

Market Accountability and Advisory Committee

Agency Services & Market Update

December 9, 2020



Current Agent and Agency Counts

Current Agent and Agency Counts vs. YE 2019			
	Oct-20	Dec-19	Net Change
Agencies	4,713	4,569	144
Agents	7,803	7,125	678
LCRs	1,930	1,870	60

Current Tri-County Agent and Agency Counts vs. YE 2019			
	Oct-20	Dec-19	Net Change
Agencies	2,173	2,168	5
Agents	3,239	2,863	376
LCRs	914	915	-1

Agency Segmentation						
Tiers	Oct-20			Dec-19		
	Total Agencies	Total PIF	% of Overall PIF	Total Agencies	Total PIF	% of Overall PIF
Tier 1 (2,000+ PIF)	14	70,719	13.6%	10	56,092	12.7%
Tier 2 (500-1,999 PIF)	157	127,791	24.5%	126	99,423	22.5%
Tier 3 (200-499 PIF)	509	157,493	30.2%	428	129,539	29.3%
Tier 4 (50-199 PIF)	1,199	123,774	23.7%	1,119	116,269	26.3%
Tier 5 (49 or less PIF)	2,478	41,512	8.0%	2,585	40,879	9.2%
Tier 6 (0 PIF)	356	0	0.0%	301	0	0.0%

Note: 60% of Citizens agencies have fewer than 50 policies in force.

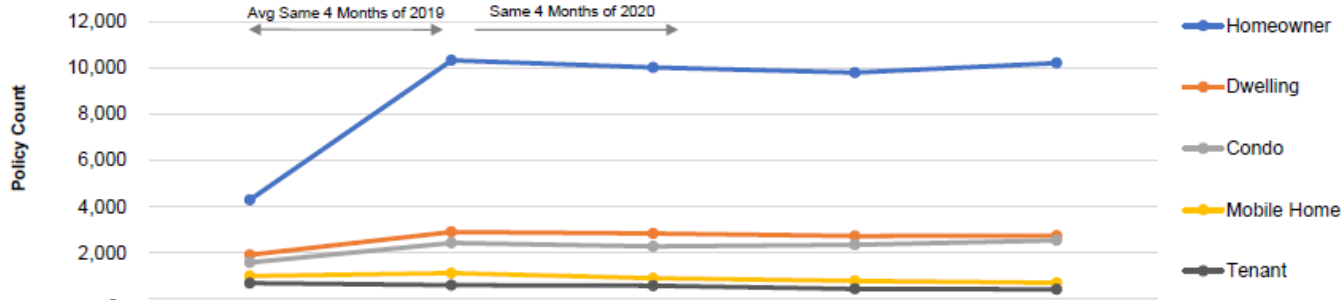
Data as of 10/31/20



Citizens' New-Business Trend (July-Oct 2019 Average vs. 2020)

Personal Residential Policy Types

New Business Policy Count by Policy Type



Policy Type	Avg Same Months in '19	Jul '20	Aug '20	Sep '20	Oct '20	% Change 4 Mo Avg 2019 to 4 Mo Avg 2020
Homeowner	4,293	10,329	10,017	9,796	10,209	135%
Dwelling	1,918	2,909	2,843	2,729	2,744	46%
Condo	1,589	2,435	2,280	2,357	2,548	51%
Mobile Home	1,005	1,131	907	794	710	-9%
Tenant	697	609	586	446	429	-26%
Total	9,500	17,413	16,633	16,122	16,640	76%

