition is becoming fiercer. In 2008, total net written P&C premiums are projected to decrease for the first time since 1943. The rate environment is experiencing sustained rate softening. Growth initiatives are focused squarely on capturing profitable market share via new business production. Insurance carriers, agencies and brokers alike are broadening their target account size range.



When dissecting US employment statistics, data indicates that 99.8% of all companies are characterized as small and middle market. Additionally, these small and middle market companies employ 65.3% of the workforce. Competition for accounts of all sizes will increase as organizations continue to gain knowledge about profitable selling and servicing of such businesses. According to a recent MarshBerry survey, the average insurance agency reports commercial lines profitability of 20.7% and average personal lines profitability of 27.3%.

Authored by Christopher M. Darst, MarshBerry Vice President, 949-234-9648

