

PRIME and PRODUCER PLEDGE

(ADDENDUM to Producer Agreement)

Producer Name: _____

Prime Insurance Company

Owner/CEO: _____

President/CEO: Rick J Lindsey

Direct Phone Number: _____

Direct Phone Number: 801-304-5510

E-Mail Address: _____

E-Mail Address: rjl@primeis.com

Prime operates under a unique model referred to as the “Prime Approach.” To prevent misunderstandings and help ensure a long-term mutually beneficial relationship it is important for Producers to understand the Prime Approach, as set-forth below, and acknowledge by signature their support and understanding. In turn, Prime will do the same in demonstration of our commitment to you:

Prime promises and/or you understand and acknowledge the following:

- **PARTNERSHIP APPROACH** – We value and support our producers. We strive to be a partner in building your business and providing insurance solutions for your clients. Our pricing and commission policies support the continuity of relationships within the wholesale, retail and direct distribution channels. If a policyholder chooses to go with a new producer, depending on the individual circumstances, both the new and the originating producer may receive a reduced commission. Our goal is to remain supportive, creative and flexible;
- **DIRECT SERVICE** – We strive to maintain open lines of communication with you and our shared insurance clients. All policyholders can receive assistance directly from us by phone or by Web 24 hours a day, seven days a week. We conduct underwriting and risk management calls directly with all policyholders. And, we strive to conduct onsite risk management visits with as many policyholders as time allows. Producers are copied or invited to participate in all of Prime’s policyholder communications. Direct Service saves you valuable time and reduces your E&O exposure;
- **REWRITES RATHER THAN RENEWALS** –While traditional insurance companies may offer policy renewal terms, Prime utilizes a rewrite methodology. Rather than renewing an existing policy a new policy is issued for each subsequent period of coverage.
- **PROFIT SHARING and NO MINIMUMS** – Prime understands that its products may not fit the risk profile of every insurance client. Accordingly, Prime has no minimum production requirements; however, profit sharing is available when annual production exceeds \$1 million;
- **CUSTOMIZATION** – Prime can issue manuscript claims-made and occurrence form policies within the *excess and surplus* market. This allows you to help your clients customize their insurance coverage. In most states, Prime’s manuscript policies are designed to provide for defense costs within policy limits, and, in most instances, broader coverage policies are available for additional premium;

- **NO SET COMMISSION** - Commissions can vary by account and are determined through open dialogue with the account underwriter. When a Broker of Record or Agent of Record agreement has been accepted, commission will be calculated in accordance with that agreement;
- **COMPLETE SUBMISSION FOR EVERY RISK** – A complete submission must be provided to Prime to initiate the quoting process. When requested by Prime, Producer agrees to arrange a pre-quote call with the applicant;
- **IDENTIFY PREMIUM FINANCE COMPANY** - Prime offers premium financing through Greenlight Premium Financing Company. Greenlight terms are flexible based on account size and historical experience. If outside financing is preferred, Producer will provide the identity as soon as reasonably possible so Prime can communicate relevant facets of the Prime Approach to them;
- **READ and COMMUNICATE POLICY TERMS** - Producer agrees to read the entire policy carefully and determine and communicate to the policyholder their rights and duties, including what is and is not covered, and to communicate any minimum earned, deductible, self-insured retention or other such terms to the applicant and/or retail agent, if any;
- **NO ADDED FEES WITHOUT APPROVAL** - Producer will NOT add fees to a policy or require payments of any kind from an insured without first disclosing to Prime in writing and receiving approval from same. Any approved broker fees cannot exceed policy fees, and taxes must be paid on fees shown on the Declarations Page, where applicable; and
- **YOU UNDERSTAND CLAIMS PROCEDURES and THAT THERE WILL BE RISK MANAGEMENT VISITS WITH POLICYHOLDERS** – We partner with our producers to discourage plaintiff attorney abuses and seek fast and fair settlement of claims.

Dated: _____ Dated: _____

PRODUCER _____ **PRIME INSURANCE COMPANY**

Signature: _____ Signature: _____

Printed Name: _____ Printed Name: Rick J Lindsey

Title: _____ Title: President/CEO