# Operations Handbook

*Standard Operating Procedures for Producers & CSRs*

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SIAA / SAN Group — Master Agency

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# Section 1: Agency Overview & Organizational Structure

## 1.1 Agency Identity

**Legal Entity:** The Art Agency LLC

NPN / License #: 19754228 (issued 12/30/2020)

**Principal Address:** 150 Lafayette Rd #13, Rye, NH 03870

**Master Agency / Aggregator:** SIAA (SAN Group)

**Website:** artins.net

**Primary Contact:** Tyler Davis — tdavis@artins.net — 603-956-6180

## 1.2 Startup Team Structure (Phase 1)

Phase 1 team consists of Tyler Davis (principal/commercial lines), three W-2 producers focused on personal lines, and one CSR to be hired once renewal volume justifies the position. During Phase 1, producers handle their own service work using CSR workflows documented in Section 6.

| Role | Headcount | Reporting To | Primary System |
|---|---|---|---|
| Principal Agent / Commercial | 1 (Tyler Davis) | N/A | All Systems |
| Personal Lines Producer | 3 | Tyler Davis | InsurGrid / Agency Zoom / PL Rater / AMS360 |
| CSR (Planned) | 1 | Tyler Davis | Agency Zoom / AMS360 |
| AMS360 Controller | 1 (External) | Tyler Davis | AMS360 Backend |

## 1.3 Mission & Service Standards

The Art Agency exists to protect what matters most to the families and businesses we serve. We deliver expert, independent insurance advice with the responsiveness of a local agency and the carrier access of a national network. Every interaction should leave the client better informed and better protected than before.

- Responsiveness: Return every customer call, email, and quote request within one business day.
- Clarity: Explain coverage in plain language so every client understands what they are buying and why.
- **Advocacy: Put the client's protection first—recommend the coverage they need, not simply the lowest price.**
- Accuracy: Document every recommendation and declination so our advice is always clear and defensible.
- Consistency: Follow the workflows in this handbook on every account, every time, regardless of channel or producer.

# Section 2: Technology Stack & System Architecture

## 2.1 System Overview & Data Flow

***Guide reference —*** *the end-to-end click path for this flow is in the New Business Workflow (AgencyZoom → PL Rater → AMS360) guide; AMS360 navigation and the system-of-record split are in the AMS360 CSR & Producer Operating Guide §2–3.*

The Art Agency operates a multi-system technology stack. Data originates at customer touchpoints (QR codes, F&I desks, AI agents, service drive interactions) and flows through a defined pipeline. Understanding this flow is critical because every system transition is a potential compliance gap.

| System | Function | Owner/Admin | Key Integration Points |
|---|---|---|---|
| InsurGrid | Lead intake; customer self-service data collection; dec page capture | Tyler Davis | Triggers Agency Zoom lead; feeds data to PL Rater |
| Agency Zoom | CRM / lead management; pipeline tracking; automated follow-up; call scheduling | Tyler Davis | Receives InsurGrid leads; triggers outbound calls via RingCentral |
| PL Rater | Personal lines comparative rating | Producer | Pulls InsurGrid data; quotes fed to AMS360 |
| AMS360 | Policy management system of record; carrier downloads; commission tracking; document storage | AMS360 Controller | Receives bound policy data; carrier download integration |
| RingCentral | Phone system; call recording; SMS | Tyler Davis | Integrated with Agency Zoom for outbound campaigns |
| SIAA Portal | Carrier appointments; commission statements; compliance resources | Tyler Davis | Carrier access for AMS360 |

## 2.2 Critical Data Flow Path

Lead Origination → InsurGrid → Agency Zoom → PL Rater → AMS360

1. **Customer Touchpoint:** QR code scan, F&I referral, service drive interaction, AI agent, or direct website visit
2. **InsurGrid:** Customer completes data entry; uploads current dec pages; system captures and structures data
3. **Agency Zoom:** Lead auto-created from InsurGrid submission; immediate outbound call triggered to producer; pipeline status set to “New”
4. **Producer Contact:** Producer calls customer via RingCentral (recorded); reviews InsurGrid data; confirms coverage needs; verifies identity and data accuracy

5. **PL Rater:** Producer runs comparative quotes using InsurGrid data; selects best options; presents to customer
6. **Bind & Issue:** Customer selects coverage; producer binds with carrier; policy data entered into AMS360
7. **AMS360:** Policy issued; documents uploaded; carrier download verified; welcome communication sent

> **WARNING: System-of-Record Rule**
>
> AMS360 is the ONLY system of record. If there is ever a conflict between data in Agency Zoom, InsurGrid, PL Rater, and AMS360, the AMS360 record governs. All other systems are operational tools. Every bound policy MUST exist in AMS360 with complete documentation within 24 hours of binding.

## 2.3 System Access & Credentials

Every team member must have individual login credentials for each system. Shared logins are prohibited. This is a non-negotiable E&O and audit requirement—if you cannot identify which user performed an action, you cannot defend it.

- Passwords must be minimum 12 characters with complexity requirements
- Multi-factor authentication (MFA) required on AMS360 and any system that supports it
- Tyler Davis is the only person authorized to create or deactivate user accounts
- Departing employees must have all system access revoked within 2 hours of separation

# Section 3: Lead Generation & InsurGrid Workflow

## 3.1 Lead Sources

All lead sources funnel through InsurGrid as the single intake point. This ensures consistent data capture regardless of origination channel.

| Lead Source | Mechanism | Volume Estimate | Compliance Notes |
|---|---|---|---|
| Service Drive | QR code on signage/handouts | ~8,000 customers/month (not all convert) | Dealership staff may hand materials but may NOT discuss coverage or pricing |
| F&I Desk | F&I manager provides link/QR after vehicle sale | ~1,500 sales/month | F&I may say “Our partner agency can help with insurance” but may NOT recommend coverage types |
| AI Agent | Automated outreach to dealership customer database | Variable | Must comply with TCPA; opt-in required; disclosures must be present |
| Website (artins.net) | Direct customer inquiry | Low initially | Standard online lead; ensure privacy policy is current |
| Referral / Walk-in | Direct referral or phone call | Low initially | Manual InsurGrid entry by producer |
| Top Mark Funding | Email referral from Top Mark employee for trucking insurance | Low initially | Commercial lines (trucking) only; routed directly to Tyler Davis; manual intake |

## 3.2 InsurGrid Data Capture Requirements

When a customer completes an InsurGrid submission, the following data must be captured before a producer can proceed to quoting. If any required field is missing, the producer must collect it during the initial call.

### 3.2.1 Required Fields — Personal Lines Auto

- **Named Insured:** Full legal name, date of birth, SSN (or last 4 for initial quote)
- **Address:** Garaging address for all vehicles; mailing address if different
- **Vehicles:** Year, make, model, VIN for each vehicle
- **Drivers:** All household members of driving age; license numbers; driving history
- **Current Coverage:** Dec page upload (strongly preferred) OR manual entry of current limits, deductibles, carrier, expiration date
- **Contact Info:** Phone number, email address, preferred contact method

### 3.2.2 Required Fields — Personal Lines Home

- **Property Address:** Full address of insured location
- **Property Details:** Year built, square footage, construction type, roof age/type, heating type
- **Coverage Details:** Current dwelling limit, deductible, carrier, expiration date
- **Claims History:** Any claims in prior 5 years
- **Additional Structures / Liability:** Pool, trampoline, dog breed, home business

### 3.2.3 Required Fields — Umbrella

- **Underlying Policies:** Current auto and home policy details (carrier, limits, policy numbers)
- **Requested Limit:** Umbrella limit desired
- **Exposure Details:** Rental properties, watercraft, teen drivers, etc.

## 3.3 InsurGrid-to-Agency Zoom Trigger

When a customer completes their InsurGrid submission, the system automatically creates a new lead in Agency Zoom. This triggers the following automated sequence:

8. **Agency Zoom Lead Created:** Lead appears in “New” pipeline stage with InsurGrid data attached
9. **Immediate Call Trigger:** System initiates outbound call sequence to the assigned producer via RingCentral
10. **Producer Response SLA:** Producer must attempt first contact within 5 minutes of lead creation during business hours, or within 15 minutes during extended hours. Speed to contact is the single biggest driver of conversion in the dealership channel.
11. **If No Answer:** Follow Agency Zoom automated cadence (call, text, email sequence over 7 days). Document every attempt.

> **WARNING: Speed-to-Lead**
>
> Dealership-sourced leads have an extremely short window of engagement. A customer scanning a QR code while waiting for an oil change will be available for approximately 30–45 minutes. If you do not reach them during that service visit, conversion rates drop by over 50%. Treat every InsurGrid notification as urgent.

# Section 4: Producer Workflow — Personal Lines (Full Lifecycle)

## 4.1 Phase 1: Lead Contact & Needs Analysis

This phase begins the moment Agency Zoom assigns you a lead and ends when you have enough information to quote accurately. During Phase 1 of agency operations, producers are also responsible for all service tasks documented in Section 6 (CSR Workflow).

### Step 1: Review InsurGrid Data (Before Calling)

- Open the InsurGrid submission linked in Agency Zoom
- Review uploaded dec pages for current coverage, limits, deductibles, and premium
- Note any missing required fields (refer to Section 3.2)
- **Check for red flags:** lapsed coverage, SR-22 history, excessive claims, high-risk vehicles
- **Time Target:** Complete review in under 2 minutes

### Step 2: Initial Customer Call

- **Call Recording:** Verify RingCentral is recording. ALL customer calls must be recorded. This is non-negotiable for E&O protection.
- **Introduce yourself:** name, agency name, purpose of call
- **Referral Disclosure:** “I’m calling from The Art Agency. [Dealership name] referred you to us for an insurance review. We’re an independent agency—we work with multiple carriers to find you the best coverage.”
- **Confirm identity:** verify name, date of birth, address against InsurGrid data
- Execute the agency sales process — follow the established sales script for needs discovery, coverage review, and customer engagement

> **WARNING: Needs Analysis Documentation**
>
> Document every coverage discussion point. If a customer declines a recommended coverage (e.g., you recommend $500K liability and they choose $100K), document the recommendation, the declination, and that you explained the risk. This is your E&O defense. Use Agency Zoom notes for the conversation summary.

### Step 3: Complete Data Collection

- Fill any gaps in InsurGrid data identified in Step 1
- Verify VINs against vehicle descriptions (year/make/model must match)
- Confirm garaging addresses for all vehicles
- Collect driver’s license numbers for all household drivers
- Document any disclosed claims or violations not on the dec page
- **For home:** confirm property details (roof age is the most commonly wrong field)
- **Compliance Checkpoint:** Before moving to quoting, confirm you have ALL required fields from Section 3.2. Quoting with incomplete data leads to inaccurate quotes, which leads to E&O claims.

## 4.2 Phase 2: Quoting in PL Rater

### Step 4: Enter/Verify Data in PL Rater

- Transfer InsurGrid data into PL Rater (verify each field during transfer—do not blindly copy)
- Run MVR and CLUE reports where available through the rating system
- Verify that the data in PL Rater matches what the customer told you AND what the dec page shows
- **Data Validation Rule:** If there is a discrepancy between the dec page, InsurGrid data, and what the customer stated verbally, STOP and resolve the discrepancy before quoting. Document the resolution.

### Step 5: Run Comparative Quotes

- Run quotes across all available SIAA-appointed carriers
- Quote at BOTH the customer's current limits AND your recommended limits
- If recommending higher limits, prepare a simple comparison showing the cost difference
- **Check for available discounts:** multi-policy, multi-car, good driver, home features, affinity groups
- Identify any carrier-specific underwriting concerns before presenting
- **Compliance Checkpoint:** Verify that every quote presented matches the customer's actual risk profile. Quoting with incorrect data to show a lower price is misrepresentation.

### Step 6: Present Options to Customer

- Present no fewer than 2 and no more than 4 carrier options
- Explain the differences in coverage, not just price
- Highlight any coverage gaps in their current policy
- Recommend a specific option and explain why
- If customer wants minimum limits against your recommendation, document the conversation
- **Required Disclosure:** Clearly state that you are an independent agent, that you represent multiple carriers, and that the quotes presented are based on the information provided. Any material change in information may result in a different premium.

> **WARNING: New Hampshire Auto Insurance — No Mandate State (RSA 264)**
>
> New Hampshire is the only state that does not mandate auto insurance. Under RSA 264, drivers must demonstrate financial responsibility only after an at-fault accident. However, if a customer chooses to purchase auto insurance in NH, the policy must include: (1) Uninsured/Underinsured Motorist coverage at limits equal to the liability limits selected (RSA 264:15)—UM/UIM can only be rejected in writing by the named insured, and the rejection applies to all vehicles on the policy; (2) a minimum of $1,000 in Medical Payments coverage (RSA 264:16); and (3) minimum liability limits of $25,000/$50,000/$25,000 (RSA 264:20). When a NH customer asks whether they need insurance, explain the financial responsibility law and the risk of being personally liable for all damages from an

at-fault accident. Document this conversation. If a customer declines UM/UIM, obtain the written rejection and attach it to the AMS360 file per Section 10.2.

