



## Mainstreet Mercantile Product

This product is specifically designed to accommodate the coverage and pricing needs of a wide array of mercantile risks.

### Product Features:

- ▶ Coverage available as:
  - Preferred package (if eligible)
  - Package
  - Monoline liability
  - Monoline property
- ▶ Broad eligibility requirements
  - Over 75 classes (See chart on following page)
  - Package
  - Up to \$3,000,000 in annual sales per location
  - New ventures eligible
- ▶ Low minimum premiums
- ▶ Ability to consider mixed occupancy

### Liability Features:

- ▶ Limits available up to \$1,000,000 per occurrence/\$2,000,000 aggregate
- ▶ Expanded definition of bodily injury to include mental anguish or emotional distress arising out of bodily injury, sickness or disease
- ▶ No liability deductible
- ▶ Pollution exclusion has hostile fire exception
- ▶ Hired and non-owned auto liability coverage available
- ▶ Commercial excess general liability/umbrella available up to \$5,000,000

### Property Features:

- ▶ Equipment breakdown – Includes free boiler inspection if required in your jurisdiction
- ▶ Value Plus endorsement available, providing 15 coverage extensions and enhancements
- ▶ Special cause of loss and replacement cost available
- ▶ Up to \$3,000,000 in property limits, \$1,000,000 in all coastal areas
- ▶ Theft coverage is available for most classes without a central station alarm

### Additional Features:

- ▶ Financial stability of a carrier rated A++ by A.M. Best
- ▶ Unsurpassed service with a sense of urgency and care
- ▶ Policyholders have access to many services through our Business Resource Center that will assist in growing and protecting their business





Over 55 Classes listed below within the ISO 10000 selected to receive Main Street Treatment

Antique Stores	10026	
Appliance Stores - household type	10042	
Army and Navy Stores	10060	
Art Galleries	10065	10066
Automobile Parts & Supplies Stores	10071	
Bakeries	10100	
Beverage Store	10145	10146
Books and Magazines Stores	10204	10205
Candy or Confectionery Stores	10352	
Car Washes - Self service	10368	
Collectibles and Memorabilia Stores	11155	
Computer Stores	11160	
Copying and Duplicating Services - retail	11222	
Cosmetic, Hair, or Skin Preparation Stores	11234	
Dairy Products or Butter and Egg Stores	12358	11259
Department or Discount Stores	12356	
Electrical and Lighting Stores	18437	
Engraving	52660	
Fabric Stores	12510	
Floor Covering Stores	12805	
Florists	12841	
Formal Wear or Costumes - rented to others	12927	
Furniture Stores	13351	13352
Gardening & Light Farming Supply Dealers	12362	
Gift Shops	13506	13507
Hardware Stores	13716	
Health or Natural Food Stores	13720	
Hearing Aid - Stores	13759	
Home Furnishing Stores	18437	

Home Improvement Stores	14279	
Ice Cream Stores	14401	
Jewelry Stores or Distributors	14655	
Lithographing	58408	
Luggage Goods Stores	18437	
Mailing or Addressing Companies	45937	
Mail Box or Packaging Stores	15070	
Meat, Fish, Poultry or Seafood Stores	15224	
Music Stores - Pre-recorded	16676	
Musical Instrument Stores	15538	
Nursery - Garden	15699	
Office Machines or Appliances - retail - no repair	18437	
Office Machines or Appliances - wholesale - no repair	12362	
Optical Goods Stores	15839	
Paint, Wallpaper or Wallcovering Stores	15991	
Painting, Picture or Frame Stores	15993	
Pet Stores	16403	
Printing	58408	
Shoe Repair Shops	18109	
Sporting Goods or Athletic Equipment Stores	18206	
Stationery or Paper Products	18335	
Tailor Merchants - men or boys	18506	
Tailoring or Dressmaking Establishments - custom	18507	
Variety Stores	18911	18912
Video Stores	18920	
Washing Machines, Dryers or Ironers - coin meter type	19007	

This document does not amend, extend or alter the coverage afforded by the policy. For a complete understanding of any insurance you purchase, you must first read your policy, declaration page and any endorsements and discuss them with your agent. A sample policy is available from your agent. Your actual policy conditions may be amended by endorsement or affected by state laws.