New Business Policy Count by Geographic Region

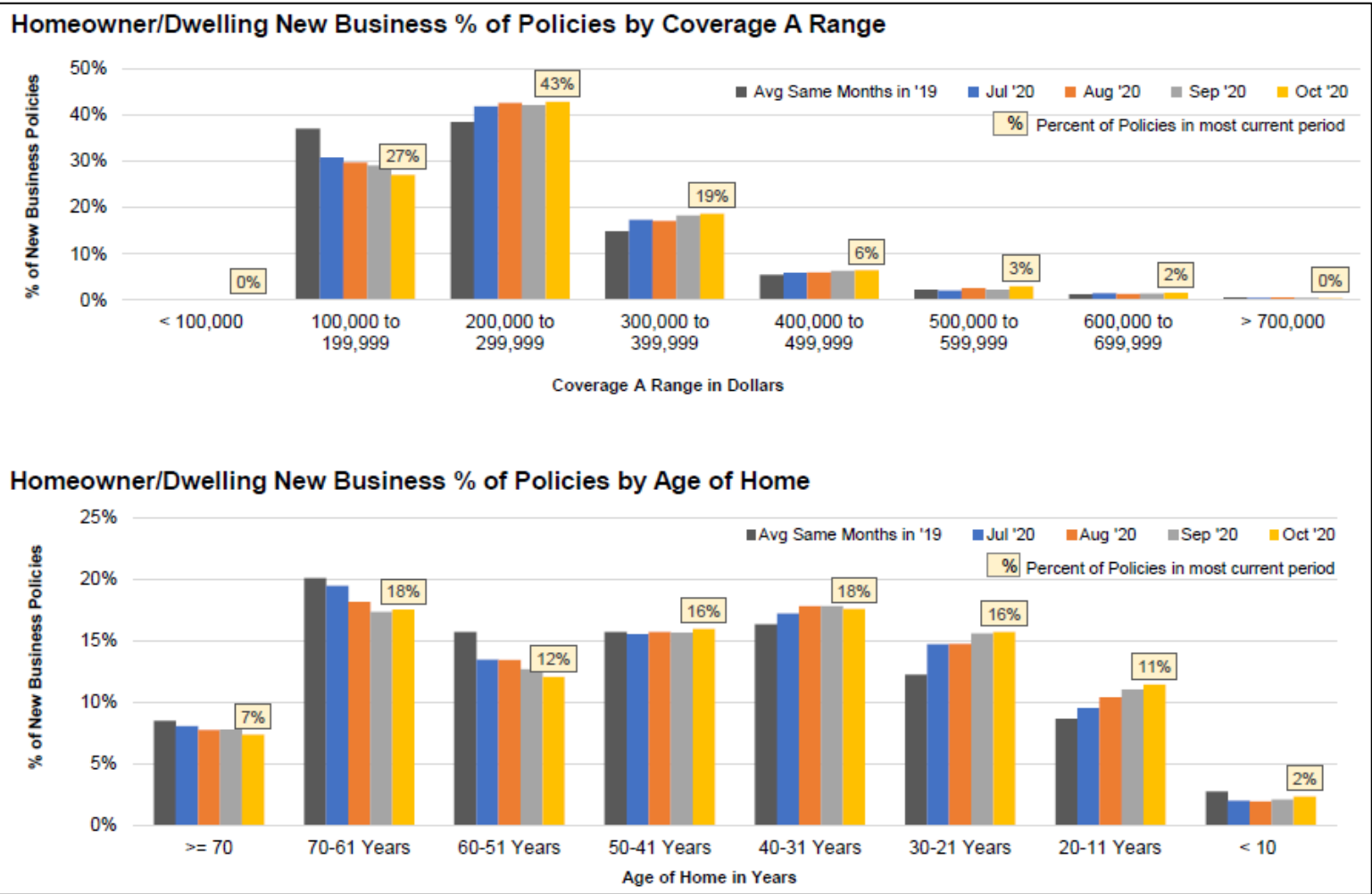
County/Regions	Avg Same Months in '19	Jul '20	Aug '20	Sep '20	Oct '20	2020 Four Month Trend
South Florida	5,293	11,813	11,111 [No Title]	10,923	11,301	
Tampa Bay Area	1,761	2,396	2,320	2,205	2,209	
Southwest Florida	703	768	708	694	759	
Monroe County	366	337	359	321	292	
Orlando Area	199	443	472	446	551	
All Other Counties	1,178	1,656	1,608	1,533	1,528	
Total	9,500	17,413	16,633	16,122	16,640	

