



MSO Farmowners Program

Overview

The MSO Farmowners Program is designed to provide coverage for family-owned farms. The self-contained main policy form follows the popular MSO BOP format, including both property and liability coverages. A variety of coverage options enables you to be competitive with any other farmowners program in the industry.

Program Highlights



Flexibility

Coverage may be written on dwellings, personal household property, commercial farm property and commercial and personal liability, for risks involved in farming operations. Coverage may be written on either an actual cash value or replacement cost basis. Coverage options may vary for different property (e.g. dwellings and other farm property).

Program Design

The Farmowners' design is based on the Businessowners and Homeowners program, packaging property and liability coverages in a single form. The simplified design allows dwellings and farm buildings to be covered using the same form. Both commercial and personal liability coverages are included.

Ease of Use

MSO programs are truly simplified. Policy language is easy to understand, and premiums are easy to calculate. In most states, MSO uses rates, not loss costs.

Coverage Enhancements

Building Code and Law Coverage and coverage for scheduled and unscheduled farm personal property are built into the main form. Liability coverages include Chemical Drift Liability and Incidental Custom Farming, as well as coverage for injury to residence employees.

Supplemental Declarations

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 Supplemental Declarations. For companies who want to offer different limits, MSO needs to file only a revised Supplemental Declarations, not change the main forms. This reduces programming costs. Many MSO companies have their own versions of the Supplemental Declarations.

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 Business Pursuits Coverage and Incidental Motor Vehicle Coverage.

Trigger Endorsements

Commonly used endorsements are preprinted in MSO policies, for example, borrowed agricultural equipment coverage in the Farmowners 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.



**Features
Common to
All MSO
Programs**

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.

**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.