

# 10 Preliminary questions to ask your commercial Specialty clients

To help guide your journey, we've prepared some preliminary questions for Brokers to ask and customers to consider, to help get the conversation around insurance needs started.

**1. Have you previously had insurance coverage for this business?**

This will depend on the age of the business.

- If yes, what worked and what didn't with the previous policy?
- What are you looking for in your next provider?

**2. Tell me exactly what your business does?** The more detail, the better.

- Do you provide goods, services, or both?
- Has your business previously done anything additional?
- Do you have any plans to expand in the future?
- Do you operate in any other countries than Canada?
- Do you sub-contract out any aspect of your operations? How were the contractors selected? What sort of screening process and criteria (if any) do you use?

**3. What type of building does your business operate out of?** This will impact the liability risks the business faces and will vary considerably based on the type of business.

- Is there one specific site you work out of or multiple locations? This could be a residential site, a commercial site, or an industrial site. E.g., a warehouse, a hotel, a high-rise building, a storefront or other commercial real estate property, etc

**4. Where is the building(s) located?**

- Is the location at high risk of severe weather events? What sort of weather does it experience year-round?
- Does your business experience any sort of foot traffic on a regular basis? E.g., customers, vendors, maintenance workers, etc.

**5. What is the estimated worth of your business contents?**

- This would include all property, tools, machinery, supplies, products, etc.

**6. Where do you source any of your necessary materials from? E.g., supplies, stock, tools, machinery, parts, etc..**

**7. What is the estimated annual revenue for your business?**

**8. Have you ever filed an insurance claim previously for this business, and if so, what for?**

- If applicable, has the issue that caused the loss been addressed?

**9. What are some of the other risks you know your business will face on a regular basis?**

**10. Has a loss control inspection been previously conducted at your business?**

- If so, be sure that all previous engineering reports are provided to your Broker. This should also include any recommendation reports provided by your previous insurer. Your previous Broker should have all of this information.