## Mainstreet Mercantile Product

### Claim Examples

- ▶ **Property:** A fire began at the insured's premises when an employee of the store smoked a cigarette in the inventory room. The employee carelessly threw the cigarette into a trashcan. The fire caused both \$45,000 in building damage and \$14,000 in business personal property damage. In order to repair the damage, the store had to shut down for a month, causing an \$18,000 loss in income and \$12,000 extra expenses to get the store up and running again, which was included in the business income with extra expense coverage.
- ▶ **General Liability:** A customer of the store went to use the restroom, which had recently been cleaned by an employee. As the tile floor area just outside of the restroom was still wet, the customer slipped and fell, breaking their arm. A \$5,000 medical expense was immediately paid to compensate the customer for their hospital visit and the ambulance ride.
- ▶ **Equipment Breakdown:** The piping within the hot water heater ruptured from over usage, causing the store to have to shut down for 4 hours. An equipment breakdown claim was made.
- ▶ **Automatic Businessowners coverages:** The store installed a bright neon sign above the front door in order to attract new business. During a heavy windstorm in the middle of January, the sign fell to the ground smashing into pieces. After a holiday party, a local citizen crashed through the front glass storefront window and plowed through the entire store. The store carried a business personal property limit of \$100,000. This was sufficient most of the year, but their sales fluctuate in December, and at the beginning of the summer. In order to keep inventory to levels that are adequate for this fluctuation, the business personal property peak season bumps the business personal property up 25% to \$125,000 during these busy times of the year.
- ▶ **Value Plus:** An employee of the store was going through tough financial times. They 'forgot' to turn on the alarm system when closing for the night. No signs of break-in were evident, but the storeowner noticed inventory levels were repeatedly lower when this employee closed the store for the night. Cash in the register was also mysteriously low on these same nights. The insured notified their agent, and also made an employee dishonesty claim, and a money and securities claim.



CARRIER:

[Empty box for carrier information]

# Mainstreet Mercantile Product Application

YOU CAN OBTAIN A QUOTE BY PROVIDING THE INFORMATION IN SECTION I – INSTANT QUOTE BELOW, SUBJECT TO THE REMAINDER PROVIDED PRIOR TO BINDING.

Coverage(s) Desired:  Property  General liability

Please fill out the Instant Quote Information section, along with the section (s) you are requesting coverage.

## I. INSTANT QUOTE INFORMATION

Instant Quote is only available for accounts with no losses in the past three years. If there is loss history, please complete the entire application

Applicant's name (include Legal Entity and/or DBA name): \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Location address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Web address: \_\_\_\_\_ E-mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Inspection contact name: \_\_\_\_\_ E-mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Audit contact name: \_\_\_\_\_ E-mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Form of business:  Individual  Corporation  Partnership  LLC  Trust  Other \_\_\_\_\_

### Description of Operations/Schedule of Hazards:

[Empty box for description of operations]

1. Have there been any losses in the last three years?  Yes  No

If "Yes," please provide the following information (additional claims or information may be submitted on separate sheet).

Coverage Type	Date of Loss	Description of Loss	Paid	Reserved	Status
<input type="checkbox"/> Property <input type="checkbox"/> Liability			\$	\$	<input type="checkbox"/> Open <input type="checkbox"/> Closed
<input type="checkbox"/> Property <input type="checkbox"/> Liability			\$	\$	<input type="checkbox"/> Open <input type="checkbox"/> Closed
<input type="checkbox"/> Property <input type="checkbox"/> Liability			\$	\$	<input type="checkbox"/> Open <input type="checkbox"/> Closed

2. What is the annual revenue/gross receipts? \$ \_\_\_\_\_

3. What is the total square footage occupied by the applicant? \_\_\_\_\_ sq. ft.

4. How many years has the applicant been in business? \_\_\_\_\_ years

5. How many years at this location? \_\_\_\_\_

### Property Coverage

6. Do you own the building?  Yes  No

7. Do you lease any portion of the building to others?  Yes  No

a. If "Yes," to whom do you lease the space? \_\_\_\_\_

b. How much square footage is leased to them? \_\_\_\_\_ sq. ft.