## 4.3 Phase 3: Binding & Policy Issuance

***Guide reference —*** *AMS360 new-customer and homeowners-policy entry is documented step-by-step in the AMS360 CSR & Producer Operating Guide §3–4.*

### Step 7: Bind Coverage

- Before Binding — Verify:
  - Named insured matches exactly (legal name, not nickname)
  - All vehicles and drivers are listed
  - Effective date is correct (no coverage gaps)
  - Payment method confirmed and first payment collected or arranged
  - Customer has verbally confirmed coverage selections
- **Binding Authority:** Producers have binding authority for standard personal lines risks within carrier guidelines. If the risk is non-standard, substandard, or outside normal underwriting appetite, escalate to Tyler Davis before binding.
- **Producer of Record (NH Requirement):** Per the June 2025 NHID bulletin (Docket #INS 25-038-AB), the producer who signs the application must be the producer who actually interacted with the customer during the sales process. Using another producer's NPN or signing as producer of record on a policy you did not personally handle is a violation of NH law and may result in administrative penalties, fines, or license revocation.
- **Bind Confirmation:** Send written bind confirmation to customer via email immediately. Include: carrier name, policy number (if available), effective date, coverage summary, premium, and agency contact information.

### Step 8: AMS360 Policy Entry

- 24-Hour Rule: Every bound policy must be entered into AMS360 within 24 hours of binding. No exceptions.
- Create customer record in AMS360 (or update existing)
- **Enter all policy details:** carrier, policy number, effective/expiration dates, coverages, limits, deductibles, premium
- **Attach all documents:** application, dec page, signed forms, InsurGrid data, PL Rater quote comparison
- Set renewal date activity
- Verify producer code is correct for commission tracking
- AMS360 Required Fields:
  - Named insured (all named insureds)
  - Mailing address and risk addresses
  - Policy number and carrier
  - Effective and expiration dates
  - All coverage lines with limits and deductibles
  - Total premium and payment plan
  - Producer of record
  - Source code (dealership referral, website, direct, etc.)

### Step 9: Post-Bind Follow-Up

- Update Agency Zoom pipeline to "Sold"
- **Send welcome packet (email template) with:** agency contact info, claims reporting instructions, how to request changes, how to access carrier portal
- Schedule 30-day check-in call in Agency Zoom
- If customer has additional policies to review (home, umbrella, watercraft), create follow- up tasks in Agency Zoom

- **Cross-sell tracking:** document which lines you've quoted and which remain open

> **WARNING: Carrier Download Verification**
>
> Once AMS360 carrier downloads are active, verify that the carrier download matches your manual entry within 48 hours. Discrepancies between your entry and the carrier's download indicate a data error that must be resolved immediately. Common issues: wrong driver assignments, incorrect VINs, missing endorsements.

## 4.4 Pipeline Management & Follow-Up

Agency Zoom pipeline stages must be maintained in real-time. Tyler Davis uses pipeline data for operational reporting, EOS scorecard metrics, and capacity planning.

| Pipeline Stage | Definition | Max Days in Stage | Required Action |
|---|---|---|---|
| New | InsurGrid submission received; no contact yet | 1 day | Attempt contact within 5 minutes (business hours) |
| Contacted | Spoke with customer; collecting data | 3 days | Complete needs analysis; move to quoting |
| Quoted | Running quotes in PL Rater | 2 days | Present options to customer |
| Sale Pending | Options presented; awaiting customer decision | 7 days | Follow up per cadence; document every touch |
| Sold | Policy bound | 1 day | Enter in AMS360; send welcome packet |
| Lost/Dead | Customer declined or unresponsive | N/A | Document reason; set re-quote trigger for renewal date |

# Section 5: Producer Workflow — Commercial Lines (Tyler Davis Only)

**IMPORTANT:** Commercial lines are handled exclusively by Tyler Davis during Phase 1. No other producer is authorized to solicit, quote, or bind commercial business. This section is included for completeness and for future scaling.

## 5.1 Commercial Lines — Trucking

Trucking is the highest-risk, highest-compliance commercial line the agency writes. Federal and state filings add layers of documentation that do not exist in other commercial lines.

### 5.1.1 Required Information — Trucking

- **Business Information:** Legal entity name, DBA, FEIN, USDOT number, MC number (if for-hire), years in business, years of management experience
- **Operations:** Radius of operations, commodities hauled, annual mileage, number of trucks/trailers, percentage local vs. long-haul
- **Driver Information:** Driver roster with CDL numbers, MVRs, years of experience, PSP reports
- **Equipment:** Complete schedule of all power units and trailers with VINs, year, make, GVW
- **Loss History:** 5-year loss runs from all prior carriers
- **Current Coverage:** Complete dec pages for all lines
- **Safety Program:** Written safety program, hiring standards, drug testing policy, ELD provider

### 5.1.2 Required Coverage Lines — Trucking

- **Auto Liability:** Minimum $750K for non-hazmat; $1M for most for-hire; $5M for hazmat; confirm FMCSA minimums based on commodity
- **Physical Damage:** Comprehensive and collision on owned units
- **Motor Truck Cargo:** Based on commodity value; confirm shipper requirements
- **General Liability:** Terminal/premises liability
- **Workers' Compensation:** Required in all operating states; confirm monopolistic states
- **Trailer Interchange:** If applicable for intermodal operations
- **Non-Trucking Liability:** For owner-operators leased to a carrier

> **WARNING: MCS-90 / BMC-91 Filing**
>
> For-hire motor carriers require either an MCS-90 endorsement (filed with FMCSA for bodily injury/property damage) or BMC-91 filing from the carrier. This is a FEDERAL requirement. Failure to maintain proper filing can result in the carrier's operating authority being suspended. Verify filing status with the carrier immediately upon binding and confirm it appears in FMCSA's SAFER system within 30 days.

### 5.1.3 Trucking Compliance Checklist

- Verify USDOT number is active and not in conditional/out-of-service status
- Confirm MC number status (if for-hire)
- Verify minimum financial responsibility requirements based on commodity class
- Confirm MCS-90 / BMC-91 filing responsibility with carrier
- Document all driver qualifications; flag any disqualifying violations

- Verify unified carrier registration (UCR) is current
- Confirm IFTA compliance for interstate operations
- Review state-specific filings for each state of operation

## 5.2 Commercial Lines — Landscaping

### 5.2.1 Required Information

- **Business Details:** Entity type, years in business, annual revenue, number of employees, seasonal vs. year-round
- **Operations:** Services offered (mowing, tree work, snow removal, hardscaping, chemical application), radius of operations, largest single contract value
- **Equipment:** Vehicle/trailer schedule, owned equipment list with values
- **Subcontractors:** Use of subs (must verify their insurance certificates)
- **Chemical Application:** If pesticide/herbicide application — applicator license, products used, acreage treated

### 5.2.2 Required Coverage Lines

- **General Liability:** Minimum $1M/$2M; higher if contracts require it; include completed operations
- **Commercial Auto:** All owned/hired/non-owned vehicles; $1M CSL recommended
- **Workers' Compensation:** Required; verify class codes (landscaping vs. tree trimming rates differ significantly)
- **Inland Marine / Equipment Floater:** Scheduled or blanket coverage for mowers, trailers, tools
- **Umbrella:** Recommended $1M minimum; required by many commercial contracts
- **Pollution Liability:** If chemical application services are offered; GL pollution exclusion will not cover pesticide/herbicide claims

> **WARNING: Snow Removal Liability**
>
> If the landscaper offers snow/ice removal services, verify that GL covers completed operations for slip-and-fall claims AFTER the work is done. Many standard GL policies exclude or sublimit this exposure. Snow removal claims often surface months after the event. This is one of the most commonly missed exposures in landscaping accounts.

## 5.3 Commercial Lines — Property Management

### 5.3.1 Required Information

- **Entity Details:** Management company entity, number of units managed, owned vs. third-party management
- **Property Schedule:** Address, type (residential/commercial/mixed), year built, construction, occupancy, values
- **Operations:** Maintenance staff (employees vs. contractors), common areas, amenities (pool, gym, playground)
- **Revenue:** Annual rental income, management fee structure

### 5.3.2 Required Coverage Lines

- **Commercial Property:** Building coverage for owned properties; business personal property; loss of rents/business income
- **General Liability:** Premises liability, products/completed operations
- **Professional Liability / E&O:** For management errors (tenant screening, lease administration)
- **Workers' Compensation:** For maintenance/management employees
- **Commercial Auto:** If company vehicles are used
- **Umbrella:** Minimum $1M; higher for larger portfolios
- **Flood:** Review FEMA flood zone for each property; advise even if not required by lender

## 5.4 Commercial Lines — Home Builders / Contractors

### 5.4.1 Required Information

- **Business Details:** Entity, years in business, annual revenue, largest single project value, number of homes/year
- **Operations:** New construction vs. remodel, residential vs. commercial, GC vs. specialty trade
- **Subcontractor Management:** Number of subs, certificate verification process, written contracts with subs
- **Project Types:** Custom homes, spec homes, production, mixed

### 5.4.2 Required Coverage Lines

- **General Liability:** Must include products/completed operations; ongoing and completed operations are both critical
- **Builders Risk:** Project-specific or annual reporting form; cover course of construction
- **Commercial Auto:** All vehicles; hired and non-owned for sub vehicles
- **Workers' Compensation:** Required; rates vary dramatically by trade classification
- **Umbrella:** $1M minimum; many projects require $2M+
- **Professional Liability:** If any design services are included (design-build)
- **Inland Marine / Tools & Equipment:** For owned tools, equipment, and materials in transit or on site

> **WARNING: Completed Operations Tail**
>
> Home builders face liability claims that can surface 5–10 years after project completion (construction defect, water intrusion, structural issues). Verify that the GL policy includes products/completed operations coverage and understand the carrier's tail provisions if the policy is cancelled or non-renewed. This is one of the most expensive exposures in the construction space.

## 5.5 Commercial Lines — AMS360 Entry

Commercial policies require significantly more detail in AMS360 than personal lines. In addition to all fields listed in Section 4 (Step 8), commercial policies require:

- Complete schedule of all locations/vehicles/equipment
- All coverage lines entered as separate line items with individual limits, deductibles, and premiums
- Certificate holder list and automated certificate tracking
- Audit information (estimated vs. actual payroll/revenue) for auditable policies

- Loss control recommendations and follow-up tracking
- All endorsements and their effective dates
- Sub-entity and DBA records where applicable

**Key AMS360 fields & watch-outs (see Operating Guide §20–21 and §25):**

- Names = Business — enter the Firm Name (and DBA); pick the Business radio first, before typing names.
- Executive and Representative are required to save; set Division / Department (Commercial) before accounting posts — it locks afterward.
- NAICS # is required on a business customer; Federal ID # (FEIN) feeds the ACORD 125.
- Choose the entry labeled “(writing company),” not the parent group; set Company Type (Insurance vs Brokerage) and Auditable = Yes for GL / WC.
- Match the bill method in three places — the policy header, the line detail, and the premium.

# Section 6: CSR Workflow & Handoff Protocols

During Phase 1, producers perform all CSR functions. This section documents those functions for training and for handoff when the first CSR is hired.

## 6.1 CSR Core Responsibilities

- Policy change requests (endorsements, additions, deletions)
- Certificate of insurance issuance
- Billing inquiries and payment processing support
- Claims first notice of loss (FNOL) intake and triage
- Document management and filing in AMS360
- Renewal processing (when renewal volume begins)
- Customer service calls and email responses
- Carrier download reconciliation

## 6.2 Handoff Protocol: Producer to CSR

The handoff occurs at the moment a policy is bound and entered into AMS360. After that point, the CSR owns ongoing service unless the customer request involves:

- Re-quoting or remarketing (returns to producer)
- Coverage recommendation changes (returns to producer)
- Commercial lines anything (Tyler Davis only)
- Customer complaint or escalation (Tyler Davis)

Handoff Checklist (Producer → CSR)

- AMS360 policy record is complete with all required fields
- All documents are attached (application, dec page, signed forms, quote comparison)
- Agency Zoom status is “Sold”
- Customer preferences are noted (preferred contact method, best time to call)
- Any pending items are documented as open activities in AMS360 (e.g., signed application pending, additional driver info needed)
- Welcome packet has been sent

## 6.3 Policy Change / Endorsement Workflow

***Guide reference —*** *the AMS360 endorsement steps are in the AMS360 CSR & Producer Operating Guide §12.1.*

12. **Customer Contacts Agency:** Log the request in AMS360 as an activity note with date, time, customer name, and details of the request
13. **Verify Identity:** Confirm named insured identity before making any changes. Minimum: name and date of birth, plus one of policy number, address, or last 4 SSN
14. **Evaluate the Change:** Determine if the change requires carrier processing, if it affects premium, and if it creates any coverage gap or exposure concern
15. **Process with Carrier:** Submit endorsement via carrier portal or through AMS360 if real-time processing is available

16. **Confirm in AMS360:** Update AMS360 to reflect the change. Attach the endorsement confirmation.
17. **Customer Confirmation:** Send written confirmation of the change to the customer via email. Include: what changed, effective date, any premium impact, and a reminder to review their updated dec page when it arrives

> **WARNING: Verbal Binder vs. Written Confirmation**
>
> If a customer calls and needs an endorsement effective immediately (e.g., adding a new vehicle), you may verbally confirm coverage while processing the endorsement. However, you MUST document the verbal binder in AMS360 immediately, including the date/time, and follow up with written confirmation within 24 hours. An undocumented verbal binder is one of the most common E&O claims.

