



# Renewal & Rate Increase Conversation

## OUTBOUND CALL

Good afternoon is this [Client Name]? Hey, [Client Name], this is [Your Name] with [Agency Name], How are you?

### Show Empathy and Understanding

As I check your account, I just want you to know that we don't like seeing rates go up, especially for clients who haven't filed any claims.

You've probably heard that all insurance carriers in [Your State] are raising their rates this year more than usual. My own insurance just went up too, so I totally get it.

At our agency, we're always looking for ways to keep your rates as low as possible.

### Present Increase On A Monthly Basis

It looks like your premium increased by \$[X] per month.

### Explanation of Increase

Based on what I'm seeing, your rate increase is due to [Specific Reason: recent claim, loss of discounts, addition of new drivers, etc].

### State-Wide Increases (if applicable):

Insurance companies often adjust their rates based on how much they've paid out in claims over the year. In your particular case, it looks like the increase is due to a state-wide rate adjustment, which is affecting everyone in [Your State]. None of us like that, but let me see if we can lower your rate.

### Explore Options to Reduce Their Rate

Let's see if we can lower your rate.

### Bundle Home & Auto

I noticed that your Auto and Home policies aren't bundled, bundling them will give you a major discount. Let me run a quote for you to see what that'll be.

### Rewrite Policy

Let me see if I can rewrite your policy under a different carrier within our agency.

## INBOUND CALL

I want to thank you for being a client of ours, we appreciate it. Let me look into your account to see why your rate increased.

### Deductible Adjustment

Another way we can lower your premium is to adjust your deductible, that's what a lot of people do. We generally prefer not to increase deductibles, but it is one way to save on your premium. Let me calculate the price difference for you.

### Highlight Unique Value Propositions

I wanted to quickly point out a unique coverage that's included in your policy:

#### Homeowners

- Enhanced water damage coverage
- Roof Replacement vs ACV
- Utility line endorsement
- Equipment breakdown coverage

#### Auto

- Uninsured motorist
- Glass deductible buy back
- Enhanced roadside assistance

### Rationalize Paying More

We always tell our clients that it's important to have the right coverage to avoid high out-of-pocket costs later. Some carriers give the lowest coverage possible just to give you a cheaper rate, but that means you'll pay more out of pocket when you file a claim, and we don't want that.

### Thank Them Again

I really appreciate you being proactive and giving me the chance to review your policy, thank you!