<b>Building Construction:</b>				
<input type="checkbox"/> Frame	<input type="checkbox"/> Masonry NC	<input type="checkbox"/> Joisted masonry	<input type="checkbox"/> Modified fire resistive	<input type="checkbox"/> Noncombustible
<input type="checkbox"/> Fire resistive				
Protection Class	Cause of Loss	Deductible	Number of Stories	Type of Burglar Alarm
_____	<input type="checkbox"/> Basic <input type="checkbox"/> Special	<input type="checkbox"/> \$1,000 <input type="checkbox"/> \$2,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> Other _____	_____	<input type="checkbox"/> Local <input type="checkbox"/> Central Station <input type="checkbox"/> None
What year was the building constructed? _____				
What type of plumbing is in the building? <input type="checkbox"/> PVC <input type="checkbox"/> Copper <input type="checkbox"/> Galvanized <input type="checkbox"/> Lead <input type="checkbox"/> Other: _____				
What type of roof is on the building? <input type="checkbox"/> Flat <input type="checkbox"/> Wood shake <input type="checkbox"/> Shingle <input type="checkbox"/> Metal <input type="checkbox"/> Tile <input type="checkbox"/> Slate <input type="checkbox"/> Other: _____				
When was the roof last completely replaced or recoated? _____				
Is the building fully protected by an operational sprinkler system covering 100% of the premises? <input type="checkbox"/> Yes <input type="checkbox"/> No				
What is the square footage of the entire structure? _____ sq. ft.				
<b>Building Limit:</b>	\$ _____	<b>Coinsurance</b> (80% minimum)	_____ %	<input type="checkbox"/> ACV <input type="checkbox"/> RC
<b>Business Personal Property Limit:</b>	\$ _____	<b>Coinsurance</b> (80% minimum)	_____ %	<input type="checkbox"/> ACV <input type="checkbox"/> RC
<b>Business Income Limit:</b>	\$ _____	<b>Coinsurance</b>	<u>or</u>	<b>Monthly Limit of Indemnity</b>
<input type="checkbox"/> With extra expense	<input type="checkbox"/> Without extra expense	<input type="checkbox"/> 50% <input type="checkbox"/> 60% <input type="checkbox"/> 70%		<input type="checkbox"/> 1/3 <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/6
		<input type="checkbox"/> 80% <input type="checkbox"/> 90% <input type="checkbox"/> 100%		

**Additional Property Coverages Requested** (check all that apply)

<input type="checkbox"/> Equipment Breakdown	<input type="checkbox"/> Electronic Data	<input type="checkbox"/> Interruption of Computer Operations
<input type="checkbox"/> Glass _____ linear feet	<input type="checkbox"/> Garage \$ _____	<input type="checkbox"/> Outdoor Sign \$ _____
<input type="checkbox"/> Outdoor Equipment \$ _____	<input type="checkbox"/> Canopy/Awning \$ _____	Accounts Receivable \$ _____
<input type="checkbox"/> Valuable Papers \$ _____	Improvements and Betterments \$ _____	
<input type="checkbox"/> Crime coverage Limit \$ _____	Number of employees _____	Employee Dishonesty \$ _____
Burglary and Robbery (standard form only) \$ _____		
Money and Securities (special form only) \$ _____ inside \$ _____ outside		

**Liability Coverage**

8. Occurrence limit  \$100,000/\$200,000  \$300,000/\$600,000  \$500,000/\$1,000,000  
 \$1,000,000/\$2,000,000  \$1,000,000/\$3,000,000
9. Add Non-Owned and Hired Automobile Liability?  Yes  No *If "Yes," please answer questions 13-16*

**Additional Interests** (AI = Additional insured, LP = Loss payee, M = Mortgagee, W = Waiver of Transfer of Rights of Recovery Against Others to US)

Name	Relationship/Interest	Address	City, State, Zip	AI	LP	M	W
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**General Coverage**

10. Are there any past, pending or planned foreclosures and/or bankruptcies or judgments for unpaid taxes against the named insured or any officer, partner, member or owner, individually in the past five years?  Yes  No
11. Has Insurance coverage been cancelled or non-renewed in the past three years? (not applicable in MO)  Yes  No
12. Does any building built prior to 1978 have aluminum wiring or knob-and-tube wiring?  Yes  No
13. For any building built prior to 1978, is 100 percent of the wiring on functioning and operational circuit breakers?  Yes  No
14. Are there functioning and operational heat and smoke detectors and fire extinguishers in the building and readily available?  Yes  No

## II. ELIGIBILITY CRITERIA

### Hired and Non-Owned

15. Is there a Commercial Auto Insurance policy in force?  Yes  No
16. Are there any owned or leased (long-term) vehicles?  Yes  No
17. Are employees or volunteers required to use their personal vehicle to conduct the applicant's business on a regular basis?  Yes  No
18. Are vehicles used to transport people or deliver goods or products on a regular basis?  Yes  No