## 6.4 Claims FNOL Intake

***Guide reference —*** *AMS360 claim logging and the loss-notice forms (ACORD First Notice of Loss) are in the AMS360 CSR & Producer Operating Guide §12.3 and Part IX.*

18. **Receive Claim Report:** Listen carefully; do not advise the customer on fault or coverage applicability
19. **Document in AMS360:** Create a claim/loss record with: date of loss, description, parties involved, police report number if applicable, injuries (yes/no), property damage description
20. **Report to Carrier:** Submit FNOL to carrier immediately (same business day). Use the carrier's preferred reporting method.
21. **Customer Communication:** Provide customer with claim number, adjuster contact info, and general timeline expectations
22. **Follow-Up:** Set a 7-day follow-up activity to check claim status with the customer

> **WARNING: Never Admit or Deny Coverage**
>
> When taking a claim report, NEVER tell the customer whether something is or is not covered. Say: "I'm going to report this to [carrier name] right away, and their claims team will review your policy and let you know about coverage." Incorrectly stating coverage creates E&O liability.

## 6.5 Certificate of Insurance Issuance

***Guide reference —*** *certificate / evidence issuance steps and the underlying ACORD forms are in the AMS360 CSR & Producer Operating Guide §9, §22, and Part IX.*

- Verify that the requesting party is a legitimate certificate holder
- Issue from AMS360 using standard ACORD 25 (liability) or ACORD 28 (property) forms
- NEVER alter coverage language on a certificate or add coverage provisions that do not exist in the policy
- If the requesting party requires additional insured status, process the endorsement with the carrier FIRST, then issue the certificate
- Log all certificates issued in AMS360

## 6.6 Service Pipelines

***Guide reference —*** *the AgencyZoom Service Center pipeline workflow is covered in the AgencyZoom Service Center Operations Guide.*

Service work is managed through the AgencyZoom Service Center, which houses the agency's service pipelines — currently General Service, Pending Cancellations, Claims, PL Renewals, and CL Renewals. CSRs (producers during Phase 1) route each request to the correct pipeline and keep its stage current in real time. The General Service pipeline is the default intake for routine service requests and uses the stages below; the required actions tie back to the workflows in Sections 6.3 through 6.5.

| Stage | Definition | CSR Action |
|---|---|---|
| New Request | Service ticket created (manual entry or web-form intake); not yet worked | Verify identity (Section 6.3); triage and begin the same business day; move to In Progress |
| In Progress | CSR is actively handling the request (endorsement, billing, certificate, or FNOL) | Process per Section 6.3, 6.4, or 6.5; log all activity in AMS360 |
| Need Info from Client | Work paused pending information or documents from the customer | Request the specific item; set a follow-up activity; document the open item in AMS360 |
| Need Info from Carrier | Work paused pending a carrier response or action | Submit or follow up with the carrier; set a follow-up activity; document in AMS360 |
| Completed | Request resolved and confirmed; customer notified | Send written confirmation (Section 6.3); verify AMS360 reflects the change; close the ticket |

# Section 7: Renewal Workflow

Renewals will become the highest-volume activity in the agency within 12 months of launch. This section defines the complete renewal lifecycle, from 90-day advance review through post- renewal follow-up.

## 7.1 Renewal Timeline

| Days Before Expiration | Action | Owner | System |
|---|---|---|---|
| 90 Days | Pull upcoming renewal list from AMS360; flag policies for review | CSR (Producer in Phase 1) | AMS360 |
| 75 Days | **Review each renewal for changes:** claims, vehicles, drivers, property changes, life events | Producer | AMS360 / Agency Zoom |
| 60 Days | Contact customer for renewal review conversation; update exposure data | Producer | RingCentral / Agency Zoom |
| 45 Days | **Decision:** auto-renew with current carrier OR remarket | Producer | PL Rater (if remarketing) |
| 30 Days | Present renewal options to customer; document coverage changes or declinations | Producer | Agency Zoom / AMS360 |
| 15 Days | Confirm renewal; process any endorsements; verify payment | CSR (Producer in Phase 1) | AMS360 |
| 0 Days (Renewal) | Verify policy renewed in AMS360; confirm carrier download matches | CSR (Producer in Phase 1) | AMS360 |
| +7 Days | Send renewal confirmation to customer with updated dec page summary | CSR (Producer in Phase 1) | AMS360 / Email |
| +30 Days | Post-renewal check-in; cross-sell review | Producer | Agency Zoom |

## 7.2 Remarketing Criteria

Not every renewal needs to be remarketed. Remarketing consumes significant producer time and should be triggered by specific conditions:

- **Always Remarket:** Premium increase of 15% or more; carrier non-renewal notice; customer requests it; claims surcharge applied; significant coverage change needed

- **Consider Remarketing:** Premium increase of 8–15%; customer expressed dissatisfaction; better carrier option became available through new SIAA appointment; competitor quote presented by customer
- **Auto-Renew (No Remarket):** Premium change under 8%; no claims or coverage changes; customer satisfied with current carrier; policy is bundled with other lines at same carrier

> **WARNING: Document the Remarketing Decision**
>
> Whether you remarket or auto-renew, document the rationale in AMS360. If you auto-renewed and the customer later asks why you didn't shop their policy, your documentation is your defense. If you remarketed and moved carriers, document why the new carrier was recommended over the incumbent.

## 7.3 Renewal Review Conversation

Every renewal customer should receive a proactive outreach at the 60-day mark. This call serves three purposes: update exposure data, identify cross-sell opportunities, and reinforce the agency relationship.

23. **Review Changes:** "Has anything changed since we last spoke? New vehicles, new drivers, home renovations, any claims?"
24. **Coverage Review:** Review current limits and deductibles. Recommend adjustments based on current exposure.
25. **Cross-Sell Check:** If the customer only has auto, ask about home. If no umbrella, recommend one. Document every cross-sell conversation.
26. **Set Expectations:** Let the customer know when to expect their renewal quote and how you'll deliver it.
27. **Document Everything:** Log the renewal review conversation in AMS360 and update Agency Zoom.

## 7.4 Retention Strategies

- **Proactive Communication:** Never let a customer learn about a rate increase from their mail. Call them first.
- **Bundle Discount Review:** If a customer has policies split across carriers, present the bundling savings at every renewal.
- **Loyalty Acknowledgment:** For multi-year customers, acknowledge their loyalty and review what the agency has done for them.
- **Competitive Intelligence:** If a customer says they got a cheaper quote elsewhere, ask to see the comparison. Often the competing quote has lower limits or missing coverages.
- **Retention Target:** Agency goal is 90%+ retention rate. Track monthly by producer.

# Section 8: Cancellation & Non-Renewal Procedures

## 8.1 Customer-Requested Cancellation

When a customer requests to cancel a policy, follow this procedure without exception:

28. **Verify Identity:** Confirm the named insured's identity before processing any cancellation.
29. **Ask Why:** Understand the reason. If it's price, offer to re-shop. If it's coverage, offer to adjust. Document the conversation.
30. **Coverage Gap Warning:** If the customer does not have replacement coverage in place, explicitly warn them about driving/living without coverage. Document that you gave this warning.
31. **Obtain Written Request:** Request a signed cancellation form or email confirmation from the named insured. Verbal cancellations should be followed up with written confirmation.
32. **Process with Carrier:** Submit the cancellation to the carrier per their procedures. Confirm the effective date.
33. **Update AMS360:** Mark the policy as cancelled with reason code, effective date, and attach all documentation.
34. **Update Agency Zoom:** Move the customer status appropriately. Set a re-quote trigger for 60 days before their next renewal date (they may want to come back).
35. **Send Confirmation:** Email the customer confirming the cancellation, effective date, and that they should ensure replacement coverage is in place.

> **WARNING: Never Cancel Without Documentation**
>
> A customer calling and saying "cancel my policy" is not sufficient. You need written confirmation (email is fine) from the named insured. If you cancel on a verbal request and the customer later denies requesting it, the E&O claim is yours. If the customer insists on immediate verbal cancellation, document the call in AMS360 and send an email confirmation within the hour.

## 8.2 Carrier Non-Renewal

When a carrier issues a non-renewal notice, the agency has an obligation to help the customer find replacement coverage:

36. **Receive Notice:** Log the non-renewal notice in AMS360 immediately. Attach the notice document.
37. **Contact Customer:** Call the customer within 48 hours of receiving the non-renewal notice. Explain what happened and that you will find replacement coverage.
38. **Remarket:** Begin remarketing immediately. The customer's current coverage continues until the expiration date shown on the non-renewal notice.
39. **Place Replacement:** Bind replacement coverage effective on the current policy's expiration date. No gap allowed.
40. **Document:** Record the entire timeline in AMS360: date notice received, date customer contacted, remarketing results, replacement carrier, any coverage changes.

## 8.3 Carrier Cancellation (Mid-Term)

Mid-term cancellations are more urgent than non-renewals. Common reasons: non-payment, material misrepresentation, or underwriting discovery.

- **Non-Payment:** Contact the customer immediately. If they want to keep coverage, help them resolve the payment issue. If the carrier has already cancelled, bind replacement coverage.
- **Underwriting Cancellation:** Review the reason. If the customer provided accurate information and the carrier's underwriting changed, advocate for the customer. If there was a data error, correct it. Remarket immediately.
- **State Notice Requirements:** Each state has minimum notice periods for cancellation. Verify the carrier provided proper notice per state law. If notice was deficient, the cancellation may not be valid.

> **WARNING: Flat Cancellation Risk**
>
> If a policy is flat-cancelled (cancelled back to inception) due to misrepresentation or fraud, the customer retroactively has no coverage. This is extremely dangerous and creates E&O exposure if the agency provided inaccurate information to the carrier. Verify all application data before submission.

# Section 9: Compliance Framework & State Requirements

## 9.1 Multi-State Compliance Matrix

The Art Agency must comply with insurance regulations in every state where it is licensed and writing business. Requirements differ by state. The following matrices cover current operating states and all planned expansion states. Due to the number of states, the matrix is split into two tables for readability.

### 9.1.1 Current & Key Auto Group Expansion States

| Requirement | NH | ME | VT | PA | FL | NV |
|---|---|---|---|---|---|---|
| CE Hours / Cycle | 24 hrs / 2 yrs | 30 hrs / 2 yrs | 20 hrs / 2 yrs | 24 hrs / 2 yrs | 24 hrs / 2 yrs | 24 hrs / 2 yrs |
| Ethics CE Required? | Yes (3 hrs) | Yes (3 hrs) | Yes (4 hrs) | Yes (3 hrs) | Yes (4 hrs law & ethics) | Yes (3 hrs) |
| Non-Resident License? | N/A (home) | Yes | Yes | Yes | Yes | Yes |
| Agency License Required? | Yes | Yes | Yes | Yes | Yes | Yes |
| Surplus Lines Tax | 3% | 3% | 3% | 3% | 5% | 3.5% |
| License Renewal Cycle | Biennial | Biennial | Biennial | Biennial | Perpetual (CE biennial) | Biennial |

### 9.1.2 Additional Expansion States

| Requirement | NJ | MA | GA | OH | TX |
|---|---|---|---|---|---|
| CE Hours / Cycle | 24 hrs / 2 yrs | 45 hrs / 3 yrs | 24 hrs / 2 yrs | 24 hrs / 2 yrs | 24 hrs / 2 yrs |
| Ethics CE Required? | Yes (3 hrs) | Yes (3 hrs) | Yes (3 hrs) | Yes (3 hrs) | Yes (3 hrs) |
| Non-Resident License? | Yes | Yes | Yes | Yes | Yes |
| Agency License Required? | Yes | Yes | Yes | Yes | Yes |
| Surplus Lines Tax | 5% | 4% | 4% | 5% | 4.85% |
| License Renewal Cycle | Biennial | Triennial (birth date) | Biennial (birth month) | Biennial (birth month) | Biennial (birth month) |

**WARNING: Massachusetts Is a Triennial State**

Massachusetts operates on a 3-year CE cycle (not 2-year like most states), requires 60 hours in the initial triennium and 45 hours thereafter, and mandates a proctored closed-book exam for self-study CE

courses. Additionally, MA requires a one-time 3-hour flood insurance course for P&C producers and has unique LTC training requirements. Plan accordingly when onboarding producers for MA business.

**WARNING: Florida Perpetual License**

Florida does not require a license renewal application or fee. Licenses are perpetual as long as CE requirements are met and at least one carrier appointment is maintained. However, if a producer fails to complete CE by the deadline, appointments will not auto-renew, and a license without any appointment for 48 months is cancelled. FL also requires a specific 4-hour Law & Ethics Update course (not a general ethics course) each cycle.

**WARNING: Texas 50% Classroom Requirement**

Texas requires that at least 50% of CE hours (12 of 24) be completed in a classroom or classroom-equivalent setting. Pure self-study cannot satisfy the full requirement. This affects how you plan CE for producers who may be working remotely or across multiple states.

