

Why Become a Syndicate Member of CHART?



Glenn Clark, CHART CEO

In early 2015, we launched an initiative called the CHART (CoverHolders And Risk Takers) Exchange. It was established for the express purpose of expanding the U.S./London marketplace through the identification and pursuit of new business opportunities. Accomplishing this objective required some "out of the box" thinking. Our innovative approach: Create a forum within which risk takers from London and existing Coverholders could personally interact with domestic insurance agencies. Within this sort of environment, representatives from all facets of the insurance transaction could freely exchange ideas about new coverage offerings, under-served market niches, and other potential program opportunities.

As a way of testing the viability of the CHART concept, our team hosted a meeting in October 2015. Over 330 Syndicate, insurance agency, and vendor representatives participated in this

unique event. The three-day session included market-specific workshops, panel discussions, and numerous networking activities. More importantly, our team facilitated 152 pre-set appointments between risk taker representatives and insurance agents. The personal interaction between these two groups helped surface over fifty new opportunities for development. The vast majority of these potential programs would never have been brought to the London marketplace without CHART.



Mark Cloutier, CEO Brit Insurance Holdings

"DTW1991 is justifiably proud of the reputation it has earned in the marketplace as being supportive and loyal to our Coverholders; CHART provides the ideal forum for communicating this level of commitment directly to prospective business partners."

Daniel Wright
Active Underwriter, DTW1991

The unqualified success of last year's meeting provided an affirmation as to the vital role CHART can play in this arena. As a result, we became a permanent, non-profit organization in 2016. The core principle of this entity is based on the very definition of the word Exchange: "to give something of value to obtain something of greater value."

Recruitment efforts targeting U.S.-based insurance agencies have already begun. Based on the results to date, we fully expect to achieve our goal of 200 member agencies by year-end.

The next step of our 2016 strategic objective is to begin recruitment of the Syndicates. We seek to partner with 15-20 risk takers who recognize the significant potential of the CHART concept. For this particular group, the "Exchange" is simple. The entity must become a member; annual dues are required to maintain an active status. These fees help us to offset the significant expenses incurred in building the organization. Participating Syndicate members must also commit to sending a minimum of three (five would be ideal) representatives to each CHART-sponsored event.

"The opportunity to develop new relationships through CHART is not to be missed. The entrepreneurial spirit of many in attendance will mirror that of Lloyd's Syndicates such as Novae"

Ross Loudon
Deputy Divisional Head of Casualty, Novae

Our risk taker partners can expect to receive the following in return:

- 1. Increase premium production from the U.S. market** – without disintermediating your existing Coverholders or market distribution channels. The CHART Exchange has been established to surface and identify potential new business opportunities. The results garnered through CHART are uniquely measurable. Active participation in our group will produce new business premium. Our primary mission is to be the catalyst for placing more U.S.-sourced risks in London.
- 2. Guaranteed new business meetings via the CHART Market Finder Facility.** The Market Finder facility is a service offered to insurance agency members. It helps align product/program submissions with Syndicates possessing the most compatible risk appetites. Every representative of risk taker firms attending CHART's annual meeting will be guaranteed a minimum of ten pre-set appointments with U.S. producers seeking a market for their new products and/or programs. Event sponsors can negotiate a greater appointment setting effort conducted on their behalf.
- 3. Moderate workshops or participate in risk taker panels.** Member Syndicates will have the option to moderate a workshop at CHART-sponsored events. These sessions provide a single-purpose forum through which risk takers can discuss capabilities or introduce new products to the Exchange membership. Insurance agents from across the country can serve as a self-contained focus group to evaluate the coverage and offer input for improvement prior to launch. As an alternative, Syndicates can participate in panel discussions with other risk takers.
- 4. Utilize the preferred London Broker of your choice.** A number of new, innovative product ideas are expected to be surfaced as a result of the CHART meeting. Once an agreement on a concept has been reached, risk takers and/or insurance agencies are encouraged to select the broker of their choice in order to transform it into a formal agreement.



Risk Taker Lounge



ARK Workshop

- 5. Keep up to date with changes in the domestic U.S. insurance industry.** Take full advantage of the informative workshops, panels, and breakout sessions moderated by other CHART members to learn about the latest changes in the marketplace.
- 6. Pursue Networking and Cross-Sell Opportunities.** Open new distribution channels and gain product differentiation by attaching an existing coverage to the portfolio of another risk taker or insurance agency. Meet with our Preferred Vendor Partners who are uniquely connected in the binding authority space. Systems and processes fully compliant with Project Tomorrow and TOM specifications.

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- 7. Increase market awareness through advertisement in CHART Magazine.** The CHART Exchange is a digital publication dedicated to the U.S./London marketplace. It is distributed to over 100,000 retail agents and brokers across the country on a monthly basis. The e-magazine provides both advertising and editorial opportunities for risk takers.
- 8. Raise your profile within the CHART member community.** Sponsor events during organizational meetings (cocktail parties, breakfasts, etc.).
- 9. Take advantage of CHART-sponsored events to meet with your Coverholders.** Reduce travel and entertainment costs by meeting with several of your insurance agency partners all at once and at a single location.
- 10. Become part of a select group of risk takers participating at CHART!** Our organization is not for all London Syndicates. CHART intends to focus its efforts to recruit 15-20 committed risk takers for the October 2016 event.



Interested in becoming a Syndicate member of the CHART Exchange?

Simply complete the application enclosed with this brochure and return it to us for processing. An invoice for the membership dues will be sent as soon as the submission has been accepted. An electronic version of the application is also available on the CHART website (www.chart-exchange.com)





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