

# THE 3-STEP RENEWAL

## PERSONAL-LINES INSURANCE

ANALYSE. ADVISE. RENEW.



For further details, including the legislative references regarding your obligations, download the [procedure for renewing an insurance policy](#).

### Yours obligations

- Take the necessary steps to ensure that the coverage provided corresponds to the client's needs.
- Act as a conscientious advisor by informing your clients of their rights and obligations and providing them with all necessary or useful information.



The fact that an insurer sends the renewal directly to the insured does not relieve you of your obligations.

### Beforehand

#### IMPLEMENT A WORKING METHOD:

Every year, contact a certain percentage of your clients, according to a method that your firm determines. It is advisable to fully update all your files at least every three years.

#### Examples of methods:

- Set criteria for identifying your priority clients (premium, type of contract, targeted risks, etc.).
- Use a computer programme to help identify clients that have not had any activity in their files for a maximum of three years.
- Set a percentage of clients to contact (for instance, 1/3 per year).



Is the client hard to reach? Send him a written message requiring an acknowledgement of receipt to remind him how important it is to contact you in order to review his needs, discuss available coverage and purchase this coverage, if necessary.

#### TIMELINES:

To properly manage deadlines, make sure to start the renewal process early (for example, a minimum of 60 days in advance). Preferably, the insured should receive the policy's conditions of renewal at least 30 days before its expiration date.

Careful, in certain cases, there is a strict deadline for automobile insurance contracts. To find out more, read [Automobile insurance: Deadlines for renewal, cancellation and nullification of personal-lines insurance contracts](#).

# The 3 steps

## 1. Analyse

Verify your client's needs and redo the analysis.



Update the client's information and verify his needs, either by telephone, mail, e-mail or via an on-line form.

For example, use the questions the ChAD suggests on the [Policy renewals](#) page (automobile, home, co-owner) as inspiration for formulating your own questions.



If you send a written notification, it should focus the client's attention on the importance of notifying you of any change to the risk. A simple sentence at the bottom of the policy or in the cover letter is not enough. Instead, this message should take the form of a separate document or an explicit, clearly visible paragraph. [Read the procedure](#) for further details on what it should include.



**Be proactive:** if a client contacts you to ask a question or request a change during the term of the contract, take this opportunity to update their file.

## 2. Advise

Validate current coverage and advise your client.



Validate the amounts of insurance and advise your client. It is, however, the insured's responsibility to determine the proper amount.



If you suspect the amount is insufficient, you must explain the [co-insurance clause](#) and its consequences in the event of a partial loss. You can also suggest having a professional evaluation done.

Give your client advice on the appropriate products for his situation, as well as newly available products; this will ensure that the coverage offered meets his needs.

Verify whether coverage your client had previously refused is still not of interest to him.

## 3. Renewal

Verify the renewal and confirm the terms of payment.



Review the renewal and verify that there are no mistakes, and that it corresponds to the client's instructions and the changes requested.

Confirm the terms of payment with the insured, if necessary.

[Note everything in the client record:](#) advice given, coverage offered and refused, instructions received, etc.



If you are unable to offer a renewal that meets your client's needs, you must terminate your mandate properly. Read the [procedure](#) [in French only] and the [form letters](#).



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