



*Please visit www.allrisks.com/submit-a-risk or contact your current All Risks, Ltd. producer to submit applications.

Application Form - Prospect Information	
Contact Information	
Company Name	
State/Province of incorporation	
Legal Entity Name	
Headquarters Location	
--Address	
--City, State, Zip	
--Country	
--Phone	
Type of Business	
How long has company been in business?	
Describe the opportunity you are requesting we consider.	
Primary Contact Person	
--Title	
--Office Phone	
--Mobile Phone	
--E-mail Address	

Opportunity Details / Sales Projections	
Program Questions	
Anticipated Launch Date	
Describe or list the products you sell.	
Who is your typical consumer?	
Do you sell to business/commercial users?	
If Yes, please describe user or give an example.	
Coverage Needed: Extended Warranty, ADH, Loss/Theft, De-install, Up-Lift, Product Liability, Other?	
What services are you seeking (call taking, entitlement, dispatch, adjudication, claims processing, etc.)?	
In what countries do you sell product?	
In what states/provinces do you sell product?	

How will this plan be sold? (i.e. online, in a store, direct mail)	
What is the product distribution model (i.e. sell through distributors, B2C, B2B, authorized resellers)?	
Do you currently have a program in place for your request to us?	
If Yes, please describe the program.	
How many active contracts?	
Average age of contracts?	
Do you have another underwriter managing the program? Name?	
Why are you looking to move the program?	
Who services your product if there is a claim?	
Please provide historical sales and claims information (can include on a separate tab if needed).	
Do you provide repair service for your products?	
If product replacement warranty, do you provide replacements?	
If not, how will we source?	
Revenue Questions	
Estimated annual product volume in units	
Estimated annual retail revenue in dollars	
If you have an existing program, what is your attach rate?	
If existing program, what is annual revenue and average by product?	
Executive	
Current Competitors in your marketplace	
Three (3) trade references (include name of reference, contact person, phone number and e-mail address)	
Sales pitch to customers for services (if client is currently selling service plans)	
Audited financial package for previous year	
Current agreement (s) in place (i.e. existing Ts&Cs, monitoring/maintenance agreements)	