MAIA News:
MAIA's Agent Awareness Campaign Enters its 16th Year ...

On March 9, 2015, MAIA's Agent Awareness Campaign will begin its 16th year of promoting the value of doing business with an independent insurance agent. The March flight of ads will run for three weeks on nine television stations in the Boston and Springfield markets. For a complete list of the stations and the ad schedule, please click here. The spring segment of our campaign will continue with flights in April and May.

The spring flights will feature two new ads to the Massachusetts markets. The first was produced by MAIA and can be viewed by clicking here*. The second ad was produced by IIABA and Trusted Choice and can be viewed by clicking here. The fall segment of the campaign will feature the MAIA-produced ad and a new MAIA-produced ad to be filmed during the summer.

Over the 15 years of the Agent Awareness Campaign, MAIA has expended over $9 million for independent insurance agent advertising. More than half of this amount has come from MAIA and you, our member agencies. Contributions also come from our company partners and IIABA. Information on the future flights of the 2015 Campaign will appear in upcoming newsletters.

*Partner company logos appear in the ads on a rotating basis based on their partnership level.

Comp. Corner:
Residual Market Loss Ratio and Burden Estimate ...

The Workers' Compensation Rating and Inspection Bureau recently released two special bulletins regarding the residual market loss ratio and market share.

Special Bulletin No. 01-15 - Residual Market Loss Ratio and Burden Estimate

The policy year (PY) 2013 Residual Market Burden, estimated as of the third quarter of 2014, is 0.38%. This burden was calculated using the following data, valued as of 9/30/14, from the Massachusetts Workers' Compensation Assigned Risk Pool Reserving Committee:

- The Loss Ratio is 65.0%;
- The Expense Ratio is estimated to be 36.71% of written premium;
- The policy year 2013 Servicing Carrier Written Premium is estimated to be $92,375,000;
- The estimated Voluntary Assesable Premium that will be used to determine shares of the PY 2013 Massachusetts Reinsurance Pool is $438,144,000; and
- The Intermediate 2013 VDAC Reapportionment factor is 1.06.

Click here to read/print the entire bulletin.
Special Bulletin No. 02-15 - Updated Information on Residual Market Share

The information in this bi-monthly Special Bulletin is provided as an indicator of the directional movement of the "Residual Market Share". Residual Market Share as used in this report is defined as:

\[
\text{Residual Market Share} = \frac{(SCwp + VDACwp)}{(SCwp + VDACwp + VOLwp)}
\]

- **SCwp** - Servicing Carrier Written Premiums
- **VDACwp** - Voluntary Direct Assignment Written Premiums
- **VOLwp** - Voluntary Written Premiums

The basis for the written premiums used in this report is the sum of Standard Premium plus ARAP plus Expense Constant as contained in the WCRIBMA’s Policy File Information System which reflects reported estimated values as of policy issuance.

The estimated policy year ultimate residual market share for the 12 months ending December, 2014 is 18.7%.

<table>
<thead>
<tr>
<th>12 Month Interval</th>
<th>Policy Counts</th>
<th>Written Premium ($ Thousands)</th>
<th>Development Factor</th>
<th>Estimate Ultimate Written Premium</th>
<th>Estimated Ultimate Residual Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-11-Dec-11</td>
<td>1</td>
<td>148,160, 46,557</td>
<td></td>
<td>1.050</td>
<td>12.2%</td>
</tr>
<tr>
<td>Jan-12-Dec-12</td>
<td>2</td>
<td>158,315, 47,194</td>
<td></td>
<td>1.050</td>
<td>15.4%</td>
</tr>
<tr>
<td>Jan-13-Dec-13</td>
<td>3</td>
<td>162,087, 49,912</td>
<td></td>
<td>1.050</td>
<td>17.0%</td>
</tr>
<tr>
<td>Jan-14-Dec-14</td>
<td>4</td>
<td>165,186, 51,405</td>
<td></td>
<td>1.050</td>
<td>18.7%</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>912,523, 127,246</td>
<td>1.050</td>
<td>958,149</td>
<td>133,608</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>923,042, 167,813</td>
<td>1.050</td>
<td>969,194</td>
<td>176,204</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>964,203, 196,876</td>
<td>1.050</td>
<td>1,012,413</td>
<td>206,720</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>964,855, 224,746</td>
<td>1.069</td>
<td>1,031,614</td>
<td>237,649</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td></td>
<td>1.057</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9=5x7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10=9=8=9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Click [here](#) to read/print the entire bulletin.

More on Ride-Sharing:
Uber Provides Information on its RideSharing Insurance Coverage ...

A recent article on Uber’s blog included an illustration and explanation of Uber’s insurance policy. We have shared the illustration below:

Here is Uber’s description of what it refers to as its “best-in-class” insurance coverage for ridesharing:

- **$1 million of liability coverage per incident.** Uber holds a commercial insurance policy with $1 million of coverage per incident ([http://blog.uber.com/certificatesofinsurance](http://blog.uber.com/certificatesofinsurance)). Drivers’ liability to third parties is covered from the moment a driver accepts a trip to its conclusion. This policy is expressly primary to any personal auto coverage (However it will not take precedence over any commercial auto insurance for the vehicle). We have provided a $1 million liability policy since commencing ridesharing in early 2013.