(red dot indicates the peak in the trend line)



Citizens' New-Business Trend (July-Oct 2019 Average vs. 2020)

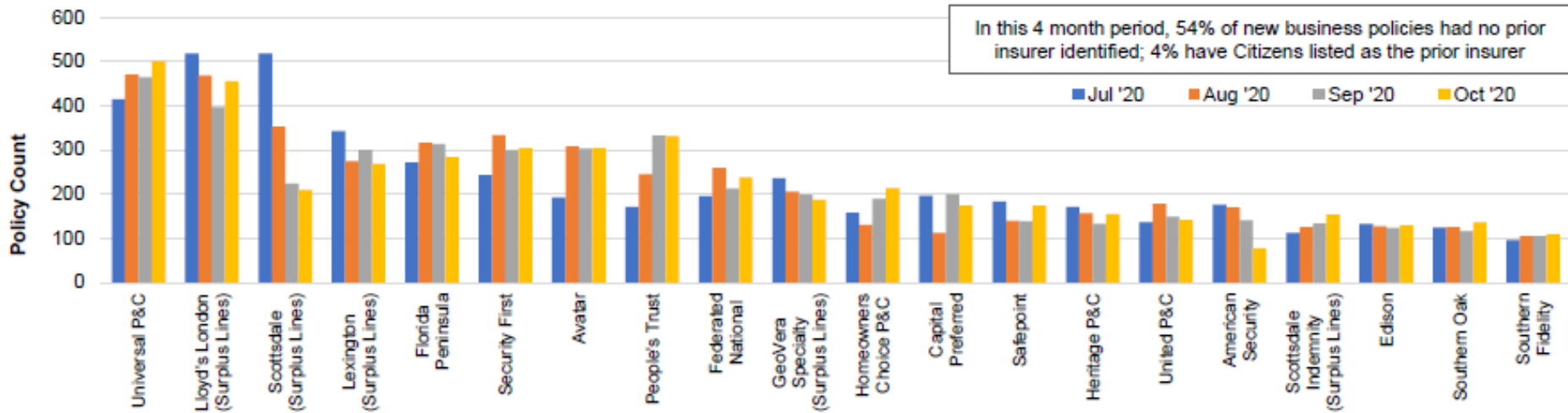
Personal Residential Policy Types



Citizens' New-Business Trend (July-Oct 2019 Average vs. 2020)

Personal Residential Policy Types

Multi-Peril New Business Policy Count by Prior Insurer (>500 policies in period)



In this 4 month period, 54% of new business policies had no prior insurer identified; 4% have Citizens listed as the prior insurer

Notes:

1. Policy types are defined as follows:

- Homeowner - HO-3, HO-8, HW-2
- Dwelling - DP-1 D, DP-3 D, DW-2
- Condo - HO-6, HW-6, DP-1 C, DP-3 C
- Mobile Home - MHO-3, MDP-1, MW-2, MD-1
- Tenant - HO-4, HW-4, MHO-4, DP-1 T, DP-3 T

2. Regions are defined by county boundary as follows:

- South Florida - Broward, Miami-Dade, Palm Beach
- Tampa Bay Area - Hernando, Hillsborough, Pasco, Pinellas
- Orlando Area - Lake, Orange, Osceola, Seminole, Sumter
- Southwest Florida - Charlotte, Collier, Lee, Manatee, Sarasota
- Monroe County - Monroe
- All Other Counties - Remaining 49 Florida counties not otherwise grouped above

3. Prior Insurer list includes those with a multi-peril policy count greater than 500 in the current four month period; Citizens, "No Carrier Found"/"null" values and wind only policies are excluded from the graph. Wind only policies are excluded due to prior insurer information, specific to the current ex-wind policy or previous multi peril policy, which can create misleading results.



