

SFM underwriting

SFM welcomes business of all types, sizes and locations

Overview

Large, small and middle markets—our teams at SFM specialize in serving the needs of these specific areas of the market. We welcome business in all those markets.

We welcome business across all industries, too. Our book of business reflects a cross-section of our region's business. SFM is not a niche market.

Submit applications online through SFM Application Manager.

Small business accounts

SFM looks for very small business accounts that are low exposure and low maintenance. SFM's volume of small business has grown substantially in recent years.

Through SFM Application Manager (SAM), agents can quote and bind low-risk small accounts.

Middle market accounts

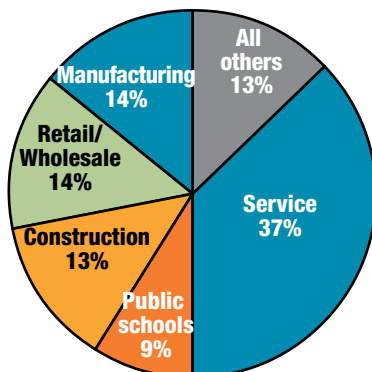
SFM has a continuing appetite for middle-market business. It looks for employers with loss histories that are not so unpredictable as to make pricing a dart board game.

We look for indications of openness and commitment to loss prevention and return-to-work. We're a good match for employers that have an engaged human resources staff and show they value their employees, because they generally are going to make good use of what we have to offer when it comes to work comp claims.

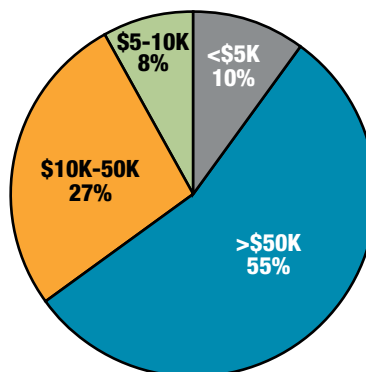
A long view is important. We look for employers who have sufficient interest in making

In-force premium

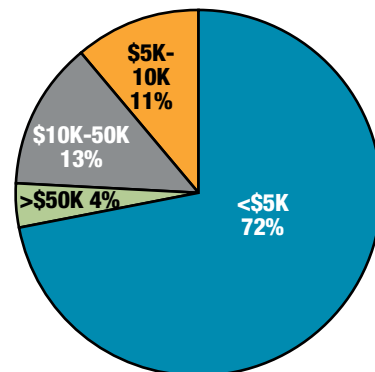
updated February 2012



Total premium by industry



Total premium by premium group



Number of policies by premium group

theirs a work comp program for long-term cost control.

SFM may even be a match for employers in industries known for volatile losses—such as trucking and healthcare—but who have distinguished themselves by establishing effective, long-term safety programs or by responding proactively to injury. SFM is a good match to help them make this a competitive edge for their business.

Large accounts

SFM actively writes large accounts over \$200,000. Many large employers are looking for a workers' compensation partner whose services match with the objectives of their own pre- and post-injury activities—services such as loss prevention consultation, the aggressive medical case management of SFM's in-house consulting doctors, nurses and occupational therapists, and the legal expertise of SFM's attorneys.

SFM welcomes opportunities to develop these long-term, two-way relationships. SFM works with large employers and their agents to develop large-deductible and loss-sensitive plans customized to their tolerance for insurance risk and need for deeper levels of personalized service.

What to include in your submission

Providing SFM underwriters with accurate and complete application materials helps to get a better picture of the employer's operation controls.

Required application materials include:

- Completed ACORD application.

Examples

Small accounts

- Light manufacturing
- Retail
- Churches
- Artisan contractors

Middle market accounts

- Healthcare
- Printers
- Contractors

Large accounts

- Schools / colleges
- Manufacturing
- Service

- Currently valued three- to five-year loss runs.
- Experience mod worksheet.

If you have additional information about an individual operation, please include it with your submission.

Bottom line

SFM wants to work with you to understand the risk and develop pricing that is both competitive and appropriate. You are encouraged to let SFM quote business of all types, sizes and locations. If you have questions, please contact an SFM underwriter.

New business sampler

Recent examples of new business in Minnesota, Iowa, Nebraska, South Dakota and Wisconsin

Minnesota

School District	\$755,544
School District	304,920
College	233,032
Tool Manufacturer	112,167
Medical Office	66,046
Machine Shop	51,191
Hotel	32,707
Medical Office	20,520
Social Service Organization	17,747
Hotel	15,790
Retirement Living Center	11,397
School District	9,719
Grocery Store	5,040
Plumbing Contractor	4,294
Bowling Alley	1,384
Dental Office	1,163
Farm	1,105
Auto Service Station	745

Wisconsin

Plastics Manufacturer	\$269,273
Paper Manufacturer	115,982
Private/Social Club	80,301
Printer	55,039
Retirement Living Center	53,805
Hardware Stores	32,118
Group Homes	20,708
Hotel	18,779
Retirement Living Center	12,554
Retail Store	3,820
Dentist Office	2,783
Clerical Office	277

South Dakota

Metals Manufacturer	\$42,754
Implement Dealer	28,855
Farm	21,256
Country Club	13,028
Lumber Yard	8,562
Carpentry Contractor	4,240
HVAC Contractor	4,229
Bakery	2,625

Iowa

HVAC Contractor	\$95,859
Electrical Contractor	47,538
Medical Office	35,401
Dairy	25,848
Dental Lab	17,331
Hardware Store	13,949
Funeral Home	9,712
Barber Shop	3,857
Restaurant	3,485
Jewelry Store	2,584

Nebraska

YMCA	\$88,587
Machine Shop	48,318
Cabinet Maker	16,587
Funeral Home	13,761
Machine Shop	13,123
Restaurant	4,711
Data Processing School	2,998
Condos	502

SFM Companies
3500 American Blvd. West, Suite 700
Bloomington, Minnesota 55431-4434

© 2012 SFM Mutual Insurance Company
All rights reserved.

SFM[®]
The Work Comp Experts

sfmic.com

0112M