- **$1 million of uninsured/underinsured motorist bodily injury coverage per incident.** In December 2013, we also added uninsured/underinsured motorist coverage. In the event that another motorist causes an accident with an uberX vehicle and doesn’t carry adequate insurance, this policy covers bodily injury to all occupants of the rideshare vehicle. This is important to ensure protection in a hit and run.
More on Ride-Sharing ... continued from page 2

- **$1 million of uninsured/underinsured motorist bodily injury coverage per incident.** In December 2013, we also added uninsured/underinsured motorist coverage. In the event that another motorist causes an accident with an UberX vehicle and doesn’t carry adequate insurance, this policy covers bodily injury to all occupants of the rideshare vehicle. This is important to ensure protection in a hit and run.

- **$50,000 of contingent comprehensive and collision insurance.** If a ridesharing driver holds personal comprehensive and collision insurance this policy covers physical damage to that vehicle that occurs during a trip, for any reason, up to $50,000 and with a $1,000 deductible.

- **No fault coverage (e.g., Personal Injury Protection) is provided in certain states at similar levels as limos or taxis in those cities.**

- **$50,000/$100,000/$25,000 of contingent coverage between trips.** During the time that a ridesharing partner is available but between trips, most personal auto insurance will provide coverage. However the driver is also backed by an additional policy that covers driver liability for bodily injury up to $50,000/individual/accident with a total of $100,000/accident and up to $25,000 for property damage. This policy is contingent to a driver’s personal insurance policy, meaning it will only pay if the personal auto insurance completely declines or pays zero. This policy meets or exceeds the requirements for 3rd party liability insurance in every state in the U.S.

  * This replaces our prior collision-only reimbursement program as of March 14, 2014.

  ** Effective as of March 14, 2014 in all U.S. states.

Explaining Ride-Sharing To Your Client ...  
In the February 19th edition of The Massachusetts Agent we included a link to a chart to help you explain the coverage pitfalls to your clients thinking about becoming involved in Ride-Sharing activities. Since many of you have asked for a simplified version of the information that can be shared with your clients, we’ve created a sample letter which you are free to adapt to your own needs. The letter appears on the last page of this newsletter.

IIABA/TrustedChoice.Com  
The Latest Article From Agency Nation ...  
**Millennials Are Buying Homes. But Will They Choose Your Agency?**

Millennials are buying homes. But the question is, will they choose your agency? Is your agency prepared for the “Mobile Millennial?” Read more ...

Mark Your Calendar for the IIABA National Legislative Conference ...  
Protect Your Industry is the theme of IIABA’s Annual Legislative Conference which is scheduled for April 22-24, 2015, at the Hyatt Regency Washington on Capitol Hill. Click here to learn more about this one-of-a-kind event.

CAR News:  
**CAR Will Extend Limited Servicing Carrier, Taxi/Limo Programs ...**

The CAR Governing Committee has approved a one year extension of the Commercial Auto Limited Servicing Carrier and the Taxi/Limo programs. The current programs will now expire on December 31, 2016. Requests for Proposals (RFP) will be released early in 2016. Any company writing commercial automobile insurance in Massachusetts is eligible to respond to the RFPs. Arbella, Commerce, Safety and Travelers are the current Limited Servicing Carrier Companies. Pilgrim and Safety service the Taxi/ Limo program.
THINKING OF USING YOUR CAR TO MAKE MONEY?

To Our Valued Customers --

In uncertain economic times many of us look for new and unique ways to supplement our income. One increasingly popular way to make money is by using your car. BUT, before you put your personal car to work for you, you need to know if your current insurance policy will cover what you are doing with your car.

Some examples of how your car might "work" for you:

1. **The Work:** You decide to drive for Uber, Lyft or SideCar. These Transportation Network Companies (TNCs) use a cell phone application to electronically "hail a ride" for a fee. While on-duty for the TNC, you have your cell phone application on awaiting a customer. You are paid by the TNC for providing the ride.

   **Insurance Issues:** If you have a Massachusetts personal auto policy, there is NO coverage for anyone injured while occupying your car while it's being used as a public or livery conveyance. In addition, the policy will not pay for Property Damage, and coverage under all optional insurance parts — like Optional Bodily Injury, Medical Payments, Collision, Comprehensive and Underinsured Auto Bodily Injury — is excluded. If driving for a TNC is your "job", you are not eligible for a personal auto policy at all. The only policy which will cover you as a TNC driver is a Taxi/Limo/Car Service policy. As you can imagine, the cost of this type of commercial auto policy is substantially more than your personal auto policy.

2. **The Work:** You travel frequently for business, so you enroll in a service like FlightCar, RelayRides or GetAround that will "loan" (rent) your car to others who travel to Boston for business or pleasure. In return, you will receive a small rental fee for each use.

   **Insurance Issues:** Your policy would not cover a loss if your vehicle is being rented out since a vehicle rented to others does not qualify for a personal auto policy. A business auto policy -- again at a higher cost -- would be needed.

3. **The Service:** There are also companies that rent cars to consumers by the hour or by the day. Zipcar is the most common one, but some of the “traditional” car rental firms are getting into this market. In the case of Zipcar, members are free to drive cars by the hour or day, and cars are available (parked for access by Zipcard holders) in neighborhoods, cities and airports around the world.

   **Insurance Issues:** *If a Zipcar member has a personal auto policy,* the policy would follow the member when renting a personal automobile with the permission of the owner as long as the member is not regularly using the same car. If the Zipcar member will use the same car often, the “Use of Other Auto” endorsement could be added to your policy to cover the exposure. We should caution you that coverage under the personal auto policy is not worldwide and would be limited to accidents occurring in the United States, its territories and possessions, Puerto Rico, and Canada.

If you are thinking about putting your car to work for you, or if you have already signed up with one of these services, please give us a call to discuss your insurance needs. Our number one priority is making sure you have the coverage you need in the event of an accident.