### III. PRIOR CARRIER

19. Is there expiring insurance in force for:

Coverage	Limit	Carrier	Premium
Property <input type="checkbox"/> Yes <input type="checkbox"/> No			
General liability <input type="checkbox"/> Yes <input type="checkbox"/> No			

### FRAUD STATEMENTS

**Alabama, Arkansas, District of Columbia, New Mexico, Rhode Island and West Virginia:** Any person who knowingly presents a false or fraudulent claim for payment of a loss or benefit or knowingly presents false information in an application for insurance is guilty of a crime and may be subject to fines and confinement in prison.

**Colorado Fraud Statement:** It is unlawful to knowingly provide false, incomplete, or misleading facts or information to an insurance company for the purpose of defrauding or attempting to defraud the company. Penalties may include imprisonment, fines, denial of insurance and civil damages. Any insurance company or agent of an insurance company who knowingly provides false, incomplete, or misleading facts or information to a policyholder or claimant for the purpose of defrauding or attempting to defraud the policyholder or claimant with regard to a settlement or award payable from insurance proceeds shall be reported to the Colorado division of insurance within the department of regulatory agencies.

**Florida Fraud Statement:** Any person who knowingly and with intent to injure, defraud, or deceive any insurer files a statement of claim or an application containing any false, incomplete, or misleading information is guilty of a felony of the third degree.

**Kansas Fraud Statement:** Any person who, knowingly and with intent to defraud, presents, causes to be presented or prepares with knowledge or belief that it will be presented to or by an insurer, purported insurer, broker or any agent thereof, any written, electronic, electronic impulse, facsimile, magnetic, oral, or telephonic communication or statement as part of, or in support of, an application for the issuance of, or the rating of an insurance policy for personal or commercial insurance, or a claim for payment or other benefit pursuant to an insurance policy for commercial or personal insurance which such person knows to contain materially false information concerning any fact material thereto; or conceals, for the purpose of misleading, information concerning any fact material thereto; or conceals, for the purpose of misleading, information concerning any fact material thereto may be guilty of a crime and may be subject to fines and confinement in prison.

**Maine Fraud Statement:** It is a crime to knowingly provide false, incomplete or misleading information to an insurance company for the purpose of defrauding the company. Penalties may include imprisonment, fines or a denial of insurance benefits

**Maryland Fraud Statement:** Any person who knowingly or willfully presents a false or fraudulent claim for payment of a loss or benefit or who knowingly or willfully presents false information in an application for insurance is guilty of a crime and may be subject to fines and confinement in prison.

**New Jersey Fraud Statement:** Any person who includes any false or misleading information on an application for an insurance policy is subject to criminal and civil penalties.

**Oklahoma Fraud Statement:** WARNING: Any person who knowingly, and with intent to injure, defraud or deceive any insurer, makes any claim for the proceeds of an insurance policy containing any false, incomplete or misleading information is guilty of a felony.

**Oregon Fraud Statement:** Notice to Oregon applicants: Any person who, with intent to defraud or knowing that he is facilitation a fraud against an insurer, submits an application or files a claim containing a false or deceptive statement may be guilty of insurance fraud.

**Kentucky, Pennsylvania AND Ohio Fraud Statement:** Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance or statement of claim containing any materially false information or conceals for the purpose of misleading, information concerning any fact material thereto commits a fraudulent insurance act, which is a crime and subjects such person to criminal and civil penalties.

**Tennessee, Virginia and Washington Fraud Statement:** It is a crime to knowingly provide false, incomplete or misleading information to an insurance company for the purpose of defrauding the company. Penalties include imprisonment, fines and denial of insurance benefits.

**Fraud Statement (All Other States):** Any person who knowingly presents a false or fraudulent claim for payment of a loss or benefit or knowingly presents false information in an application for insurance may be guilty of a crime and may be subject to fines and confinement in prison.

### STATE NOTICES

**Arizona Notice:** Misrepresentations, omissions, concealment of facts and incorrect statements shall prevent recovery under the policy only if the misrepresentations, omissions, concealment of facts or incorrect statements are; fraudulent or material either to the acceptance of the risk, or to the hazard assumed by the insurer or the insurer in good faith would either not have issued the policy, or would not have issued a policy in as large an amount, or would not have provided coverage with respect to the hazard resulting in the loss, if the true facts had been made known to the insurer as required either by the application for the policy or otherwise.