### 9.1.3 State-Specific CE Notes

- **Florida (FL):** 24 hrs if licensed < 6 years; 20 hrs if licensed 6+ years. Includes mandatory 4-hour Law & Ethics Update specific to license type. One-time 3-hr flood training required for P&C producers.
- **Massachusetts (MA):** 60 hrs in first triennium; 45 hrs thereafter (including 3 hrs ethics). Triennial cycle based on birth date. Closed-book proctored exams required for self- study. One-time 3-hr flood course and annuity best interest training also required.
- **Georgia (GA):** 24 hrs / 2 yrs if licensed < 20 years (21 hrs line-specific + 3 hrs ethics). 20 hrs / 2 yrs if licensed 20+ years. Excess hours may carry over (up to half of next period requirement). One-time annuity best interest training required.
- **Ohio (OH):** 24 hrs / 2 yrs including 3 hrs ethics. Biennial cycle based on birth month. Up to 12 excess hours carry over. Closed-book exams required. One-time flood and LTC training required.
- **Texas (TX):** 24 hrs / 2 yrs including 3 hrs ethics. At least 12 hrs must be classroom or classroom-equivalent. Producers licensed 20+ years continuously may apply for CE exemption. One-time 4-hr annuity training plus 8 hrs ongoing annuity CE per cycle.
- **New Jersey (NJ):** 24 hrs / 2 yrs including 3 hrs ethics. At least 18 of 24 hours must be in courses approved for the producer's licensed line of authority.

**Note:** CE hours, ethics requirements, surplus lines taxes, and renewal cycles are subject to change. Verify current requirements with each state's Department of Insurance before each renewal cycle. SIAA coaching should provide updated state-specific guidance. Non-resident

producers who are CE-compliant in their home state generally satisfy CE requirements in non-resident states, but verify reciprocity for each state.

## 9.2 Licensing Compliance

**Current Licensed States:** NH (resident), ME, VT

**Planned Expansion States:** PA, FL, NV, NJ, MA, GA, OH, TX

**State Licensing Status:** Currently active in NH, ME, and VT, with planned expansion to PA, FL, NV, NJ (following Key Auto Group dealership footprint), plus MA, GA, OH, and TX.

### 9.2.1 Producer Licensing

- Every producer must hold a valid resident P&C license in their home state
- Non-resident licenses must be obtained BEFORE writing business in any non-home state
- Track all license expiration dates in a central spreadsheet AND set 90-day advance renewal reminders
- Maintain copies of all producer licenses in a dedicated AMS360 folder or compliance file
- CE compliance is the individual producer's responsibility, but Tyler Davis must verify completion at least 60 days before license expiration (per NH RSA 402-J:7-a). NH requires CE to be completed 60 days prior to the license expiration date. The renewal window opens 90 days before expiration. Late CE completion (within the 60-day window) incurs a $50 surcharge for producers. CE completed after expiration incurs a penalty of double the license renewal fee. Plan accordingly
- Address Change Notification (RSA 402-J:7): Producers must notify the NH Insurance Commissioner of any change of address (including email) within 30 days of the change, per RSA 402-J:7(VI). Address changes are processed through NIPR (nipr.com) and carry a $10 fee for manual processing
- Administrative Action & Criminal Prosecution Reporting (RSA 402-J:17): Per RSA 402-J:17 and NHID Bulletin INS 25-034-AB (April 2025), all producers must report any formal administrative actions taken by another governmental agency within 30 days of final disposition. Criminal prosecutions must be reported within 30 days of the initial pretrial hearing. Reports may be uploaded to the NIPR attachment warehouse or mailed to the NHID Licensing Division. These disclosures are also required at license application and renewal. Failure to comply may result in fines, suspension, or revocation

### 9.2.2 Agency Licensing

- The Art Agency LLC must hold a valid business entity license in each state of operation
- Non-resident agency licenses are separate from individual non-resident producer licenses—both are required
- Maintain the agency's license in good standing; any lapse suspends ALL producer authority in that state

## 9.3 Common Compliance Gaps New Agencies Miss

Based on regulatory actions, E&O claims data, and audit findings across startup agencies, these are the most frequently missed compliance items:

1. **Failure to document declinations:** When a customer declines recommended coverage, the agency has no record. If the customer later has a claim in the uncovered area, the E&O claim is defenseless.
2. **Unlicensed solicitation by dealership staff:** F&I or service advisors cross the line from referral to solicitation. Even saying "You should switch to our partner; they'll save you money" may constitute solicitation depending on the state.
3. **Missing signed applications:** Electronic or physical signature on the application is required. Binding without a signed application is an E&O exposure.

4. **Stale or missing data in AMS360:** Policies entered late, missing documents, data that doesn't match carrier records.
5. No documentation of carrier selection rationale: If you placed a customer with Carrier A over Carrier B, have a documented reason. Price alone is usually fine, but document it.
6. **Premium trust account violations:** Customer payments must be deposited into a premium trust account and remitted to carriers per state regulations and carrier agreements. Commingling is a regulatory violation.
7. **Failure to disclose agency relationship:** Independent agents must disclose their independent status and that they may receive commission. Some states require written disclosure.
8. **TCPA violations in AI/automated outreach:** If your AI agent or automated system contacts customers, ensure TCPA compliance including prior express consent, opt-out mechanisms, and calling time restrictions.
9. **Ignoring carrier underwriting guidelines:** Writing risks outside a carrier's appetite or binding authority leads to rescission, which leaves the customer uninsured and the agency exposed.
10. **No written procedures:** This handbook exists to close this gap. Regulators and E&O carriers look favorably on agencies with documented SOPs.

# Section 10: E&O Risk Management (Conservative Standard)

This section implements the most conservative E&O documentation standards, exceeding most carriers' minimum requirements. The philosophy is simple: if it isn't documented, it didn't happen.

## 10.1 Documentation Requirements by Transaction Type

| Transaction | Required Documentation | Storage Location | Retention Period |
|---|---|---|---|
| New Business | Signed application, needs analysis notes, quote comparison, customer selection confirmation, bind confirmation, dec page, all correspondence | AMS360 + Agency Zoom | Duration of relationship + 7 years |
| Endorsement | Customer request (written preferred), change confirmation, updated dec, premium impact communicated | AMS360 | Duration of relationship + 7 years |
| Renewal | Renewal review notes, updated exposure data, remarketing results (if remarketed), customer confirmation | AMS360 | Duration of relationship + 7 years |
| Claim (FNOL) | Intake notes, carrier report confirmation, claim number, follow-up log | AMS360 | Duration of relationship + 7 years |
| Cancellation | Reason for cancellation, customer notification, coverage gap warning, alternative coverage offered | AMS360 | 7 years post-cancellation |
| Coverage Declination | Recommended coverage, customer's decision to decline, explanation of risk, signed declination form (if available) | AMS360 | Duration of relationship + 7 years |

## 10.2 The Declination Documentation Protocol

This is the single most important E&O protection procedure in the agency. When a customer declines a coverage recommendation:

41. **Document the Recommendation:** Record exactly what coverage you recommended, including limits and carrier
42. **Document the Explanation:** Record that you explained the purpose of the coverage and the risk of not carrying it

43. **Document the Declination:** Record the customer's decision to decline and their stated reason
44. **Send Written Confirmation:** Email the customer: "As we discussed, I recommended [coverage] at [limits] for [reason]. You've decided not to add this coverage at this time. If you'd like to add it in the future, please don't hesitate to contact us."
45. **Save to AMS360:** Attach the email to the customer file in AMS360

> **WARNING: Common Declinations to ALWAYS Document**
>
> Umbrella coverage, higher liability limits, uninsured/underinsured motorist coverage, flood insurance, sewer/water backup, replacement cost vs. ACV on home, scheduled personal property for high-value items. These are the most common coverage gaps that generate E&O claims.

## 10.3 Call Recording & Retention

- All customer calls through RingCentral must be recorded
- Call recordings are retained for a minimum of 3 years
- Call recordings supplement written documentation—they do not replace it. If something important was discussed on a call, summarize it in AMS360 notes
- Inform customers that calls may be recorded (RingCentral greeting should include this disclosure)

## 10.4 E&O Policy Compliance

Under the conservative standard, the agency will maintain the following E&O practices:

- **Annual E&O Self-Audit:** Review 10% of all files (random sample) for documentation completeness annually
- **Error Reporting:** Any discovered documentation gap or procedural error is reported to Tyler Davis immediately, documented, and remediated. See Section 15 for error correction procedures.
- **Training:** All producers and CSRs complete E&O awareness training within 30 days of hire and annually thereafter
- **Application Signatures:** No policy is bound without a signed application. Electronic signatures are acceptable.
- **Disclosure:** Every new customer receives a written disclosure of the agency's independent status and compensation structure

# Section 11: Data Validation & System Integration Rules

## 11.1 InsurGrid → Agency Zoom Validation

When a lead flows from InsurGrid to Agency Zoom, validate:

- **Customer name:** Must be consistent across both systems. Watch for nickname vs. legal name discrepancies.
- **Contact info:** Phone and email must be present and match.
- **Lead source:** Must be tagged correctly (which dealership location, F&I vs. service drive vs. QR code).
- **Data completeness:** Flag any InsurGrid submission with fewer than 50% of required fields as “Incomplete Data” in Agency Zoom notes.

## 11.2 InsurGrid / Agency Zoom → PL Rater Validation

Before entering data into PL Rater, the producer must verify:

- **VIN accuracy:** Cross-reference VIN with year/make/model. VIN decoders are built into most rating systems—use them.
- **Driver information:** Verify license numbers, dates of birth, and driving history. Do not assume InsurGrid data is correct.
- **Address verification:** Confirm garaging address matches the customer’s actual vehicle location. Rating territory affects premium.
- **Coverage history:** Verify prior carrier and limits against the uploaded dec page.
- **Discrepancy Resolution:** If any data point differs between InsurGrid, the customer’s verbal statement, and the dec page, resolve it before quoting. Document the resolution in Agency Zoom notes.

## 11.3 PL Rater → AMS360 Validation

***Guide reference —*** *enter a real policy number or TBD (never a quote number), and don’t double-key a downloading carrier — AMS360 CSR & Producer Operating Guide §4.1 and §13.*

After binding, when entering the policy into AMS360:

- **Policy number:** Must match exactly what the carrier issued. Verify character-by- character.
- **Effective/expiration dates:** Must match the binder/carrier confirmation.
- **Premium:** Must match the quote that was presented and accepted. If the carrier adjusted premium post-bind, document the variance.
- **Coverage limits and deductibles:** Must match the bound quote exactly.
- **Named insured:** Legal name—must match the application and the carrier’s records.
- **Producer code:** Correct producer must be assigned for commission tracking.

## 11.4 Carrier Download Reconciliation

***Guide reference —*** *the download-hold work routine is in the AMS360 CSR & Producer Operating Guide §13.1.*

Once carrier downloads are active in AMS360, the following reconciliation process must occur:

46. **Daily:** Review carrier download queue for new downloads
47. **Match:** Compare downloaded data against manually entered policy data
48. **Discrepancies:** Flag any mismatch for immediate investigation. Common issues include: wrong driver on vehicle, missing vehicle, incorrect deductible, different effective date
49. **Resolution:** Contact carrier to resolve. Update AMS360 to match the carrier's record (carrier record governs unless there is an error on the carrier side). Document the resolution.
50. **Timeout:** Any unresolved download discrepancy older than 5 business days escalates to Tyler Davis

## 11.5 Vertafore Integration Pitfalls

***Guide reference —*** *the tricky AMS360 dropdowns and pop-up gotchas are catalogued in the AMS360 CSR & Producer Operating Guide §25 (Field Watch-Outs); duplicate prevention and the AgencyZoom-vs-AMS360 origin rule are in §3.*

Common problems specific to the Vertafore ecosystem (PL Rater + AMS360):

- **Duplicate Customer Records:** AMS360 does not always catch duplicates from PL Rater imports. Before creating a new customer record, ALWAYS search by name, phone, and address.
- **Quote-to-Bind Data Drift:** If you modify a quote in PL Rater after initially saving it, verify that all changes carried through to the bind request. Partial updates are a known issue.
- **Carrier Code Mismatch:** SIAA-appointed carriers may have different carrier codes in PL Rater vs. AMS360. Confirm the carrier code in AMS360 matches the SIAA carrier list.
- **Commission Splits:** AMS360 commission schedules must be configured per your SIAA contract. Incorrect commission splits will cause reconciliation headaches. Work with your AMS360 controller to verify commission setup for each carrier before writing business.
- **Activity/Suspense Syncing:** Agency Zoom and AMS360 activities do not natively sync. Maintain activities in BOTH systems during Phase 1. When CSR comes on board, AMS360 activities govern for service work.

# Section 12: Quality Control Procedures

## 12.1 New Business QC Review

Every new business policy undergoes a quality control review within 48 hours of binding. During Phase 1, Tyler Davis performs all QC reviews. When the CSR is hired, the CSR performs initial QC and Tyler Davis performs spot-checks.

