



# MSO Businessowners Program

**Overview** The MSO Businessowners Program is one of the most comprehensive and competitive on the market. Broad coverage options and a wide range of eligibility classes give you a real edge.

## Program Highlights



### Program Design

The MSO BOP was the first in the industry to combine property and liability coverages in one easy to use form. Business income coverage is built into the main form.

### Flexibility

MSO offers several versions of the BOP. The standard BOP provides all causes of loss coverage on buildings, with named perils or all causes of loss coverage on personal property. The Named Perils BOP enables companies to write risks that might not otherwise be eligible, providing named perils coverage on the buildings rather than the standard "all causes of loss" coverage. In addition, MSO offers versions designed for target markets including Landlords, Home Businesses and Residential and Office Condominium Associations. Business income in all versions may be written on an actual loss sustained, with dollar limits, or it may be deleted.

### Easy to Use

All forms and endorsements are designed to be easy to read and understand. In most states, MSO uses rates, not loss costs. The BOP uses a combined property and liability rate.

The streamlined rating structure enables you to rate the policy in minutes - either manually or using one of the available rating software programs.

### Eligibility

From apartments to video stores, over 75 classes of offices, mercantile and service businesses qualify for the MSO BOP. Eligibility requirements can be customized to meet your company's specific marketing and underwriting needs.

### Declarations Supplement

This is a feature unique to MSO. In most industry programs, limits for incidental coverages are hidden in the forms. MSO programs clearly list these coverages and dollar limits on the Declarations Supplement. For companies who want to offer different limits, MSO needs to file only a revised Declarations Supplement, not change the main forms. This reduces programming costs. Many MSO companies have their own versions of the Declarations Supplement. Agents use the Declarations Supplement as a marketing tool.

### Coverage Enhancements

Building Code/Law coverage is built into the program. Building glass coverage is automatic. Showcase glass may also be covered. Another unique feature is the option to provide "all causes of loss" coverage on contents, but excluding theft. This enables you to write risks that you may have avoided in the past due to an increased theft risk exposure.



## ***Features Common to All MSO Programs***

### **Supplemental Coverages**

Most industry programs provide incidental coverages as exceptions to exclusions. In contrast, MSO uses pure exclusions, showing the "exceptions" as what they truly are, Supplemental Coverages. Examples include Building Code/Law Coverage and Incidental Automobile Coverage.

### **Trigger Endorsements**

Commonly used endorsements are preprinted in MSO policies, for example, water backup coverage in the Businessowners form. Coverage is "triggered" by listing the endorsement number on the Declarations page. Trigger endorsements simplify policy assembly by reducing the number of pages to be attached.

### **Access to Manuals and Forms**

MSO manuals and forms are distributed to member companies on a quarterly CD-ROM, at no additional charge. At the request of a member company, the CD-ROM can also be sent to independent adjusters to help streamline claims handling. In addition to standard MSO materials, company-specific manual pages and forms are included on the CD-ROM. Companies may also access manuals and forms via our website.

### **Ability to Customize**

MSO programs are designed to be easily customized. MSO staff will gladly develop and file custom manual pages and forms for subscriber companies.

### **Simplified Statistical Coding and Reporting Takes the Burden Off Insurers**

The MSO Statistical Plan requires the same coding by line for all companies, regardless of size. It utilizes the same basic record layout for each line of business and is designed to only collect data of vital importance. For companies working with more than one rating bureau, AAIS and ISO coding can be converted to MSO for easy data collection. MSO handles the filing of all summary reports with the state insurance departments. Copies are automatically sent to subscriber companies. To satisfy individual pricing, underwriting and marketing planning needs, a full range of custom reports is also available.

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## ***The MSO Advantage***

With MSO, you have direct access to the industry experts who developed the programs. MSO staff will work with you to customize the program to meet your marketing and underwriting needs. We offer free training for your staff, and support for your computer programmers.

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