



# CASE STUDY

Beach Marine Services, Inc.

Portsmouth, VA

## THE SITUATION

Beach Marine Services enjoyed a strong relationship with their current insurance advisor. However, frustration existed around

- 1) last-minute policy renewals, and
- 2) yearly pricing increases.

A trusted business advisor referred them to Bankers Insurance, explaining how our blueprint process was unique in the industry.



## THE CHALLENGES

We were contacted by the client as a result of yet another delayed renewal offer from their agent with a sizable price increase. This left us only five days to provide a full proposal. We typically decline to participate under such circumstances since our blueprint process works best with much longer lead times. However, Beach Marine Services expressed strong commitment and quickly provided all necessary information.



## THE SOLUTIONS

We performed an abbreviated version of our blueprint process while simultaneously leveraging our relationships and buying power with our insurance companies, ensuring quality quotes. We supplied solid proposals to Beach Marine Services in only five days. We also proposed "Day 2" planning which would outline follow up actions to continue our blueprint process after renewal.



## THE RESULTS

Total savings were over \$15,000 a year. We also identified key coverage improvements that allowed Beach Marine Services to bid on larger jobs. They committed to "Day 2" planning and met multiple times after renewal with Bankers Insurance, implementing other loss control strategies throughout the year. As a result of their continued commitment, we negotiated yet another decrease in premium upon the following year's renewal.

