



## **Hospitality Insurance Providers**

A subsidiary of Affiliated Insurance Agency, Inc., St. Louis, MO

---

### **TAKING ADVANTAGE OF A “SOFT” INSURANCE MARKET**

By: Corey Schuster, the Hospitality Insurance Providers

With the costs of just about everything you buy to keep your restaurant open increasing due to supply and demand issues, it's good to hear that not all markets suffer the same cause and effect. Take the insurance market for example. It is projected that the insurance market will experience a “soft” market for all of 2008.

#### **So what does that mean to you?**

Quite simply, a “soft” insurance market exists when carriers realize they have achieved their profit goals and the underwriters take on the mindset that the more risk they assume (premium) the more money they'll make. All of the insurance carriers want to increase volume and are eager to write new business, hold onto what they have and are likely to offer coverage enhancements and/or decreased premiums. What this means to any commercial insurance policyholder is that 2008 is an opportune time to review your policies and see which other insurance carrier(s) are looking to earn your business. A “soft” market is a buyer's market and taking advantage of this market can save you substantial money from your bottom line. For additional information regarding this, what stops a “soft” market and other ways to potentially save money on your insurance premiums, contact me at **636-248-0953** or via e-mail at [corey@aiaatl.com](mailto:corey@aiaatl.com)

Regards,

Corey Schuster  
Owner / Managing agent  
The Hospitality Insurance Providers