QC Checklist — New Business

- Signed application on file in AMS360
- Customer identity verified (name, DOB, address match across all systems)
- All required InsurGrid fields completed
- PL Rater quote matches bound coverage and premium
- AMS360 entry is complete with all required fields (per Section 4, Step 8)
- All documents attached to AMS360 file
- Coverage declinations documented (per Section 10.2)
- Welcome packet sent
- Agency Zoom pipeline updated to Sold
- Cross-sell opportunities identified and noted
- Producer code correct
- Source code correct (dealership location, lead channel)

## 12.2 Weekly Pipeline Review

Tyler Davis conducts a weekly pipeline review every Monday using Agency Zoom data:

- Review all leads exceeding maximum days in pipeline stage (per Section 4.4 table)
- Identify stale leads and determine disposition (re-engage or close)
- Review conversion rates by producer, by lead source, and by dealership location
- Check that all Sold policies have corresponding AMS360 entries
- Review any Lost/Dead leads for patterns or systemic issues

## 12.3 Monthly File Audit (Random Sample)

Each month, Tyler Davis (or designated auditor) reviews 5 randomly selected files:

- Pull 5 random policy files from AMS360
- Score each file against the New Business QC Checklist (Section 10.1)
- Document any deficiencies found
- Review findings with the responsible producer
- Track deficiency trends over time for systemic issues
- **Goal:** 95% compliance rate or higher

## 12.4 EOS Scorecard Integration

The following metrics feed into the weekly EOS scorecard:

| Metric | Target | Source | Frequency |
|---|---|---|---|
| Speed to Lead (avg. | < 5 minutes (business | Agency Zoom | Weekly |

| | | | |
|---|---|---|---|
| minutes to first contact) | hours) | | |
| Quoted Rate (leads quoted / leads received) | > 70% | Agency Zoom / PL Rater | Weekly |
| Close Rate (policies bound / leads quoted) | > 40% | Agency Zoom | Weekly |
| AMS360 Entry Compliance (entered within 24 hrs) | 100% | AMS360 audit | Weekly |
| File Completeness Score (monthly audit) | > 95% | Monthly audit | Monthly |
| Policies in Force (total) | Growth target per plan | AMS360 | Weekly |
| Premium Written (month) | Growth target per plan | AMS360 | Monthly |

# Section 13: Monthly Audit Checklist

Complete this checklist by the 10th of each month for the prior month's activity. Tyler Davis is responsible until a compliance officer or operations manager is hired.

## 13.1 Licensing & Appointments

- Verify all producer licenses are active and in good standing in every operating state
- Verify agency entity license is active in every operating state
- Check CE completion status for any producer within 6 months of renewal
- Review carrier appointment status via SIAA portal—confirm no lapses or terminations
- Verify any new state license applications are progressing on schedule

## 13.2 Financial Controls

- Reconcile premium trust account (if applicable) against carrier statements
- Review SIAA commission statements against AMS360 commission records
- Verify producer commission calculations against the comp plan (comp plan reference)
- Confirm timely premium remittance to carriers
- Review agency operating expenses against budget ($6,597/month baseline)

## 13.3 Policy Administration

- Confirm all policies bound in the prior month are entered in AMS360
- Verify carrier downloads are reconciled (no outstanding unmatched downloads)
- Review cancellation/non-renewal log—confirm customer notification was sent
- Audit 5 random files per Section 12.3
- Review any open endorsement requests older than 5 business days

## 13.4 E&O & Documentation

- Verify all new business files have signed applications
- Review coverage declination documentation log
- Confirm call recordings are being stored and accessible
- Verify customer disclosure letters are on file for new customers
- Check for any potential E&O incidents—errors, customer complaints, missed deadlines

## 13.5 Technology & Security

- Review user access logs—confirm only active employees have system access
- Verify any departed employees have been fully deactivated across all systems
- Confirm backups of AMS360 data are current (work with controller)
- Review RingCentral call recording storage—confirm retention policy is being followed
- Test InsurGrid → Agency Zoom lead flow to confirm it's working

## 13.6 SIAA / SAN Group

- Review any communications or bulletins from SIAA coach
- Confirm compliance with any SIAA-specific documentation or reporting requirements

- Review carrier loss ratio reports (if available through SIAA portal)
- Attend or schedule SIAA coaching session

## 13.7 Dealership Channel

- Review lead volume by dealership location—identify any locations with declining referrals
- Confirm QR code materials are current and stocked at all locations
- Review any reports of dealership staff crossing referral/solicitation boundary
- Check AI agent outreach compliance (TCPA, opt-out requests honored)

# Section 14: Role-Based Permissions & Security

## 14.1 System Access Matrix

| System | Tyler Davis (Principal) | Producer | CSR | AMS360 Controller |
|---|---|---|---|---|
| InsurGrid | Full Admin | View assigned leads | View only | No access |
| Agency Zoom | Full Admin | Full (own pipeline) | View + update service activities | No access |
| PL Rater | Full | Full | View quotes only | No access |
| AMS360 | Full Admin | Enter/edit own policies; view all | Edit policies; process endorsements; no delete | Full Admin (backend) |
| RingCentral | Full Admin | Own extension + recording access | Own extension + recording access | No access |
| SIAA Portal | Full Admin | View carrier resources only | No access | No access |
| Carrier Portals | Full | Quoting + binding per appointment | Endorsements + service only | Download management only |

## 14.2 Permission Principles

- **Least Privilege:** Every user gets the minimum access needed to perform their role. No exceptions.
- **Individual Accountability:** Every action in every system must be traceable to a specific individual. Shared logins are prohibited.
- **Separation of Duties:** No single person should be able to both create a policy AND approve commission disbursement (future consideration as team grows).
- **Administrative Access:** Only Tyler Davis and the AMS360 Controller have administrative access to any system.

## 14.3 Onboarding / Offboarding

New Hire Onboarding (Day 1)

51. **Verify license:** Confirm active P&C license in home state; initiate non-resident license applications for operating states
52. **Create accounts:** Individual accounts in InsurGrid, Agency Zoom, PL Rater, AMS360, RingCentral
53. **Set permissions:** Per the access matrix above
54. **Issue this handbook:** Signed acknowledgment of receipt required
55. **E&O training:** Complete within 30 days
56. **System training:** Minimum 1 week of supervised operation before independent work

Employee Separation (Immediate)

57. **Deactivate all system access:** Within 2 hours of separation—InsurGrid, Agency Zoom, PL Rater, AMS360, RingCentral, carrier portals, SIAA portal
58. **Change any shared passwords:** Even though shared passwords are prohibited, change all administrative passwords as a precaution
59. **Reassign pipeline:** Transfer all Agency Zoom leads and AMS360 policies to another producer or to Tyler Davis
60. **Collect equipment:** Laptop, phone, any agency-branded materials
61. **Notify carriers:** Update carrier records to remove departed producer's authority

# Section 15: Error Correction & Escalation Protocols

## 15.1 Error Discovery & Classification

Errors are classified by severity to determine response timelines and escalation requirements:

| Severity | Definition | Examples | Response Time | Escalation |
|---|---|---|---|---|
| Critical | Customer has or may have a coverage gap, or regulatory violation exists | Wrong vehicle on policy; missing driver; lapsed coverage; binding in unlicensed state | Immediate (within 1 hour) | Tyler Davis immediately; potentially carrier and E&O carrier |
| High | Documentation gap or data error that could become a coverage issue | Missing signed application; wrong limits entered in AMS360; carrier download mismatch | Same business day | Tyler Davis by end of day |
| Medium | Administrative error with no coverage impact | Wrong source code; misspelled name; incorrect payment plan notation | Within 48 hours | Self-correct; note in file |
| Low | Minor data inconsistency | Agency Zoom status not updated; missing follow-up task | Within 1 week | Self-correct |

## 15.2 Error Correction Procedure

62. **Discover:** Identify the error. Do NOT attempt to hide, minimize, or delay reporting. Catching errors early is valued, not punished.
63. **Classify:** Determine severity per the matrix above.
64. **Document:** Record the error in AMS360 as an activity note: what happened, when it was discovered, who discovered it, and what the potential impact is.
65. **Escalate:** Per the severity matrix. For Critical and High, notify Tyler Davis immediately by phone (not just email or message).
66. **Correct:** Take the corrective action. For coverage-impacting errors, contact the carrier immediately. For data errors, correct in all affected systems.
67. **Verify:** After correction, verify the fix across all systems (InsurGrid, Agency Zoom, PL Rater, AMS360).
68. **Document Resolution:** Record the corrective action taken in AMS360. Attach any carrier correspondence.
69. **Root Cause:** For Critical and High errors, Tyler Davis conducts a brief root cause analysis to determine if a procedural change is needed.

## 15.3 Escalation Matrix

| Issue Type | First Contact | Escalation | Final Authority |
|---|---|---|---|
| Customer complaint | Producer or CSR | Tyler Davis | Tyler Davis |
| Coverage gap discovered | Tyler Davis (immediately) | Carrier + E&O carrier if needed | Tyler Davis |
| Regulatory concern | Tyler Davis | SIAA coach + legal counsel | Tyler Davis + legal |
| System outage / data loss | Tyler Davis + AMS360 Controller | Vertafore support | Tyler Davis |
| Dealership compliance issue | Tyler Davis | John Leonardi (Key Auto Group) | Tyler Davis + legal |
| Producer misconduct | Tyler Davis | Legal counsel | Tyler Davis |

## 15.4 Customer Complaint Handling

70. **Receive:** Listen without defensiveness. Document the complaint in AMS360 immediately.
71. **Acknowledge:** Confirm receipt in writing (email) within 24 hours.
72. **Investigate:** Review all records, call recordings, and documentation related to the complaint.
73. **Resolve:** Take corrective action if warranted. If the complaint involves a potential E&O issue, notify Tyler Davis before responding to the customer.
74. **Follow Up:** Contact the customer to confirm resolution within 72 hours.
75. **Log:** Maintain a complaint log accessible to Tyler Davis for trend analysis.

# Section 16: SIAA / SAN Group Compliance Overlay

As of the date of this handbook, The Art Agency has not yet completed its SIAA coaching engagement. This section documents what is known and provides placeholders for SIAA- specific requirements that will be identified during coaching.

## 16.1 Known SIAA Requirements

- **Carrier Access:** All carrier appointments flow through SIAA. The agency does not contract directly with carriers.
- **Commission Structure:** SIAA negotiates commission levels with carriers. The agency receives the SIAA-negotiated rate minus any SIAA fee/override.
- **Premium Volume Commitments:** Some carrier appointments may have minimum premium volume thresholds. Track this in the monthly audit.
- **Coaching Engagement:** SIAA assigns a coach who will provide guidance on carrier selection, workflow optimization, and compliance requirements.

## 16.2 Placeholders — To Be Completed After SIAA Coaching

**Action Required:** After the first SIAA coaching session, update this section with:

- SIAA-specific audit format requirements
- SIAA documentation standards (if they differ from or add to this handbook)
- Carrier-specific binding authority limits
- SIAA reporting requirements and deadlines
- SIAA portal usage requirements
- Any SIAA-mandated E&O practices
- Premium trust account requirements per SIAA agreement
- SIAA's policy on carrier direct bill vs. agency bill

> **WARNING: Update This Section**
>
> This is the most time-sensitive section of the handbook. Tyler Davis must update Section 16 within 2 weeks of completing the SIAA coaching engagement. Failure to incorporate SIAA-specific requirements into agency SOPs creates a compliance gap.

# Section 17: Premium Trust Account & Financial Handling

## 17.1 Fundamental Rule

Customer premium payments are not agency revenue. Premium collected on behalf of carriers belongs to the carrier until remitted. Commingling premium funds with agency operating funds is a regulatory violation in every state the agency operates in and grounds for license revocation.

## 17.2 Payment Handling Procedures

### 17.2.1 Direct Bill Policies (Majority of Personal Lines)

For direct-bill policies, the carrier bills the customer directly. The agency does not handle premium payments. This is the preferred billing method and eliminates premium trust exposure.

- Confirm billing method at time of bind
- If a customer contacts the agency about a direct-bill payment issue, direct them to the carrier's billing department
- Do NOT accept payment on behalf of a carrier for a direct-bill policy unless the carrier explicitly authorizes it

### 17.2.2 Agency Bill Policies (Some Commercial Lines)

***Guide reference —*** *invoicing agency-bill business and paying the carrier (Pay Account Current) are documented in the AMS360 CSR & Producer Operating Guide §19.3 and §19.5.*

For agency-bill policies, the agency collects premium from the customer and remits to the carrier. These procedures apply:

76. **Collect Payment:** Accept check, ACH, or credit card. Issue a receipt to the customer.
77. **Deposit to Premium Trust:** Deposit all collected premiums into the premium trust account within 1 business day of receipt. Never deposit to the operating account.
78. **Record in AMS360:** Log the payment against the correct policy and invoice.
79. **Remit to Carrier:** Pay the carrier per the terms of the agency agreement (typically within 30–60 days of the statement date).
80. **Reconcile:** Monthly reconciliation of trust account balance against outstanding carrier payables.

## 17.3 Commission Handling

***Guide reference —*** *reconciling carrier commission (Direct Bill Commission Statement) is in the AMS360 CSR & Producer Operating Guide §19.4; never write off or move a balance yourself.*

- Agency commissions flow through SIAA per the aggregator agreement
- SIAA commission statements should be reconciled against AMS360 commission records monthly
- Producer commission calculations follow the W-2 comp plan and are processed through payroll
- Commission disputes with carriers are escalated through SIAA, not directly to the carrier

## 17.4 Financial Controls

- Only Tyler Davis and the designated bookkeeper/accountant have access to the premium trust account
- Two-signature requirement for trust account disbursements over $5,000
- Monthly trust account reconciliation reviewed by Tyler Davis
- Annual audit of trust account by external accountant
- All financial records retained for 7 years minimum

# Section 18: Cross-Sell & Account Rounding Protocol

## 18.1 Cross-Sell Philosophy

Account rounding isn't just a revenue strategy—it's a customer protection strategy. A customer with auto-only coverage is exposed if they have no umbrella. A customer with home and auto at different carriers may have gaps in their liability coverage. Rounding accounts reduces E&O exposure, increases retention, and grows revenue per customer.