Better Relationships

Enjoy enhanced personal support from your field agency manager and agency management representative, who will fulfill your myAgency requests.



Improved Agent Renewal Experience

Experience the convenience of a one-stop renewal process, with available online payments.



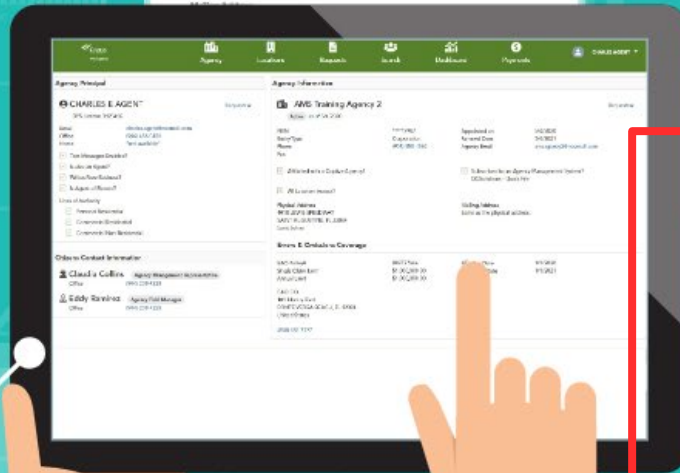
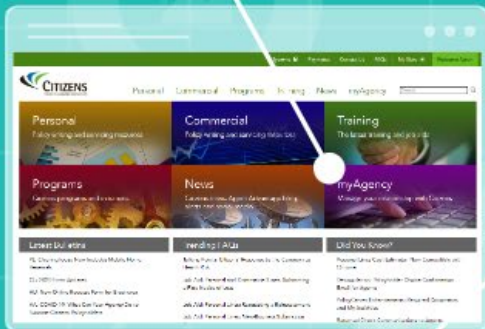
Track Your Request

See who is handling your request and track its status.



How to Access

Agency principals and agency principal designees can access myAgency via the Agents website starting July 20.



Key Features

Find the information you need at your fingertips!

- Homepage: Locate and change agency and contact details.
- Locations page: Add/update agency locations and staff.

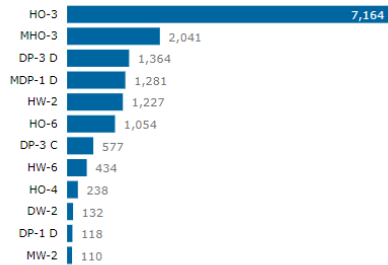
Dashboard (Coming Soon)

Review PIFs, new-business submissions, performance violations, claims and commissions all on one page.

Summary

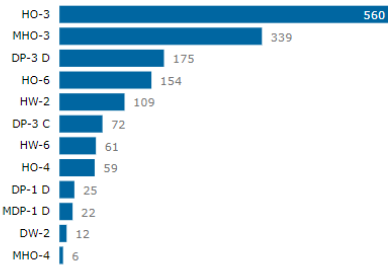
Policies in Force
15,811

Policy Count by Form Type



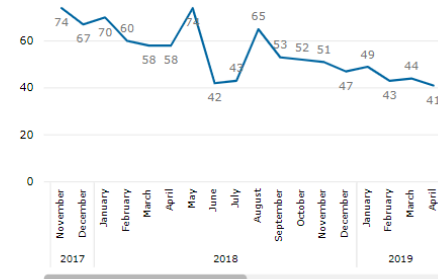
New Business Written (Last 12 mo.)
1,602

