

ASSESS MARKET CYCLES

Your underwriter's response and attitude may be dictated by the condition of the insurance market cycle. When market capacity increases, the insurance companies must lower premiums and become more accommodating in order to attract or retain business. When capacity decreases, premiums increase and the underwriters become more rigid in their requirements. It is important to know where we are in the cycle when negotiating your insurance.

During soft markets when the underwriters are the most cooperative is when we want to enhance our policy's frill coverages or to purchase higher liability limits. This is the time to transition into higher performance aircraft or to add pilots that must go through the transitioning process. Use the buyer's market to your advantage.