



# Make a strategic move into BOP with comprehensive insights

## MarketStance® Commercial Insight



U.S. Census data shows that entrepreneurs started more than 250,000 new businesses in recent years.

The time for launching a businessowners policy (BOP) program is now. But insurers need precise underwriting data for small businesses across sectors, locations, and sizes to refine segmentation based on risk appetite, expertise, and geographic footprint.

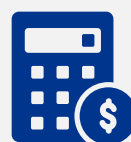
### Navigate evolving market conditions as you go to market

The BOP market is in a state of upheaval, driven by post-pandemic economic growth, new technologies, and evolving business models such as the expanding gig economy. Points of entry into the market are changing fast—and so are insurers' risk exposures.

A 360-degree view of the market can help you navigate these risks and identify opportunities to grow profitably. From strategic planning through go-to-market execution, Verisk's MarketStance® Commercial Insight provides that view.

### Gain insurance-specific insights from economywide data

MarketStance provides the granular, forward-looking insights insurers rely on to pursue small commercial opportunities strategically. A unique suite of analytic solutions, it gathers data from 100% of the U.S. economy to help your BOP programs target and capitalize on the most attractive trends.



## 17.5%

BOP premium increase from 2021-2022.



## 10.3%

increase through 2023.



## Top 10

growth states for BOP are projected to experience over 36% premium growth from 2022-2025

### Commercial Insight solutions offer:

- Premium estimates for 28 lines of business
- Forecasted and historical exposure and premium trends
- Appetite fit dashboards
- Take-up rates for specialty sub-lines in liability and inland marine
- Multidimensional market segmentation
- Market loss ratios

### Commercial Insight synthesizes geographic, industry, and size-of-business data into reports and visualizations that help support critical strategic decisions:

- Geographic expansion
- Benchmarking
- Diversification
- Profitable growth
- Writing new sizes of risks
- Appetite adjustments



### Find the ideal market opportunities for your BOP appetite

New Business Insight leads from MarketStance can identify the accounts you aren't writing today, but are ideal for your appetite –those your agencies should be prospecting.

The suite of solutions includes:



#### Commercial Insight

Segment commercial markets by size, location, and business class across major lines with exposure and premium time series. Identify opportunities for profitable growth or markets in decline.



#### New Business Insight

Discover new growth opportunities with operational and commercial insurance benchmark data on more than 22 million companies.

### Is growing your BOP program critical to your small commercial strategy?

Contact [marketstance@verisk.com](mailto:marketstance@verisk.com) for help to discover growth opportunities, enter new lines of business, and maximize profitability with MarketStance.