New Business Written by Form Type



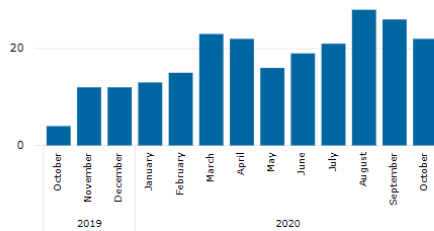
Claims Filed (Last 36 mo.)
1,825

Claims by Reported Date



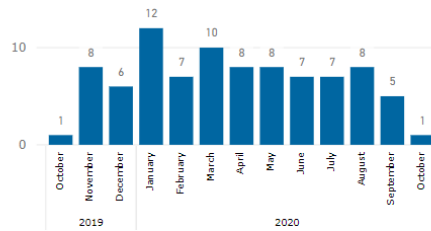
Additional Document Requests
233

ADR Activities by Create Date



Performance Violations
88

Performance Violations



Training

- ▶ Citizens Essentials
- ▶ Live Education
- ▶ On Demand Education
- ▶ Webinar Recordings
- ▶ Personal Job Aids
- ▶ Commercial Job Aids

Overview

[Agents / Training](#)

The *Training* section is your one-stop shop for comprehensive information, job aids and videos created to make your job easier. Whether you're looking for live education on our latest hot topic or searching for a quick job aid to help you remember how to complete a task quickly and correctly, the information you need is at your fingertips.

Spotlight

Citizens Essentials

Whether you're new to Citizens or have been with us for years, you know Citizens has a customer and new business submission experience like no other.

On Demand Education

Details	Duration	Description
Title: Clearinghouse: Getting Started, New Business, Renewals	1 hour	<ul style="list-style-type: none"> Getting started with the clearinghouse Submitting new business to the clearinghouse through the Clearinghouse

Live Education

No classes are scheduled at this time. Please check back regularly to view any upcoming training.

Webinar Recordings

Details	Duration	Description
Title: Avoiding Performance and Late Submission Violations	1 hour	<ul style="list-style-type: none"> Illustrate the complexity of new business submission by providing an overview of the typical Citizens policy lifecycle Set submission expectations by providing an overview of the Performance and Late Submission Violations programs Discuss how to avoid the most common submission errors that result in a violation
Title: Citizens Essentials 1: Personal - Eligibility and Prequalification	1.15 hours	Understand Citizens' unique role in the market. Learn how to save time by establishing eligibility and prequalifying a risk prior to submission.
Title: Citizens Essentials 3: Personal - Submission and Issuance in PolicyCenter	1.15 hours	Explore the basics of PolicyCenter® submission and issuance. Learn how to avoid performance and late-submission violations, additional document requests and back and forth with Underwriting.
Title: Citizens Essentials 4: Personal - Servicing, Remarketing and Renewals	1.15 hours	Service your policies with ease by quickly updating mortgagee information, submitting change-in-coverage requests, registering depopulation choices and preparing for renewals.

[Launch Education](#)

changes Citizens is making to HO-3 and DP-3 policies. We'll also cover the program and how it can benefit your customers. We'll cover the *Why*, *How* and *What* of how it all works together.

[Launch Education](#)

new myAgency system, and learn how you can hit the ground running

basics of the new renewal process, including the new renewal process overview and the new renewal process demos

[Launch Education](#)

insurance company and, as such, we operate differently. This first onboarding curriculum is your introduction to who we are and what we do

the rest of the curriculum and give you context for the policies and how to work with Citizens.

[Launch Education](#)



will
on
result –
get on

Citizens Essentials – Virtual Series



Register Now!

Citizens Essentials Virtual Series: Qualifying, Producing and Servicing for Success

Session 1: Citizens Eligibility and Prequalification

Understand Citizens' unique role in the market, then save time by establishing eligibility and prequalifying a risk prior to submission.

Session 2: Success in the Clearinghouse

Avoid errors and frustrating do-overs in the Clearinghouse. Learn to run accurate replacement costs and correctly apply credits prior to bridging.

Session 3: Submission and Issuance in PolicyCenter

Explore the basics of PolicyCenter submission and issuance. Learn to avoid performance and late submission violations, additional document requests, and painful back and forth with underwriting.

Session 4: Servicing, Remarketing and Renewals

Make policy service easy with quick mortgagee updates, coverage increases, registering depopulation choices, and preparing for renewals.