## 18.2 Mandatory Cross-Sell Triggers

| Trigger Event | Cross-Sell Opportunity | Timeline | Tracking |
|---|---|---|---|
| Auto policy bound (no home on file) | Home / renters insurance | Within 30 days of auto bind | Agency Zoom task |
| Home + auto bound (no umbrella) | Umbrella policy | Same call as bind if possible; within 14 days | Agency Zoom task |
| Vehicle purchase at dealership | Auto + home + umbrella review | During initial call | Agency Zoom pipeline |
| Watercraft or recreational vehicle mentioned | Watercraft / RV / ATV policy | Immediate | Agency Zoom note + task |
| Customer mentions rental property | Landlord / rental property policy | Within 7 days | Agency Zoom task |
| New teen driver in household | Review auto limits + umbrella | During endorsement call | AMS360 activity |
| Renewal review (any policy) | All missing lines | 60-day renewal outreach | Renewal workflow |

## 18.3 Cross-Sell Tracking

- Every customer record in Agency Zoom should have a "Lines of Business" notation showing what they have and what's been offered
- When a cross-sell is attempted and declined, document it as a coverage declination per Section 10.2
- **Monthly cross-sell report:** Tyler Davis reviews lines-per-customer ratio by producer
- **Target:** Average 1.8 policies per customer within 12 months; 2.2 within 24 months

## 18.4 Bundling Strategy

When quoting a new auto lead from the dealership channel, always ask about home insurance during the initial call. Present bundled quotes alongside standalone auto quotes to show the value of consolidating. The multi-policy discount often makes the bundled price competitive even if the individual line isn't the cheapest option.

# Section 19: Compliance Training Log & Attestation Tracking

## 19.1 Required Training

| Training | Who | When | Renewal | Documentation |
|---|---|---|---|---|
| Operations Handbook Review | All staff | Day 1 of employment | Annually + any major update | Signed acknowledgment |
| E&O Awareness Training | All producers & CSRs | Within 30 days of hire | Annually | Completion certificate + signed attestation |
| State CE Requirements | All licensed producers | Per state schedule | Per state cycle | CE completion certificates |
| AMS360 System Training | All staff using AMS360 | Within first week | As needed for updates | Training log |
| InsurGrid / Agency Zoom Training | All producers | Within first week | As needed | Training log |
| TCPA / Do-Not-Call Compliance | All staff making outbound calls | Within 30 days of hire | Annually | Signed attestation |
| Data Security & Privacy | All staff | Within 30 days of hire | Annually | Signed attestation |
| Anti-Fraud Awareness | All staff | Within 90 days of hire | Annually | Completion certificate |

### 19.1.1 NH-Specific Training Requirements

- One-Time Flood Insurance Course (NH Ins 1302.04): Each P&C producer must complete a one-time basic flood insurance course approved by the NH Insurance Department within one calendar year of receiving their P&C line of authority (NH Admin. R. Ins 1302.04). This is a New Hampshire-specific requirement in addition to any flood training required by other states. Failure to complete this course subjects the producer to penalties under Ins 1302.05. Track completion in the training log (Form 16) and verify during onboarding.
- One-Time Annuity Suitability Training (4 Hours): Producers who sell annuity products must complete a one-time 4-hour annuity suitability training course approved by the NH Insurance Department before selling, soliciting, or negotiating annuities. Producers who completed a 4-hour annuity suitability course approved by another state with substantially similar requirements may satisfy this NH requirement. Track completion in the training log and verify before authorizing any producer to sell annuity products.

## 19.2 Training Log Template

Maintain a master training log (spreadsheet or AMS360 tracking) with the following fields for each employee:

- Employee name and hire date
- Training name and type
- Date completed
- Next due date

- Certificate or attestation on file (Yes/No)
- Notes (e.g., “Completed via SIAA webinar”)

## 19.3 Attestation Requirements

The following documents require a signed attestation from each employee and must be retained in their personnel file:

- **Handbook Acknowledgment:** “I have received, read, and understand The Art Agency Operations Handbook. I agree to follow the procedures and policies described therein.”
- **E&O Training Attestation:** “I have completed E&O awareness training and understand my documentation and disclosure obligations.”
- **Data Security Attestation:** “I understand my obligations regarding customer data security, privacy, and breach notification procedures.”
- **TCPA Attestation:** “I understand the requirements of the Telephone Consumer Protection Act and will comply with all outbound communication regulations.”

## 19.4 Tracking & Accountability

- Tyler Davis reviews the training log monthly as part of the Section 13 audit checklist
- Overdue training is flagged to the employee and must be completed within 14 days of the due date
- Failure to complete required training within 30 days of the due date results in suspension of binding authority until training is completed
- All training records are retained for the duration of employment plus 7 years

# Section 20: Social Media & Marketing Compliance

## 20.1 General Principles

All marketing materials—whether social media posts, print materials, website content, email campaigns, or dealership collateral—must comply with state insurance advertising regulations. The fundamental rule: do not make claims you cannot substantiate, and do not create unreasonable expectations.

## 20.2 Prohibited Statements

- **Price Guarantees:** “We’ll save you money” / “Lowest rates guaranteed” / “We beat any quote” — you cannot guarantee savings
- **Coverage Guarantees:** “You’ll be fully covered” / “Complete protection” — no policy covers everything
- **Carrier Disparagement:** Do not disparage competing carriers or agents by name
- **Misleading Comparisons:** Do not compare prices without also comparing coverage
- **Unlicensed Testimonials:** Customer testimonials that imply specific savings amounts or coverage guarantees
- **Urgency Manipulation:** “Act now or lose this rate” unless there is a genuine deadline

## 20.3 Permitted Statements

- “We work with multiple carriers to find competitive rates”
- “Free insurance review” / “No-obligation quote”
- “Independent agency—we work for you, not the carrier”
- “Let us review your coverage to make sure you’re properly protected”
- General educational content about insurance concepts, coverage types, and risk management

## 20.4 Social Media Specific Rules

- All social media accounts representing the agency must be approved by Tyler Davis
- Producers may not create individual social media accounts representing themselves as agents of The Art Agency without approval
- All posts making insurance-related claims must be reviewed before publishing
- Respond to negative reviews or comments professionally; never discuss specific customer details publicly
- Do not provide insurance advice in public social media comments—direct the person to contact the office
- Retain screenshots or records of all insurance-related social media posts for 3 years

## 20.5 Dealership Co-Branding

Any marketing materials displayed or distributed at dealership locations must be pre-approved by Tyler Davis. Materials must clearly identify The Art Agency as a separate entity from the dealership. The dealership’s name may appear as a referral partner but not in a way that implies the dealership is providing insurance services.

## 20.6 AI Agent / Automated Outreach

- **TCPA Compliance:** Prior express written consent required for automated calls or texts to mobile phones
- **Opt-Out:** Every automated communication must include a clear opt-out mechanism
- **Calling Hours:** No automated calls before 8 AM or after 9 PM in the recipient's time zone
- **Do-Not-Call:** Scrub all outbound lists against the National DNC Registry and internal DNC list
- **Disclosure:** Automated messages must identify The Art Agency, the purpose of the call, and provide a callback number

# Section 21: Data Security & Breach Notification

## 21.1 Data Classification

The agency handles sensitive personal information across multiple systems. All data is classified as follows:

| Classification | Examples | Handling Requirements |
|---|---|---|
| Highly Sensitive (PII) | SSN, driver's license numbers, financial account numbers, date of birth + full name | Encrypted at rest and in transit; access limited to need-to-know; never sent via unencrypted email; never stored on personal devices |
| Sensitive | Policy details, claims history, premium information, coverage limits | Access limited to authorized agency personnel; secured within agency systems |
| Internal | Lead source data, pipeline status, agency operating data | Standard access controls; no public disclosure |
| Public | Agency contact info, general marketing content, published rates | No restrictions |

## 21.2 Data Handling Rules

- **Email:** Never send SSNs, driver's license numbers, or financial account numbers via unencrypted email. Use InsurGrid's secure portal for customer data collection.
- **Physical Documents:** Shred any physical documents containing PII after scanning to AMS360. Do not leave documents on desks or in unlocked areas.
- **Personal Devices:** No customer PII may be stored on personal phones, laptops, or cloud storage accounts. All work must be done within agency-approved systems.
- **Screen Locking:** Lock your workstation whenever you step away. Auto-lock should be set to 5 minutes maximum.
- **Password Management:** Unique passwords per system; minimum 12 characters; MFA wherever available. No shared passwords.

## 21.3 Breach Response Plan

A data breach is any unauthorized access to, disclosure of, or loss of customer personal information. If you suspect a breach:

**NH RSA 420-P:** Insurance Data Security Law

New Hampshire's Insurance Data Security Law (RSA 420-P, effective January 1, 2020) imposes specific obligations on all insurance licensees. Key requirements: (1) Licensees must develop, implement, and maintain a comprehensive written information security program with administrative, technical, and physical safeguards (RSA 420-P:4)—however, licensees with fewer than 10 employees are exempt from this written program requirement (RSA 420-P:9(a)); (2) Licensees must notify the NH Insurance Commissioner within 3 business days of determining that a cybersecurity event has occurred (RSA 420-P:6)—this notification requirement applies regardless of employee

count; (3) Licensees must submit an annual written statement certifying compliance with the data security program requirements; (4) Consumer notification must comply with NH RSA 359-C:20 (“as soon as possible” after determination of a breach). As The Art Agency grows beyond 10 employees, the full written information security program requirement will apply with a 180-day compliance window.

81. **Contain:** Immediately take action to stop the breach (disconnect affected system, change passwords, lock accounts). Do not attempt to “investigate” before containing.
82. **Report:** Notify Tyler Davis immediately by phone. Do not email details of the breach.
83. **Assess:** Tyler Davis assesses the scope: What data was exposed? How many customers? What systems were affected?
84. **Legal Counsel:** Engage legal counsel to determine notification obligations by state.
85. **Notify:** Notify affected customers per state law requirements. Most states require notification within 30–60 days of discovery.
86. **Regulators:** Notify state attorneys general and/or insurance departments as required by state law.
87. **Remediate:** Fix the vulnerability that caused the breach. Update procedures to prevent recurrence.
88. **Document:** Maintain a complete record of the breach, response timeline, and remediation steps.

> **WARNING: Massachusetts 201 CMR 17.00**
>
> Massachusetts has among the strictest data security regulations in the country. Any agency handling MA resident PII must maintain a written information security program (WISP), encrypt all PII transmitted wirelessly or on portable devices, and notify the MA Attorney General and Office of Consumer Affairs within a specific timeframe of a breach. Non-compliance carries significant penalties. Tyler Davis must ensure the agency’s data security practices meet MA standards before writing business in that state.

## 21.4 Vendor Security

All third-party systems handling customer data (InsurGrid, Agency Zoom, AMS360, RingCentral) must maintain adequate security practices. Review their security certifications and data handling practices annually. If a vendor experiences a breach that affects agency data, follow the same breach response plan above.

# Section 22: Business Continuity Plan

This section defines minimum continuity procedures to keep the agency operational during system outages, staffing disruptions, or emergencies.

## 22.1 System Outage Procedures

| System Down | Impact | Workaround | Escalation |
|---|---|---|---|
| AMS360 | Cannot access policy records, process endorsements, or enter new business | Use carrier portals directly for urgent service; document all activity for AMS360 entry when restored; do NOT delay bind confirmations | Contact Vertafore support; notify AMS360 controller; Tyler Davis coordinates |
| Agency Zoom | Cannot manage pipeline or access lead data | Use InsurGrid data directly; track leads manually (spreadsheet); enter into Agency Zoom when restored | Tyler Davis contacts Agency Zoom support |
| InsurGrid | Cannot receive new customer data submissions | Accept customer information by phone/email; manual data entry into PL Rater | Tyler Davis contacts InsurGrid support |
| PL Rater | Cannot run comparative quotes | Quote directly through carrier portals; document that quotes were not comparative-rated | Contact Vertafore support |
| RingCentral | Cannot make/receive calls; no call recording | Use personal cell phones as backup; document all calls manually in AMS360; note that calls were not recorded | Tyler Davis contacts RingCentral support |

## 22.2 Staffing Disruptions

### 22.2.1 Producer Leaves Unexpectedly

- Immediately deactivate all system access per Section 14.3 offboarding procedures
- Reassign all Agency Zoom pipeline leads to another producer or Tyler Davis
- Reassign all AMS360 policies to Tyler Davis as interim producer of record
- Contact all customers with active quotes or pending transactions within 48 hours
- Review all pending endorsements and open activities
- Notify carriers to update producer of record

### 22.2.2 Tyler Davis Unavailable

If Tyler Davis is unavailable for more than 24 hours (illness, emergency, travel):

- Producers continue normal operations for new business and service

- All binding authority decisions that would normally require Tyler Davis approval are deferred until his return, unless urgent
- **For urgent matters:** producers contact SIAA coach for guidance
- AMS360 controller continues normal backend operations
- Commercial lines activity is paused until Tyler Davis returns

## 22.3 Emergency Contact List

| Contact | Role | Phone | When to Call |
|---|---|---|---|
| Tyler Davis | Principal Agent | 603-956-6180 | All escalations; any emergency |
| AMS360 Controller | [Name / TBD] | [Phone TBD] | AMS360 system issues; carrier downloads |
| SIAA Coach | [Name / TBD] | [Phone TBD] | Compliance questions; carrier issues; Tyler Davis unavailable |
| Agency Attorney | [Name / TBD] | [Phone TBD] | Legal matters; E&O incidents; regulatory inquiries |
| E&O Carrier (Admiral) | [Claims line TBD] | [Phone TBD] | Potential E&O claims; coverage questions |
| Vertafore Support | AMS360 / PL Rater | [Support line] | System outages; technical issues |

**Action Required:** Tyler Davis completes this contact list with actual names and numbers before the first producer starts. Distribute to all team members and post in a shared location.

