

A Holistic Approach to Commercial Insurance

How an experienced broker can help businesses strengthen resilience and control costs

In today's environment of rapid innovation, shifting regulations and complex operational exposures, businesses face risks that evolve faster than ever. From physical property damage to legal issues, commercial insurance plays a critical role in helping your business mitigate risks and prevent potentially catastrophic financial damage. But insurance is far from a one-size-fits-all solution, and how you buy matters just as much as what you buy.

Many companies approach insurance as a renewal exercise rather than a strategic decision, treating it as a disconnected administrative task. An experienced commercial insurance broker serves as a consultative partner, bringing structure to the process by assessing your company's unique risk profile and optimizing coverage across the organization. This holistic approach to coverage design can help reduce costs, ensure business continuity and safeguard your company from financial disasters.

A wide range of coverage options and decisions

Most companies rightly begin with core coverage areas such as:

- ➔ **General liability:** Protects against lawsuits related to bodily injuries, marketing claims and more
- ➔ **Commercial property:** Coverage against fires, natural disasters, etc.
- ➔ **Commercial auto:** For accidents in (or damage to) company-owned vehicles
- ➔ **Workers' compensation:** To support employees injured on the job



However, depending on your operations, geography, staffing model and vendor dependencies, additional specialty policies may be warranted, such as:



Business income or interruption: Protects cash flow during unexpected events like a factory shutdown or supply chain disruption



Cyber liability: Covers losses related to data breaches, ransomware and other threats



Inland marine: Covers physical property damaged during land transit



Employment practices liability: For lawsuits related to issues like wrongful termination or sexual harassment

A trusted advisor begins by conducting deep coverage analysis: scrutinizing policy language, identifying hidden gaps and understanding what your policies explicitly cover versus what they silently exclude. This diligence matters because a single uncovered claim can threaten your company's survival.

Common pitfalls in the purchasing process

Many still approach the purchasing process as an afterthought and commodity, shopping for price alone without fully considering policy differences.

As your business evolves, your insurance program must evolve with it. Without periodic, deep review of your actual exposures and how they've changed, you risk leaving dangerous gaps unprotected and paying more for inadequate coverage.

Why the right partner matters

A strong insurance agency goes beyond placing policies and act as risk strategy partners with deep technical expertise. They approach insurance as a consultative partnership, bringing structure and discipline to how you buy, not just what you buy. Among other contributions, the best agencies can:

- ➔ **Examine your risk exposures**, claims history and operational details to measure severity and frequency and shape tailored solutions.
- ➔ **Use analytical tools** to assess your company's exposure and structure appropriate coverage across the business.
- ➔ **Provide access** to a wide range of carriers to close specific coverage gaps and negotiate more favorable rates.
- ➔ **Support claims advocacy** and maintain relationships with underwriters and adjusters who influence critical coverage decisions.
- ➔ **Keep your insurance program current** as your business evolves, monitoring new exposures and updating classifications in real time.

With a more strategic and finely tuned approach to covering your company's unique risks, your company can conduct business with confidence that insurance will respond when it matters most.

The best advisors listen to your concerns, provide honest recommendations and treat your financial well-being as their own priority. They answer your calls directly, engage personally to understand your priorities and when problems arise, they address them head-on. At Frost Insurance, this consultative partnership and genuine approach guide everything we do.

We're here to help.

Call on Frost Insurance to help you eliminate the guesswork and construct a custom coverage plan that fits your needs.



Scan the QR code or visit: FrostBank.com/Business/Insurance to learn more.

