

# ***SEITLIN INSURANCE & ADVISORY SERVICES***

## ***Private Client Division***

***“A Critical Wealth Preservation & Risk Management Tool”***

**Presented By:**

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# Company Profile

**Seitlin was founded in 1945, providing over 65 years of risk management advisory experience. We are the largest privately owned independent agency in Florida with offices in Miami, Ft. Lauderdale and Palm Beach.**

**With a staff of over 140 professionals, we have a Team Relationship Management approach to servicing clients, a custom design to proactively assist our clients in their company's specific industry.**

**We are a partner of Assurex Global, whose combined partners represent the 3<sup>rd</sup> largest broker worldwide.**

# Divisions

## ◆ **Private Client Group**

Private Client was established to provide risk management and insurance solutions to high net worth individuals and their families. Given the unique risks faced by high net worth individuals and the ever changing insurance landscape, we have assembled a team dedicated to meeting those challenges.

## ◆ **Property & Casualty**

The Property & Casualty division has been providing competitive commercial insurance coverage and specialty services for clients on a local, national, and international level. Our primary services include: coverage design, insurance marketing, claims service, risk management, alternative risk financing options, self-insurance administration and coverage for specialty markets.

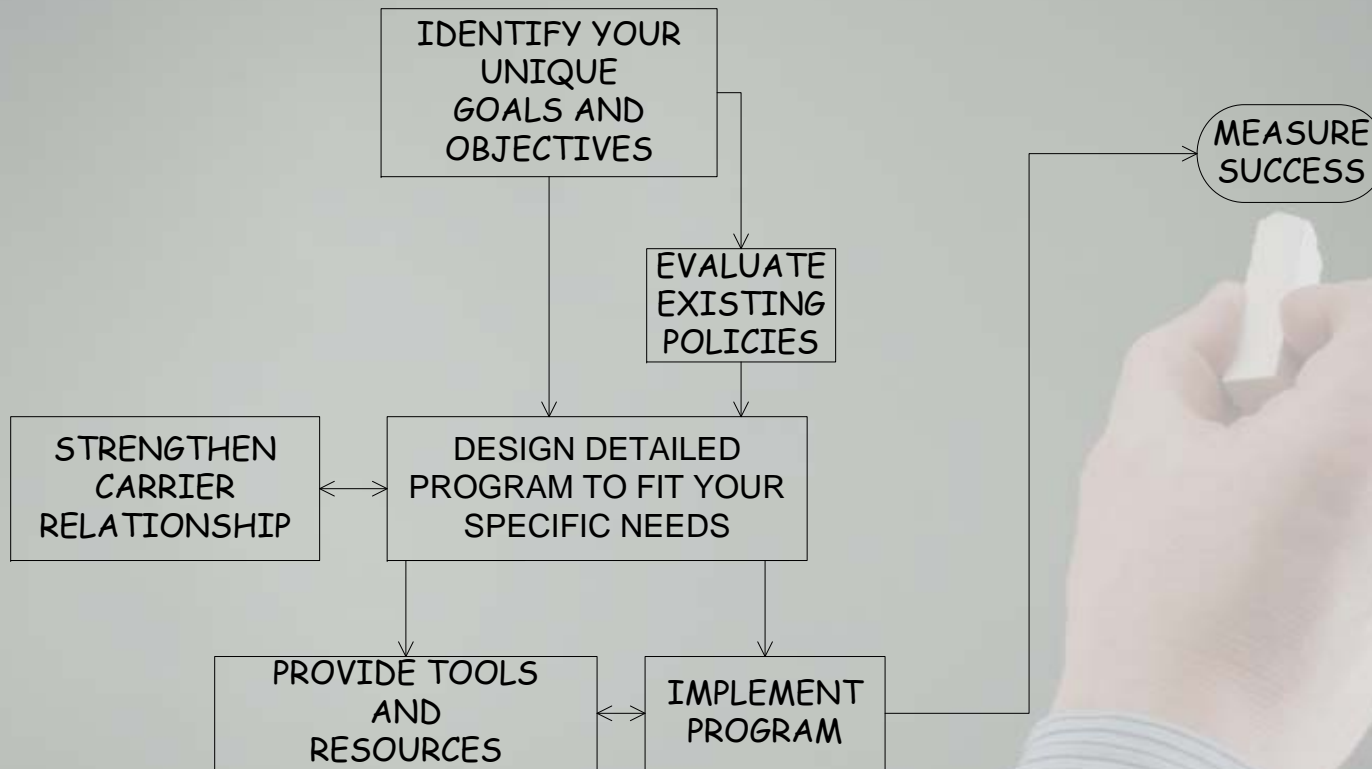
## ◆ **Employee Benefits & Human Capital Management**

Seitlin Benefits has been providing insurance and employee benefits consulting services to the business community. As the only South Florida Agency that is a preferred broker with all major carriers, Seitlin Benefits leverages carrier relationships, professional staff and the use of cutting edge technology to provide high employee satisfaction on the most cost effective benefit solutions for our clients.

