## **Professional Indemnity Appetite Guide**



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TARGET	Non Target	
<ul> <li>Small to mid-sized practices preferably with a regional bias</li> <li>Audit/Accountancy of sole traders and unquoted firms, bookkeeping, payroll and taxation</li> <li>Established firms who demonstrate a good track record and good risk management procedures</li> </ul>	<ul> <li>Work for PLCs</li> <li>Tax Mitigation and / or Tax Avoidance schemes</li> <li>Specialists with bent towards high end corporate clients</li> <li>Only incremental long tail financial services exposures</li> <li>Central London based firms</li> </ul>	
<ul> <li>Those working in commercial, retail, housing, hotels and recreation, healthcare, universities and schools</li> <li>Established, claims free practices using tried and tested techniques</li> <li>Total contract values up to £25,000,000</li> <li>High risk areas such as high rise building sewage and water schemes, nuclear, pet chemical, dams, harbours, bridges, tunno offshore work, swimming pools and any involvement in cladding or basement con</li> <li>Paid claims or high frequency</li> </ul>		
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<ul> <li>Predominantly Personal Lines brokers, incidental Commercial Lines and Commercial Motor exposure, limited exposure to Aviation/Marine and historical Financial Services Exposures</li> <li>Established firms, with regional focus</li> <li>Lower values on commercial placements and limited binding authorities</li> </ul>	<ul> <li>Lloyd's approved brokers</li> <li>Those with heavy amounts of financial services exposures</li> <li>MGAs</li> <li>Insurance Companies</li> <li>Marine and / or Aviation Specialists</li> <li>Paid claims of high frequency</li> </ul>	
<ul> <li>Marketing/Sales, Human Resources, Company Development, IT, Finance, Accounting</li> <li>Established qualified staff, well known clients with solid contract base</li> <li>Good contract terms and conditions and sign off for the client wherever necessary</li> </ul>	<ul> <li>Interim managers with decision making capabilities only working for one client</li> <li>Investment planning or incremental financial advice</li> <li>Paid claims or high frequency thereof</li> </ul>	
	<ul> <li>Small to mid-sized practices preferably with a regional bias</li> <li>Audit/Accountancy of sole traders and unquoted firms, bookkeeping, payroll and taxation</li> <li>Established firms who demonstrate a good track record and good risk management procedures</li> <li>Those working in commercial, retail, housing, hotels and recreation, healthcare, universities and schools</li> <li>Established, claims free practices using tried and tested techniques</li> <li>Total contract values up to £25,000,000</li> <li>Those working in commercial, retail, housing, hotels and recreation, healthcare, universities and schools</li> <li>Established, claims free practices using tried and tested techniques</li> <li>Total contract values up to £25,000,000</li> <li>Those working in commercial, retail, housing, hotels and recreation, healthcare, universities and schools</li> <li>Established, claims free practices using tried and tested techniques</li> <li>Total contract values up to £25,000,000</li> <li>Those working in commercial, retail, housing, hotels and recreation, healthcare, universities and schools</li> <li>Established, claims free practices using tried and tested techniques</li> <li>Total contract values up to £25,000,000</li> <li>Predominantly Personal Lines brokers, incidental Commercial Lines and Commercial Motor exposure, limited exposure to Aviation/Marine and historical Financial Services Exposures</li> <li>Established firms, with regional focus</li> <li>Lower values on commercial placements and limited binding authorities</li> <li>Marketing/Sales, Human Resources, Company Development, IT, Finance, Accounting</li> <li>Established qualified staff, well known clients with solid contract base</li> <li>Good contract terms and conditions and</li> </ul>	

PROFESSIONS	TARGET	Non Target
Media	<ul> <li>PR Consultancy, Media Buyers, Adver Agencies, Sales Promotion and Grap Designers</li> <li>Able to demonstrate client sign-off procedures and review of contracts in place</li> <li>Good risk management procedures</li> </ul>	hic • Income incentive scheme consultants • Pure publishing risks • Paid claims or high frequency thereof
Miscellaneous	<ul> <li>Wide range of professions to be cons including interior designers, bailiffs, loss adjusters etc</li> <li>Established practices with well qualifie</li> <li>Good contract terms and conditions i</li> </ul>	Agricultural Risks • Those with no professional advice ed staff exposures
Recruitment Agents	<ul> <li>Placing professions with include clerical, manual, executive, professional and IT consultants</li> <li>Established practices with limited vicarious liability exposures</li> <li>Decent contract terms and conditions</li> <li>Heavy exposure on vicarious liabilities especially in placements for the medical sector</li> <li>Offshore placements</li> <li>High hazard industries</li> <li>Paid claims or high frequency</li> </ul>	
<b>Surveyors</b> (Preferably RICS qualified or other relevant industry standard)	<ul> <li>Regional firms with limited survey an valuation exposures</li> <li>Construction surveyors i.e. quantity surveying, construction managemen</li> <li>Estate agent practices which have a v works split</li> </ul>	<ul><li>valuations for lending purposes</li><li>Historical survey and / or valuation work</li><li>Paid claims or high frequency thereof</li></ul>

## WE WILL ALSO CONSIDER EXCESS LAYER BUSINESS IN ALL OF THE ABOVE AREAS

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## For all New Business enquiries please use: UK\_PI\_NBenquiries@penunderwriting.com

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