



A managing general agency offering a broad range of insurance solutions for specialty, niche, program, and hard-to-place business.

Since 1961 we have proudly provided underwriting expertise to independent insurance brokers across Canada.

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# **BROKER TIP SHEET**

## **Steps towards a Good Sale:**

Brokers should bear in mind that every question on our applications is there for a very specific reason. While not every section of the application will necessarily apply to every business, it is vital that relevant sections get completed in full for the operation coverage sought for.

With the detailed information you provide on your client's business, our underwriters will be able to provide a quote that is specifically customized to your client and their products or services. This allows us the opportunity to include enhancements that are beneficial to the overall operation and coverage.

## **Making A Good Submission:**

- 1** Fully completed applications (including photographs/google map screenshots or additional reports and relevant website address if applicable).
- 2** Detailed description of the client's operation or products, including split in revenues per operation (or financials if applicable), as well as split in sales per country.
- 3** Describe how long your client been in business and his/her experience.
- 4** Describe if any subcontractors are used for any specific work.
- 5** Any specific additional coverage that may be required by the insured or by the contract.
- 6** Information on prior coverage and detailed claims history, including a loss run from prior insurer, where applicable.
- 7** Expiring policy coverage, limits, and if possible, expiring a/o anticipated premiums - this will assist us in obtaining the best coverage with competitive pricing.