## 22.4 Data Backup

- AMS360 data is backed up per Vertafore's hosting agreement (verify backup frequency and retention with AMS360 controller)
- Agency Zoom data is cloud-hosted; verify backup policy with vendor
- Call recordings in RingCentral are retained per the agency's configuration (minimum 3 years)
- Critical agency documents (licenses, contracts, E&O policy) should be stored in a secondary location (cloud drive or physical safe) in addition to AMS360

# Section 24: Surplus Lines Workflow

When a risk cannot be placed with any admitted carrier available through SIAA, surplus lines placement may be necessary. Surplus lines carriers are not subject to state rate and form regulation, which provides flexibility for hard-to-place risks—but it also triggers additional compliance obligations that do not apply to admitted business.

## 24.1 When Surplus Lines Placement Applies

A surplus lines placement is triggered when all of the following are true:

- No admitted carrier available through SIAA will write the risk at any price
- The risk is insurable but falls outside standard market appetite (e.g., vacant property, high-hazard commercial, unique liability exposure)
- Tyler Davis has reviewed and approved the surplus lines placement Key Principle: Surplus lines placement is always a last resort. Document the diligent search before proceeding.

## 24.2 Diligent Search Requirement

Most states require a documented diligent search of the admitted market before placing business with a surplus lines carrier. The diligent search proves that the risk was offered to admitted carriers and declined or that no admitted carrier provides the needed coverage.

### 24.2.1 Diligent Search Procedure

89. **Quote Admitted Market:** Attempt placement with a minimum of three admitted carriers (state minimums vary—some require more)
90. **Document Each Declination:** For each carrier that declines, record the carrier name, date of declination, and reason (e.g., “outside appetite,” “class code not eligible,” “insufficient capacity”)
91. **Complete the Diligent Search Form:** Record the search results using the Surplus Lines Diligent Search Form (Appendix F). This form must be completed before binding with a surplus lines carrier.
92. **Retain Documentation:** Retain the completed form in AMS360, attached to the customer’s policy file, for the duration of the relationship plus 7 years.

> **WARNING: State-Specific Diligent Search Rules**
>
> Diligent search requirements vary by state. Some states (e.g., FL, TX) maintain an approved list of carriers that must be contacted. Others accept a general market search. Some states exempt certain coverage types from the diligent search requirement (e.g., FL exempts commercial auto over certain thresholds). Before placing surplus lines in any state, verify the specific diligent search requirements with SIAA or the state’s surplus lines stamping office.

## 24.3 Customer Disclosure Requirements

Before binding surplus lines coverage, the customer must receive a written disclosure. Most states require specific language. The disclosure must include:

- The policy is being placed with a surplus lines carrier that is not licensed (admitted) in the customer's state
- The surplus lines carrier is not subject to the state's guaranty fund—if the carrier becomes insolvent, the state guaranty fund will not pay claims
- The surplus lines carrier's name and domicile state
- The surplus lines tax that will be added to the premium Template: Use the Surplus Lines Disclosure Template (Appendix G) as the base. Modify the disclosure language to match the specific state's requirements before sending. Signature Required: Obtain the customer's signature (electronic or physical) on the disclosure before binding. Attach the signed disclosure to the customer file in AMS360.

## 24.4 Surplus Lines Tax & Filing

Surplus lines policies are subject to a state surplus lines tax, which is the customer's responsibility. The tax rates for the agency's operating states are documented in Section 9.1. In addition to collecting and remitting the tax:

- File the surplus lines transaction with the state's surplus lines stamping office (if applicable) within the required timeframe
- Maintain records of all surplus lines taxes collected and remitted
- Verify that the surplus lines carrier is on the state's approved surplus lines insurer list (also called the "white list" in some states)
- Work with the SIAA surplus lines desk or a licensed surplus lines broker if the agency does not hold a surplus lines license in the relevant state

> **WARNING: Surplus Lines Broker Licensing**
> In most states, placing business with a surplus lines carrier requires a separate surplus lines broker license. If The Art Agency does not hold this license in a given state, surplus lines placements must go through SIAA's surplus lines desk or a licensed surplus lines broker. Never bind surplus lines business without verifying that the placement is being made through a properly licensed entity.

## 24.5 AMS360 Entry — Surplus Lines

***Guide reference —*** *commercial / brokerage entry — set Company Type = Brokerage and Admitted = Non-admitted — AMS360 CSR & Producer Operating Guide §20–21 and §25.*

In addition to all standard AMS360 entry requirements (Section 4, Step 8), surplus lines policies require:

- Carrier flagged as "surplus lines" or "non-admitted" in AMS360
- Surplus lines tax amount entered as a separate line item
- Diligent search form attached
- Signed customer disclosure attached
- Surplus lines broker (if applicable) noted in the file
- Filing confirmation from the stamping office (if applicable) attached once received
- NH Policy Face Stamp Verified (RSA 405:24): Verify that the carrier has stamped the following language (or substantially similar) on the face of the binder or policy, as required by NH RSA 405:24: "The company issuing this policy has not been licensed by the state of New Hampshire

and the rates charged have not been approved by the commissioner of insurance. If the company issuing this policy becomes insolvent, the

New Hampshire insurance guaranty fund shall not be liable for any claims made against the policy."

# Section 25: Flood Insurance Workflow

Flood insurance is excluded from standard homeowners and commercial property policies. It must be written as a separate policy, either through the National Flood Insurance Program (NFIP) or through a private flood carrier. Flood is one of the most commonly declined coverages, which makes it both a cross-sell opportunity and a significant E&O exposure point. Every flood conversation must be documented per Section 10.2.

## 25.1 When to Discuss Flood

Flood insurance should be raised with every property insurance customer, not just those in high- risk zones. The following triggers require a flood conversation:

- Any new homeowners policy (regardless of flood zone)
- Any commercial property policy (regardless of flood zone)
- Any property in FEMA Flood Zones A or V (high-risk—lender will typically require flood)
- Any property in FEMA Flood Zone X (moderate-to-low risk—flood is optional but recommended)
- Any renewal review where flood was previously declined
- Any property that has experienced water damage, even if not from a “flood” event Declination Documentation: If the customer declines flood coverage, document the declination per Section 10.2. This is critical E&O protection—flood is the single most litigated coverage gap in personal lines.

## 25.2 NFIP vs. Private Flood

### 25.2.1 National Flood Insurance Program (NFIP)

- Administered by FEMA; policies issued through Write Your Own (WYO) carriers
- **Maximum dwelling coverage:** $250,000 residential / $500,000 commercial
- **Maximum contents coverage:** $100,000 residential / $500,000 commercial
- No loss of use / additional living expense coverage
- Standard 30-day waiting period from date of purchase before coverage takes effect (exceptions: new purchase closing, lender-required placement, map revision)
- Rating based on FEMA flood maps and Risk Rating 2.0 methodology
- Available in any NFIP-participating community

### 25.2.2 Private Flood Insurance

- Offered by admitted and surplus lines carriers outside the NFIP
- May offer higher limits, broader coverage (e.g., loss of use, replacement cost on contents), and more competitive pricing
- Waiting periods vary by carrier (some offer no waiting period)
- Availability depends on carrier appetite, property location, and loss history
- **Lender acceptance:** verify that the lender will accept a private flood policy before binding. Most lenders accept private flood if the policy meets or exceeds NFIP coverage terms.

### 25.2.3 Placement Decision

For most residential properties, quote both NFIP and available private flood options. Present both to the customer with a comparison of coverage, limits, and price. Document the customer’s selection

and the rationale in AMS360. If only NFIP is available (no private market appetite), note that in the file.

## 25.3 Flood Quoting Procedure

93. **Determine Flood Zone:** Determine the property's FEMA flood zone using the FEMA Flood Map Service Center (msc.fema.gov) or carrier rating tools
94. **Obtain Elevation Certificate:** If in a high-risk zone (A or V), obtain the elevation certificate if available. Risk Rating 2.0 has reduced the dependency on elevation certificates for NFIP, but some private carriers still use them.
95. **Quote NFIP and Private:** Run NFIP quotes through the WYO carrier available via SIAA. Run private flood quotes through appointed carriers that write flood.
96. **Present Options:** Show the customer both options (if available), highlighting coverage differences, waiting periods, and premium.
97. **Document:** If the customer declines flood entirely, send the Coverage Declination Email (Appendix C) specifically addressing flood risk.

## 25.4 NFIP Waiting Period Rules

The standard NFIP waiting period is 30 days. Exceptions:

- **Loan Closing:** Initial purchase of flood insurance in connection with a property closing (effective at closing)
- **Map Revision:** If a map revision changes a property into a high-risk zone, no waiting period applies if purchased within 13 months of the map revision
- **Lender-Required:** A lender discovering a flood zone determination error may require immediate placement; effective date follows lender notification
- **Coverage Increase:** Increasing coverage on an existing NFIP policy has a 30-day waiting period for the increased amount

> **WARNING: Waiting Period Timing**
>
> Never tell a customer they are covered during the 30-day waiting period. If a customer asks about flood coverage after a weather event has been forecast or has occurred, advise them that NFIP has a 30-day waiting period and that purchasing a policy after a flood event has begun or been forecast will not provide coverage for that event. Private flood waiting periods vary—check the specific carrier.

## 25.5 AMS360 Entry — Flood

***Guide reference —*** *entering a separate policy record is covered in the AMS360 CSR & Producer Operating Guide §3–4.*

Flood policies are entered as a separate policy record in AMS360, not as an endorsement to the homeowners or commercial property policy.

- Create a separate policy record with the flood carrier (NFIP WYO or private carrier)
- Enter the NFIP policy number format correctly (WYO carriers have specific numbering)
- Link the flood policy to the same customer record as the property policy
- Set the renewal date activity (NFIP policies renew annually)
- Attach the flood zone determination and elevation certificate (if obtained)

- Note whether the policy is NFIP or private flood in the policy description

# Section 26: Single-Carrier Presentation & Missed Renewal Recovery & TCPA Compliance

## 26.1 Single-Carrier Presentation

In some situations, only one carrier will write a particular risk. This can happen with non- standard drivers, coastal properties, specialty commercial classes, or risks with significant claims history. When presenting a single carrier option:

98. **Document the Reason:** Note in AMS360 and Agency Zoom why only one carrier is available. Reference the specific reasons (e.g., “All other carriers declined due to three at-fault accidents in the past 24 months” or “Coastal wind exposure exceeds appetite for all carriers except [Carrier Name]”).
99. **Disclose to the Customer:** Tell the customer: “Based on your risk profile, we have one carrier that can offer coverage. I’ve reviewed all of our available markets, and this is the best option I can provide. Here’s what the coverage includes and what it costs.”
100. **Present Coverage Thoroughly:** Walk the customer through the coverage in the same detail as a multi-carrier presentation. The fact that there is only one option does not reduce your obligation to explain what’s covered and what’s not.
101. **Offer Future Review:** If the customer is unhappy with the single option, offer to revisit at the next renewal or if their risk profile changes (e.g., accidents age off their record). Set a follow-up task in Agency Zoom.

> **WARNING: Do Not Force a Risk**
>
> If the single available carrier is a poor fit or if the risk truly falls outside all carrier appetites, do not force the placement. Escalate to Tyler Davis for surplus lines placement (Section 24) or specialty market referral. A forced placement that results in mid-term cancellation leaves the customer worse off and creates E&O exposure.

## 26.2 Missed Renewal Recovery

A missed renewal occurs when a policy expires without the renewal being processed or confirmed. This is a critical error that may leave the customer without coverage. If a missed renewal is discovered:

102. **Classify Immediately:** Determine the severity per Section 15.1. A missed renewal where the customer has no coverage is a Critical error—respond within 1 hour.
103. **Escalate:** Notify Tyler Davis immediately by phone.
104. **Contact the Carrier:** Call the expiring/expired carrier to determine if the policy can be reinstated. Many carriers allow reinstatement within a short grace period (typically 10–30 days) if premium is paid.
105. **Bind Replacement Coverage:** If reinstatement is not possible, bind replacement coverage immediately. The goal is to minimize the coverage gap.
106. **Notify the Customer:** Call the customer immediately. Disclose the gap, explain what you’re doing to fix it, and confirm replacement coverage. Be honest and direct—do not minimize the situation.

