How can you identify past hail damage—and the risk of more to come?

Hail: The hidden risk
Roof-related claims are frequent, but hail damage to roofs often goes unreported because the property owner may not be aware of it. Hail exposure also accelerates the aging and weathering of roofs—a problem for both personal properties and commercial buildings.

Property owners may also use claims payments on insufficient repairs. Thus, hail damage is more common than you can measure just by claims data, and you risk covering preexisting damage under a new policy.

The challenge of recognizing future hail risk compounds the exposure. Knowing regions that are prone to hailstorms—as well as areas of emerging hail risk—can complement awareness of past damage to paint a more complete picture. The potential to save on claims and sharpen pricing is significant with the right tools.

While hail patterns are changing and damage leading to claims can often take time to appear, there’s data that insurers can use to help them manage hail risk more effectively.

Verisk estimates that 1 in 3 claims has erroneous date of loss

About half of such hail claims were made 12 or more months after a hailstorm passed over the property.
Look to the past to identify the risk of preexisting damage
Prior exposure to damaging hail is predictive of losses. LOCATION® Hail Damage Score™ uses granular hail size and intensity information to assess the potential for preexisting hail damage to a property so you can:
- identify properties with a high potential for prior hail damage at time of quote and at renewal
- prioritize inspections to focus on those high-risk properties
- determine whether to seek more information from the property owner, order a loss history report, or arrange a roof inspection
- use information to help automate your decision making
- make more informed deductible and actual cash value (ACV) coverage decisions

You can also pair LOCATION Hail Damage Score with Verisk Roof Age, a powerful roof age estimating tool that helps you assign price to risk more accurately with superior predictive analytics.

Flexible delivery methods
Delivery methods adapt to your business operations, systems environment, and requirements—integrating the information into your rating, policywriting, or consumer quoting system. Access Hail Damage and Risk Scores:
- in your data center as a database, with updates delivered through secure electronic transfer, online through your browser, or by connecting to Verisk using a web service API or other supported protocol
- through Verisk platforms: ISO Passport®, ProMetrix®, 360Value®, and Touchstone®

Identify areas of traditional and emerging hail risk to the properties you insure
LOCATION Hail Risk Score™ indicates the likelihood of future hail damage at a specific property over the short to medium term, based on Verisk’s deep data resources. You can use the score to:
- enhance your distribution strategy by identifying locations where hail is more likely to fall
- gain insights into recent hail trends to develop forward-looking strategies as you grow your book
- develop risk and exposure appetites based on scientifically grounded data

In addition, you can better prepare for extreme loss volatility with the AIR Severe Thunderstorm Model for the United States, a complementary solution that estimates the frequency, severity, and geographical distribution of potential losses from straight-line winds, hail, and tornadoes.