**Florida Surplus Lines Notice:** (Applies only if policy is non-admitted) You are agreeing to place coverage in the surplus lines market. Superior coverage may be available in the admitted market and at a lesser cost. Persons insured by surplus lines carriers are not protected under the Florida Insurance Guaranty Act with respect to any right of recovery for the obligation of an insolvent unlicensed insurer.

**Florida and Illinois Punitive Damage Notice:** I understand that there is no coverage for punitive damages assessed directly against an insured under Florida and Illinois law. However, I also understand that punitive damages that are not assessed directly against an insured, also known as "vicariously assessed punitive damages", are insurable under Florida and Illinois law. Therefore, if any Policy is issued to the Applicant as a result of this Application and such Policy provides coverage for punitive damages, I understand and acknowledge that the coverage for Claims brought in the State of Florida and Illinois is limited to "vicariously assessed punitive damages" and that there is no coverage for directly assessed punitive damages.

**Maine Notice:** The insurer is not permitted to withdraw any binder once issued, but a prospective notice of cancellation may be sent and coverage denied for fraud or material misrepresentation in obtaining coverage. A policy may not be unilaterally rescinded or voided.

**Minnesota Notice:** Authorization or agreement to bind the insurance may be withdrawn or modified only based on changes to the information contained in this application prior to the effective date of the insurance applied for that may render inaccurate, untrue or incomplete any statement made with a minimum of 10 days' notice given to the insured prior to the effective date of cancellation when the contract has been in effect for less than 90 days or is being canceled for nonpayment of premium.

**Ohio Representation Statement:** By acceptance of this policy, the Insured agrees the statements in the application (new or renewal) submitted to the company are true and correct. It is understood and agreed that, to the extent permitted by law, the Company reserves the right to rescind this policy, or any coverage provided herein, for material misrepresentations made by the Insured. It is understood and agreed that the statements made in the insurance applications are incorporated into, and shall form part of, this policy. **THE INSURED UNDERSTANDS AND AGREES THAT ANY MATERIAL MISREPRESENTATION OR OMISSION ON THIS APPLICATION WILL ACT TO RENDER ANY CONTRACT OF INSURANCE NULL AND WITHOUT EFFECT OR PROVIDE THE COMPANY THE RIGHT TO RESCIND IT.**

**Utah Punitive Damages Notice:** I understand that Punitive Damages are not insurable in the state of Utah. There will be no coverage afforded for Punitive Damages for any Claim brought in the State of Utah. Any coverage for Punitive Damages will only apply if a Claim is filed in a state which allows punitive or exemplary damages to be insurable. This may apply if a Claim is brought in another state by a subsidiary or additional location(s) of the Named Insured, outside the state of Utah, for which coverage is sought under the same policy

If your state requires that we have information regarding your Authorized Retail Agent or Broker, please provide below.

Retail agency name: \_\_\_\_\_ License #: \_\_\_\_\_

Agent's signature: \_\_\_\_\_ Main agency phone number: \_\_\_\_\_

(Required in New Hampshire)

Agency mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

The signer of this Application acknowledges and understands that the information provided herein is material to the Company's acceptance of the risk and issuance of the requested policy. The signer of this Application represents that the information provided herein is true and correct in all matters. Any changes in the information represented in this Application occurring prior to the effective date of a policy shall be promptly reported to the Company in which case, the Company has the right to modify or withdraw any quote or binder issued based on such changes. The Company has the right but not the obligation to investigate any representation(s) in this Application. A decision by the Company not to investigate shall not estop the Company from relying on this Application in issuing a policy. It is agreed that this Application and any material submitted therewith, including but not limited to any supplemental Application(s), shall be the basis of any policy that is issued.

**New York Fraud Statement:** Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance or statement of claim containing any materially false information, or conceals for the purpose of misleading, information concerning any fact material thereto, commits a fraudulent insurance act, which is a crime and shall also be subject to a civil penalty not to exceed five thousand dollars and the stated value of the claim for each such violation.

Applicant's signature: \_\_\_\_\_ Title: \_\_\_\_\_

President, Chairperson of the Board, Managing Member, or Executive Director

Date: \_\_\_\_\_