

# SIMPLIFYING THE MARKET

appetite is easy as knowing  
**what's hot vs. what's not**



With a close ratio of ~22+%, you can tap into a \$5B business opportunity within an appetite of over 800 business classes.

## BUSINESSES THAT FALL WITHIN ABI'S MARKET DIRECTION

- Artisan Contractor & Trades
  - Carpenters
  - Carpet cleaners
  - Contracted services
  - Drywall and plaster
  - Electricians
  - Floor laying
  - Glass installers
  - HVAC contractors
  - Janitorial/restoration
  - Landscapers
  - Locksmiths
  - Masonry and concrete
  - Painting/wallpaper
  - Plumbers
  - Roofing/Siding
  - Shrub and tree service
  - Sign installers
- Business Services
  - Accounting services
  - Advertising and marketing
  - Architectural and engineering
  - Business consultants
  - Financial consultants
  - Job search services
  - Lawyers
  - Mortgage brokers
- Business Services (cont'd)
  - Office and secretarial services
  - Real estate agents
  - Travel agencies
- Florists
- Furniture and appliance stores
- Funeral homes
- Laundry and dry cleaning
- Manufacturing
- Medical Offices
  - Chiropractor
  - Dentist
  - Doctors
  - Massage therapist
  - Mental health provider
  - Pediatrician
  - Physical therapist
  - Veterinarian
- Photographers
- Restaurants
- Wholesalers
  - Frozen food
  - Hardware and Equipment
  - Meat
  - Produce

## OUTSIDE OF MARKET DIRECTION

- Amusement/Recreation
- Auto dealers
- Band/entertainment
- Cable installers
- Courier Services/Carrier for Hire/ USPS mail and/or other expedited delivery
- Driving schools
- Emergency vehicles
- Escort/pilot car services
- Fast food delivery
- Food trucks
- Garbage trucks
- Government vehicles
- Hauling for hire
- Logging trucks
- Long-haul truckers
- Passenger transport & livery services:
  - Bus companies
  - Church vans or buses
  - Taxi companies
  - Limo services
  - Peer-to-peer ridesharing
- Moving trucks
- Security services (armed or unarmed)
- Septic cleaning and hauling
- Roadside and towing services



### Need more ideas?

Utilize **ABLe** and search **Market Appetite** or **Class of Business**.  
 Call your Commercial Business Consultant to learn more.

\* Not all ABI products are available in all states and territories. Coverages and discounts are subject to policy terms, conditions, qualifications and availability.

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