Session 5: Commercial Lines

Write Commercial Residential with confidence while reviewing available coverages, qualification, eligibility, submission and servicing. This session is specific to Commercial Residential.

Session 6: Commercial Lines





Write Commercial Non-Residential with confidence while reviewing available coverages, qualification, eligibility, submission and servicing. This session is specific to Commercial Non-Residential.

Session	Date	Attendance	Date	Attendance	Recording
1: Citizens Eligibility and Prequalification	9/15/20	220	11/3/20	108	27
2: Success in the Clearinghouse	9/17/20	220	11/5/20	100	N/A
3: Submission and Issuance in PolicyCenter	9/22/20	220	11/10/20	90	8
4: Servicing, Depopulation and Renewals	9/24/20	168	11/12/20	70	3
5: Commercial Residential Basics	9/29/20	110	11/17/20	TBD	1
6: Commercial Non-Residential Basics	10/1/20	87	11/19/20	TBD	2

Data as of 11/6/20



New Agent Onboarding Modules and Completions

Citizens' Role in the Marketplace		<p>Citizens is a different kind of insurance company and, as such, we operate differently. This module is an introduction to who we are and what we do. We will frame the rest of the curriculum and give you context for the policies and procedures you'll need to know while working with Citizens.</p>	836
Citizens' Agent Appointment Agreement		<p>The Agent Appointment Agreement is the basis for your relationship with Citizens. This module will provide you with an overview of the agent appointment agreement and what you need to be aware of in order to be successful as a Citizens Appointed Agent.</p>	825
Information Security for Your Agency		<p>We have rules that govern your responsibilities for maintaining customer information. Your compliance with information security rules is important for both you and our policyholders because data breaches have negative effects for everyone involved. In this module, we'll explain your responsibilities, the risks, and how to avoid a breach.</p>	806
Agent Performance Standards		<p>Citizens' Agent Performance Standards were developed to ensure that policy submissions are complete, accurate, and on time. In this module, we'll explain the rules that govern submissions and how compliance with these rules will ensure agents are successful in their appointment with Citizens.</p>	803
Systems and Resources		<p>In this module, we'll provide an overview of the resources available to assist with preparing new business submissions and maintaining policies as well as discuss how they can assist agents with meeting the requirements of the Agent Appointment Agreement and performance management standards.</p>	795
Claims and Loss Management		<p>This module demonstrates the simplicity of the claim process and provides you with the tools necessary to serve your customers. Additionally, we'll discuss two Citizens programs that can save your customers time and money in the event of a nonweather water claim.</p>	792

Entire New Agent Onboarding Curriculum (all six courses) 784

Data as of 11/6/20



Performance Violations (PV)

Program Update

Binding Violation Key

Circumventing the Electronic Document Submission Process	Uploading of any documentation that is incorrect, incomplete or unacceptable for the document indicated
Ineligible Risk	Submitting insufficient documentation to establish that the risk meets Citizens' eligibility requirement (no offer of coverage or the 15-percent rule)
Uninsurable Risk	Submitting an application for a risk that is uninsurable as defined in the Personal Residential Multi Peril (PR-M) and Personal Residential Wind-Only (PR-W) manuals
Premium Posted on Unbound Risk or Failure to Provide Premium Finance Company Contract	The agent/agency posted a premium on an unbound new-business submission prior to Underwriting review and approval, regardless of the final determination of eligibility and/or insurability, or the premium finance company contract was not submitted with the new-business submission or policy renewal.
Incorrect Application of Credits, Discounts or Surcharges; or Missing Signatures	<p>The agent/agency applied one or more of the following without proper documentation and resulted in a premium increase, or required signatures were missing:</p> <ul style="list-style-type: none"> • Documentation to support mitigation credits was not submitted, or insured signature was missing. • Documentation to support protective device discount (i.e., alarm, sprinkler) was not submitted. • Acceptable proof of prior insurance was not submitted. • Insured or agent signature was missing on application.

