

EXECUTOR AND ESTATE LIABILITY INSURANCE – WHAT SHOULD THE BROKER DO?

Marketing to Your Clients

1) THE MESSAGE

Even though you may not know if a particular client has an active exposure today, you will want to let all clients know that there is a new risk exposure which is significant and that they are not covered when they undertake the activity.

2) TIMING

There is no wrong time to commence communication on the exposure area. Many people that are not personally acting as an executor know someone else that is, so the information is useful. Any or all of these communication venues are appropriate for alerting your clients to this emergent risk.

- Pre-renewal letter shortly before the issuance of a direct billed renewal; or
- Cover letter with broker billed renewals ; or
- Periodic Newsletters that provide timely risk-focused or other practical information.
- Point of Sale Materials in Your office

3) MATERIALS FOR CLIENTS

Personal Lines Clients

- CLIENT RISK NOTICE
- A PRACTICAL GUIDE TO INHERITANCE PLANNING
This resource document appears as prepared by your brokerage; it is prepared in an easy-to-read format that is customer friendly.
- EXECUTOR LIABILITY: AN OVERVIEW FOR CONSUMERS
You can access a Discussion Paper that identifies the role of the estate executor in the context of aging and changing social dynamics. The content in this paper is frequently the subject of attention in the consumer media and you may wish to make it available on your broker website.

Commercial Lines Clients

The small business owner has a heightened concern over the issue of the administration of their business affairs; many have not considered the potential impact the executor's administration efforts can have on the estate value.

These activities can include the active operation of the business as a going concern, or in other cases, the winding up of a business including the disposal of assets and payment of liabilities to the creditors.

The information that is identified for personal lines clients is valuable for commercial lines clients in the context of business succession planning. It demonstrates that you are identifying additional exposure areas that they may want to consider.

We recommend including both [EXECUTOR LIABILITY: AN OVERVIEW FOR CONSUMERS](#) and the [PRACTICAL GUIDE TO INHERITANCE PLANNING](#) as valuable resources that can accompany the delivery of a commercial lines renewal.

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