107. **Document Everything:** Record the complete timeline in AMS360: when the renewal was missed, when it was discovered, who discovered it, what caused it, what corrective action was taken, and the customer communication.
108. **Root Cause Analysis:** Tyler Davis conducts a root cause analysis. Common causes: renewal pulled from queue but not assigned, producer pipeline overload, AMS360 activity not set correctly, carrier download not reconciled. Update procedures to prevent recurrence.
109. **E&O Notification:** If the customer experienced a loss during the coverage gap, notify Tyler Davis and the E&O carrier (Admiral) immediately. This is a potential E&O claim.

> **WARNING: Coverage Gap Liability**
>
> If a customer suffers a loss during a coverage gap caused by a missed renewal, the agency may be liable. The documentation of the error, the response timeline, and the corrective action taken will be the primary defense. Do not delay. Do not minimize. Act immediately and document everything.

## 26.3 TCPA Compliance Consolidated Reference

The Telephone Consumer Protection Act (TCPA) governs all automated and manual outreach. Requirements are referenced throughout this handbook (Sections 3.1, 9.3, 20.6) and consolidated here for quick reference.

### 26.3.1 Consent Requirements

- **Automated Calls/Texts:** Prior express written consent is required before sending automated calls, prerecorded messages, or text messages to mobile phones
- **Manual Calls:** Prior express consent (oral is sufficient) is required for non-telemarketing manual calls to mobile phones
- **Written Consent Form:** Written consent must identify the specific entity authorized to contact the consumer, include the phone number(s), and clearly disclose that automated messages will be sent

### 26.3.2 Calling Restrictions

- No calls before 8:00 AM or after 9:00 PM in the recipient's local time zone
- Scrub all outbound lists against the National Do-Not-Call Registry at least every 31 days
- Maintain an internal Do-Not-Call list and honor opt-out requests within 30 days
- Every automated message must include a clear opt-out mechanism

### 26.3.3 AI Agent Compliance

- All AI agent outreach must comply with the same TCPA requirements as human-initiated calls
- AI agents must identify themselves as automated at the beginning of the interaction (if required by state law)
- AI agent scripts must be reviewed by Tyler Davis before deployment
- Opt-out requests received by the AI agent must be processed the same business day

### 26.3.4 Recordkeeping

- Retain proof of consent (opt-in records) for the duration of the customer relationship plus 5 years
- Log all opt-out requests with the date received and date processed
- Retain AI agent call logs for a minimum of 3 years

**WARNING: TCPA Penalties**

TCPA violations carry statutory damages of $500 per violation, trebled to $1,500 for willful violations. A single automated text blast to an unscrubbed list can generate six- or seven-figure liability. Compliance is not optional.

# Section 23: Appendices, Forms & Quick Reference

## Appendix A: Quick Reference — Daily Producer Checklist

**DAILY ACTIVITY GOAL**

| 4 | 10 | 80 |
|---|---|---|
| **ITEMS** | **QUOTES** | **CALLS** |
| per day · items / policies | per day · household quotes | per day · outbound dials |

**Hit the daily activity goal every business day:** 4 items/policies, 10 household quotes, and 80 calls.

- Check Agency Zoom for new leads (respond within 5 minutes during business hours)
- Review InsurGrid queue for new submissions
- Return all customer calls and emails from prior day
- Update Agency Zoom pipeline stages for all active leads
- Enter any bound policies into AMS360 (24-hour rule)
- Process any pending endorsement requests
- Review carrier download queue in AMS360
- Document all customer interactions in AMS360 and/or Agency Zoom
- Tab through every field on a new account — confirm Executive / Representative are set and Division / Department is correct before accounting posts
- Use a real policy number or TBD — never a quote number, and never a “Continuous” term
- Start each new account in one system only — AgencyZoom or AMS360, never both (prevents duplicates)
- Verify limits against the live policy before sending any eForm or proposal

## Appendix B: Quick Reference — Daily CSR Checklist

- Review AMS360 activity queue for open tasks
- Process carrier downloads and reconcile discrepancies
- Handle endorsement requests (per Section 6.3)
- Issue certificates of insurance as requested
- Return customer service calls and emails
- File incoming documents to appropriate AMS360 records
- Review upcoming renewal list (60-day advance)
- Report any FNOL claims to carriers (same business day)
- Work the AMS360 download hold daily — don’t double-key a downloading carrier
- Log an Activity for every customer touch; add a Suspense for every follow-up
- Verify limits against the live policy before issuing any COI or eForm — endorse first if the policy doesn’t carry it
- Replace binders with the dec page once it issues; issue COIs same-day

## Appendix C: Coverage Declination Email Template

**Subject:** Your Insurance Coverage Review — [Customer Name]

Dear [Customer Name],

Thank you for allowing The Art Agency to review your insurance. As we discussed, I recommended the following additional coverage:

[Coverage Type] at [Limits] with [Carrier Name] for approximately $[Premium]. This coverage would protect you against [brief explanation of the risk]. You've decided not to add this coverage at this time, and I've noted your decision in our records. If you'd like to reconsider or add this coverage in the future, please don't hesitate to contact us.

Best regards,

[Producer Name]

## Appendix D: Dealership Staff Reference Card

What Dealership Staff CAN Say:

- "We have a partner insurance agency that can review your coverage."
- "Would you like a free insurance quote? Just scan this QR code."
- "Our insurance partner works with many carriers to find competitive rates."

What Dealership Staff CANNOT Say:

- "You're paying too much for insurance."
- "You should switch to our partner—they'll save you money."
- "Your coverage isn't good enough. You need more."
- "I can help you sign up for insurance right now."
- Any specific coverage recommendation, premium estimate, or carrier comparison

**The Rule:** Dealership staff may REFER customers to The Art Agency. They may NOT solicit, recommend, negotiate, or sell insurance in any form.

## Appendix F: Surplus Lines Diligent Search Form

Complete this form before binding any surplus lines placement. Attach to the customer file in AMS360.

**Customer Name:** _____

**Policy Type:** _____

**Effective Date:** _____

**Risk Description:** _____

**Diligent Search Results:** Admitted Carriers Contacted:

1. **Carrier:** _____ Date Contacted: _____ Result: _____ Reason for Declination: _____
2. **Carrier:** _____ Date Contacted: _____ Result: _____ Reason for Declination: _____
3. **Carrier:** _____ Date Contacted: _____ Result: _____ Reason for Declination: _____
4. **Carrier:** _____ Date Contacted: _____ Result: _____ Reason for Declination: _____

5. **Carrier:** _____ Date Contacted: _____ Result: _____ Reason for Declination: _____

**Surplus Lines Carrier Selected:** _____

**Surplus Lines Broker (if applicable):** _____

**Surplus Lines Tax Rate & Amount:** _____

**Customer Disclosure Signed:** Yes / No Date: _____

**Producer Signature:** _____ Date:

_____

## Appendix G: Surplus Lines Customer Disclosure Template

Modify this template to match state-specific required language before use. Obtain customer signature before binding.

Dear [Customer Name],

The insurance coverage described below is being placed with a surplus lines insurer. Surplus lines insurers are not licensed (admitted) in [State] and are not subject to the financial solvency regulation and enforcement that applies to licensed insurers in this state. Important: If the surplus lines insurer becomes insolvent, you are not protected by the [State] Insurance Guaranty Fund. The guaranty fund does not cover policies issued by surplus lines insurers.

**Surplus Lines Insurer:** [Carrier Name]

**Domicile State:** [State]

**Coverage Type:** [Description]

**Premium:** $[Amount]

Surplus Lines Tax ([Rate]%): $[Amount]

**Total:** $[Amount]

By signing below, I acknowledge that I have read and understand this disclosure, and I consent to the placement of my insurance with a surplus lines insurer.

**Customer Signature:** _____ Date:

_____

**Print Name:** _____

**Producer:** _____ The Art Agency LLC | 603-956-6180 | artins.net

## Appendix H: Agency Relationship & Compensation Disclosure Template

Provide this disclosure to every new customer. Modify to match state-specific requirements where applicable. Retain a signed copy in AMS360.

Dear [Customer Name],

Thank you for choosing The Art Agency LLC for your insurance needs. Before we proceed, we want to make sure you understand our relationship and how we are compensated. Independent Agency

Status: The Art Agency LLC is an independent insurance agency. We are not employed by or exclusively affiliated with any single insurance carrier. We represent multiple insurance carriers and can offer you coverage options from a variety of companies. How We Are Compensated: As an independent agency, we receive commission from the insurance carriers when we place a policy on your behalf. The commission is included in your premium—you do not pay a separate fee to the agency. Commission rates vary by carrier and coverage type. We may also receive contingent or bonus commissions from carriers based on the overall performance of our book of business.

**Our Obligation to You:** We will make coverage recommendations based on the information you provide and our professional judgment. We work to find you competitive coverage that meets your needs. However, we do not guarantee that we offer the lowest available price in the market, and we cannot guarantee that any policy will cover every possible loss. Your Obligation: The accuracy of the information you provide is critical. Material misrepresentations on an insurance application can result in policy rescission or claim denial. Please review all applications and policy documents carefully and notify us of any errors. Questions: If you have any questions about our agency, our relationship, or your coverage, please contact us at 603-956-6180 or tdavis@artins.net.

**Customer Signature:** _____ Date:

_____

**Print Name:** _____

**Producer:** _____ The Art Agency LLC | 150 Lafayette Rd #13, Rye, NH 03870 | 603-956-6180 | artins.net

## Appendix I: Coverage Declination Form

Use this form when a customer declines a recommended coverage. Obtain customer signature when possible. If the customer declines to sign, note “Customer declined to sign” with the date and time, and send the Coverage Declination Email (Appendix C) as backup. Retain in AMS360.

**Customer Name:** _____ Date:

_____

**Policy Number (if applicable):** _____

**Coverage Recommended:** The Art Agency LLC recommended the following coverage: Coverage Type: _____

**Carrier:** _____

**Recommended Limit:** _____

**Estimated Premium:** _____

Reason for Recommendation:

[Producer explains the risk this coverage protects against]

_____

_____

Customer Decision:

I, the undersigned, acknowledge that The Art Agency LLC recommended the coverage described above. The purpose and benefits of this coverage have been explained to me. I have decided not to purchase this coverage at this time. I understand that by declining this coverage, I may be personally responsible for losses that would have been covered by this policy.

**Customer Signature:** _____ Date:

_____

**Print Name:** _____

**Producer:** _____

If the customer declines to sign this form, the producer must: (1) note “Customer verbally declined [coverage type] on [date]” in AMS360, (2) send the Coverage Declination Email (Appendix C), and (3) attach both the unsigned form and the email to the AMS360 file.

## Appendix J: Training Guide Crosswalk

Where to find the detailed, AMS360-verified procedure for each handbook topic. All guides live in the Training Guides folder and the Waxell Operations › Training workspace.

| Handbook topic | Training guide → section |
|---|---|
| Lead → quote → bind → AMS360 entry | New Business Workflow guide; Operating Guide §3–4 |
| Commercial AMS360 entry (§5, §5.5) | Operating Guide §20–21; Field Watch-Outs §25 |
| Endorsements (§6.3) | Operating Guide §12.1 |
| Claims / FNOL (§6.4) | Operating Guide §12.3; loss-notice forms Part IX |
| Certificates / COI (§6.5) | Operating Guide §9, §22; forms Part IX |
| Service pipelines (§6.6) | AgencyZoom Service Center Operations Guide |
| Renewals (§7) | Operating Guide §14 |
| Cancellation (§8) | Operating Guide §12.2; form Part IX |
| Download reconciliation (§11.3–11.4) | Operating Guide §13 |
| Vertafore pitfalls / dropdowns (§11.5) | Operating Guide §25 |
| Billing: direct/agency bill, commission (§17) | Operating Guide §19 |
| ACORD forms (all) | Operating Guide Part IX |
| Daily checklists (App A / B) | Operating Guide §24–25 |

## Appendix E: Handbook Version Control

| Version | Date | Author | Changes |
|---|---|---|---|
| 1.0 | April 2026 | Tyler Davis | Initial release |
| 1.1 | June 2026 | Tyler Davis | Reconciled Section 4.4 sales pipeline stages to live AgencyZoom names; added Section 6.6 Service Pipelines. |
| 1.2 | June 2026 | Tyler Davis | Linked the handbook to the Training Guides (AMS360 CSR & Producer Operating Guide, New Business Workflow, AgencyZoom Service Center, daily checklists); aligned §5.5 commercial AMS360 entry, §11.3–11.5 integration, and |

| | | | |
|---|---|---|---|
| | | | §17 billing with the verified guides; refreshed Daily Producer/CSR checklists (App A/B); added Training Guide Crosswalk (App J). |
| 1.3 | June 2026 | Tyler Davis | Formatting release — reformatted to The Art Agency brand styling (branded title page, logo header/footer, navy/gold Arial headings, navy table headers, cream callouts) to match the AMS360 CSR & Producer Operating Guide. No content changes from v1.2. |
| **1.4** | June 2026 | Tyler Davis | Added the Daily Activity Goal (4 items/policies · 10 household quotes · 80 calls) to Appendix A. Standardized all agency forms to the common brand layout. |

**Review Schedule:** This handbook must be reviewed and updated at minimum quarterly, and immediately following any of the following events: SIAA coaching session, new state licensing, new carrier appointment, regulatory change, E&O incident, significant process change, or employee onboarding.

**Acknowledgment:** All producers and CSRs must sign an acknowledgment confirming they have received, read, and understand this handbook. Signed acknowledgments are retained in the employee's personnel file.

## END OF HANDBOOK