Annual Performance Violation Summaries

Year	Total Submissions	Monthly Total	% Total Submissions w/ PV	Circumventing Document Submission	Ineligible Risk	Uninsurable Risk	Incorrect Credits / Missing Signatures	Premium on Unbound / PFC Contract Missing
2018	90,859	3,980	4%	975	87	827	2,075	31
2019	89,873	7,222	8%	1,335	65	1,163	4,538	105

Agents Under:

Warning Notices	1,078
Suspensions	123
Terminations	0



Performance Violations (PV)

Program Update

2020 Monthly Performance Violation Counts								
Month	Total Submissions	Monthly Total	% Total Submissions w/ PV	Circumventing Document Submission	Ineligible Risk	Uninsurable Risk	Incorrect Credits / Missing Signatures	Premium on Unbound / PFC Contract Missing
January	8,266	222	3%	30	1	44	143	4
February	8,424	458	5%	65	3	104	281	5
March	10,488	576	5%	86	6	106	373	5
April	11,327	627	6%	85	7	99	434	2
May	13,441	788	6%	122	3	136	522	5
June	18,481	945	5%	169	11	128	626	11
July	18,623	875	5%	134	26	167	542	6
August	17,617	1,120	6%	188	20	225	683	4
September	17,078	1,083	6%	132	12	230	706	3
October	18,315	1,086	6%	149	21	237	673	6
November								
December								
YTD Grand Total	142,074	7,756	5%	1,152	110	1,480	4,964	50

Data as of 10/31/20



Late-Submission Violations (LSV)

Program Update

Late-submission violations occur when all required documents are not submitted to Underwriting within 15 calendar days of the requested effective date on a bound-approved or bound-unapproved new-business submission.

Citizens sends a *Late Submission Alert for Required Documents* activity six business days after the effective date when required documents have not been uploaded or if upload has not been completed by selecting the **Submit** button. This activity warns that a late-submission violation will be incurred if the agent takes no action. A *Late Submission Alert for Required Documents* activity cannot be disputed.

Annual Late-Submission Violation Summaries					
Year	New Submissions	Alerts	% Submissions w/ Alerts	Late Submissions	% Submissions w/ LSV
2018	90,859	15,493	17%	3,872	4%
2019	89,873	15,626	17%	3,806	4%

Agents Under:	
Warning Notices	179
Suspensions	7
Terminations	0

Late-Submission Violations (LSV)