# Seitlin Private Client Division

- ◆ **Seitlin Private Client Advisors offer a specialized group of experts that concentrate on working with family office managers, high net-worth families and trusted advisors to assess the unique personal exposures they face, to establish customized risk management solutions to adequately protect their assets.**
- ◆ **Our experience team of specialists provide a comprehensive risk management analysis for families with significant personal property.**
- ◆ **Seitlin's preferred relationships with premier insurance carriers give you direct access to 'gold standard' insurance programs with a complete menu of coverage for:**
  - **Custom and multiple homes**
  - **Personal and excess liability**
  - **Fine art and Antiques**
  - **Jewelry and collectibles**
  - **Automobiles and collector vehicles**
  - **Watercraft and yachts**
  - **Aircraft**
  - **Kidnap and ransom**
  - **Worldwide Travel Insurance**

# Challenge Us to Find A Better Way



# Seitlin's Comprehensive Risk Management Analysis

## Why even the most sophisticated affluent individuals are often underinsured

- ◆ **No annual review**
  - ◆ When was the last time your agent met with you to complete an annual review?
  - ◆ No familiar point of contact and no relationship in place
- ◆ **The client has out grown his/her agent**
  - ◆ Standard market vs Luxury market
  - ◆ Capacity and coverage issues

# Seitlin's Comprehensive Risk Management Analysis

(continued)

- ◆ **Order takers vs. Advisors**
  - ◆ Important to look at the actual exposures, too much at risk to approach it any other way
  - ◆ Risk Management Questionnaire- Thorough tool used to learn more about the clients exposures and assets
- ◆ **Trusted legal, tax, and finance advisors. Why not Insurance?**
  - ◆ We conduct business as the client's trusted insurance advisor just as their financial planner, CPA, or attorney would.
  - ◆ Take the necessary due diligence to make sure that all aspects of personal insurance are adequately covered
  - ◆ Some people look at insurance as a simple series of transactions and don't give it the proper attention.

# Seitlin's Comprehensive Risk Management Analysis

## The importance of a customized personal risk management strategy

- ◆ **Many moving parts**
  - ◆ Constant change
  - ◆ Clients frequently add and subtract cars, homes, jewelry, fine art, etc
  - ◆ Domestic staff changes
- ◆ **Complex issues and needs**
  - ◆ Workers Compensation for domestic staff
  - ◆ Employment Practices Liability for domestic staff
  - ◆ Excess Director's & Officers insurance for those that sit on non-profit or charitable boards

# Seitlin's Comprehensive Risk Management Analysis

**(Continued)**

- ◆ **Huge risk of lawsuits – Proper liability coverage is crucial**
  - ◆ You should consider purchasing an umbrella policy if:
    - ◆ Your assets are greater than your insurance liability limits
    - ◆ You are financially responsible for children
    - ◆ You frequently host guests on your property
    - ◆ Your residence includes a swimming pool
    - ◆ You own watercraft
    - ◆ You own rental properties

# Seitlin's Comprehensive Risk Management Analysis

**Proper design and integration of a comprehensive insurance portfolio for clients who have unique needs and concerns**

- ◆ **Measure current risk against current coverage**
  - ◆ Compare current coverage's to the actual exposures that have been identified through the Risk Management process
- ◆ **Determine risk areas that need immediate attention**
  - ◆ Highlight and prioritize the areas of need/concern
  - ◆ Personal Liability Protection Plan- Report used to show the client or prospect where their current insurance portfolio may have some deficiencies and also where they currently have adequate coverage in place

# Seitlin's Comprehensive Risk Management Analysis

**(Continued)**

- ◆ **Implement a plan that addresses these areas (proposal)**
  - ◆ Cost analysis comparison
  - ◆ Value comparison
  - ◆ Recommendations
  - ◆ “A”rated luxury carriers (Chartis)
  - ◆ Concierge claims service
  - ◆ Service, Service, Service