



Explore your 2024 small commercial opportunities.

MarketStance® Strategic Planning Report

Are you looking to expand your portfolio of accounts under \$25 million in revenue? Use the 2024 MarketStance® Strategic Planning Report to inform expansion decisions for your small commercial lines.

MarketStance is a unique source of analytic insights from data spanning 100% of the U.S. economy. Geographic, industry, and size-of-business data, synthesized into reports and visualizations, provide a total-market perspective—helping insurers discover market opportunities, enter new lines of business, and maximize profitability.

Seeing the whole picture can help commercial insurers refine underwriting appetites, expand into new markets, and develop new product offerings. Our solution gathers it all in one place: Current and forecast exposures, premiums, and total market loss experience.

The 2024 MarketStance Strategic Planning Report provides access to unparalleled, economy-wide insights on all 50 states and Washington, D.C.—gathered from comprehensive data elements, including:

- 3-digit NAICS business classes with roll-up
- 2023-2024 exposure and premium forecasts
- Loss ratios (businessowners, general liability, auto, property, composite)

What can industry- and state-specific insights unlock for your business?

Are state-to-state loss ratios influencing your growth plans next year? What drives profitability in a given state—or a given industry?

The 2024 Strategic Marketing Report enables you to customize data for a particular industry—and on a state-by-state basis—to unlock deeper insights than ever before and understand where your opportunities are.



Get the answers you need to make smarter decisions for your business.

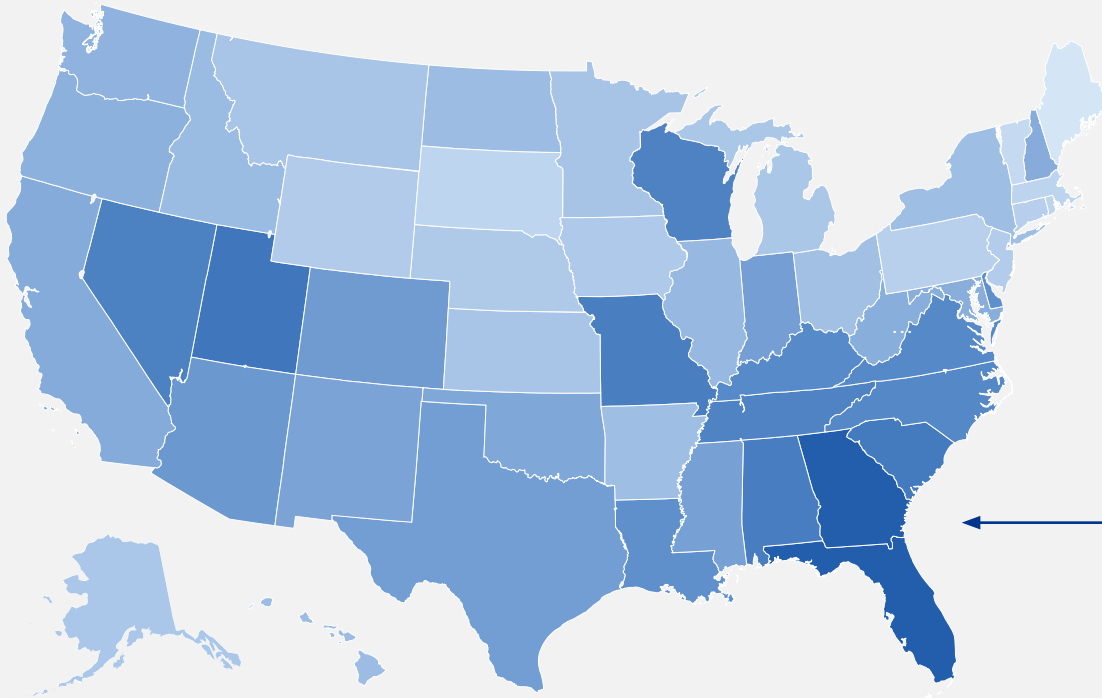
As you begin to plan for 2024, you face critical strategic questions:

- Are you positioned for profitable growth?
- Does it make sense to expand in classes lines with struggling profitability?
- Are premiums likely to grow in your expansion classes?
- Should you deepen your investment in growing lines, states, or classes?
- Which businesses—and where—should you consider exiting?

Spotlight on commercial auto: Construction

\$14.9B DWP in Commercial Auto – 27% of the market – 73% prior loss ratio

Commercial Auto Prior Loss Ratios, Construction



Commercial Auto
Loss Ratio

0.99



0.47

A construction
industry problem and
a state problem

Loss ratios >90%
in 15 states
located in the
South, Southwest,
primarily

Are you ready to make profitable, insight-driven decisions about your small commercial lines?

Contact marketstance@verisk.com for pricing information and to receive a Microsoft Excel workbook with the report's contents and a one-year license to use.