Program Update

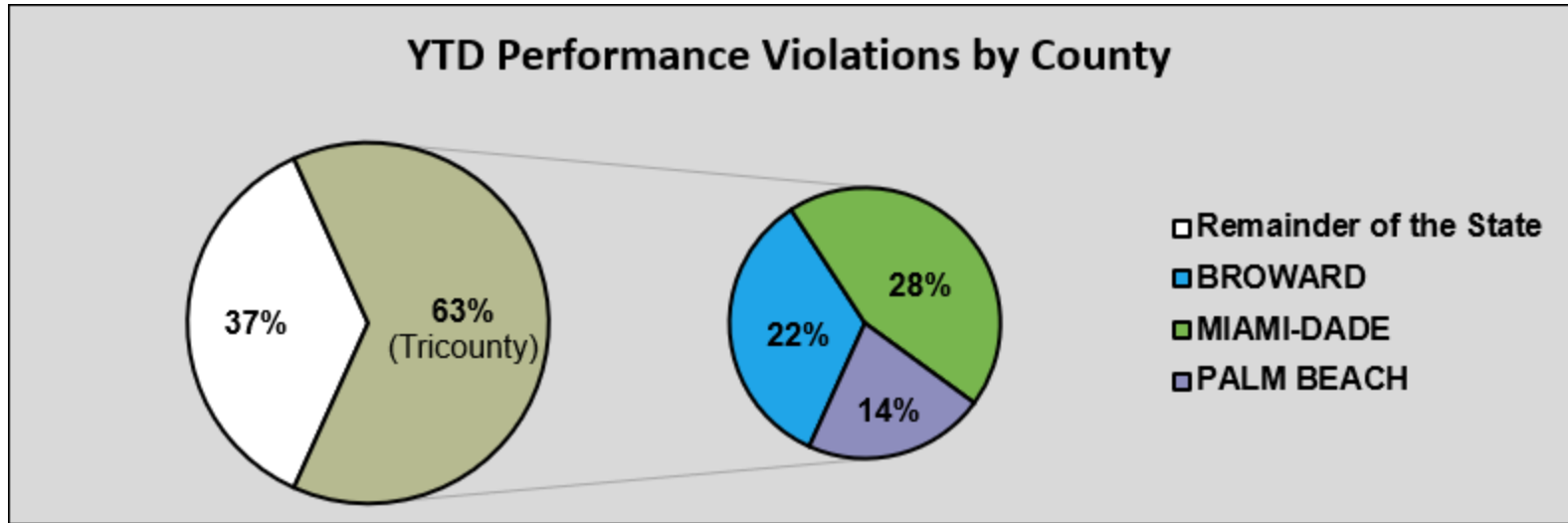
2020 Late-Submission Violation Counts					
Month	New Submissions	Alerts	% Submissions w/ Alerts	Late Submissions*	% New Submissions w/ LSV
January	8,266	1,277	15%	286	3%
February	8,424	1,322	16%	285	3%
March	10,488	1,820	17%	288	3%
April	11,327	2,083	18%	40	0%
May	13,441	2,274	17%	0	0%
June	18,481	3,150	17%	0	0%
July	18,623	3,483	19%	0	0%
August	17,617	4,007	23%	0	0%
September	17,078	3,820	22%	0	0%
October	18,315	3,875	21%	0	0%
November					
December					
YTD Grand Total	142,074	27,472	19%	899	1%

* All late submissions with a bound date of 3/1/20 and later (end date TBD) were marked as invalid due to COVID-19.

Data as of 10/31/20



Performance and Late-Submission Violations by County



Data as of 9/30/19

Agent Outreach 2020

Agent Round Table Meetings

Improving the Agent/Customer Experience

Citizens Initiatives

Feedback

Agent Assn. Citizens Essentials & Convention Booth

Quality Submissions

Product Guides

What's New at Citizens

Staff Interaction/
Q&A

Webinar Citizens Sponsored

Performance/Late-Submission Violations (PV/LSV)

Clearinghouse: Mobile Homes (CMH)

BIPIP (FS or CP)

myAgency (MA)

Webinar Agent Association Sponsored "Power Hour"

Citizens Updates

Breaking News

Forecasting

Support Offerings

Date	Type	Line	
January 28	W	PL	✓
March 5	L	PL	✓
April 1	W	PL	✓
June 2	W	PL	✓
July 28	W	CL	✓
September 1	W	PL	✓
December 10	W	PL	

Date	Sponsor	#
February 20	BLAAIA Class	80
November 6	LAAIA Virtual Booth	TBD

Date	Type	#
February 27 2 p.m.	PV/LSV	86
March 17 10 a.m.	CMH	168
March 19 2 p.m.	CMH	120
March 24 2 p.m.	FS	184
March 26 2 p.m.	PV/LSV	31
May 28 2 p.m.	PV/LSV	612
June 10 3 p.m.	CP	80
June 25 2 p.m.	PV/LSV	253
July 16 & 22 10 & 2 p.m.	MA	599
July 30 2 p.m.	PV/LSV	128
August 27 2 p.m.	PV/LSV	208

Date	Sponsor	#
May 29	FAIA	150
June 25	NAIFA - Florida	92
July 9	LAAIA	33
August 13	PIA of Florida	17
September 10	LAAIA	105
October 23	FAIA	132
November 18	NAIFA - Florida	
December 8	LAAIA	

L = Live (In-Person)
W = Web-Conference
PL = Personal Lines
CL = Commercial Lines

Notes: All future dates are tentative and subject to change. Last update: 8/18/2020.

