

Property Risk Assessment

P L A Y B O O K

How to do an effective Property Risk Assessment &
Policy Coverage Review Appointment



Property Risk Assessment

What is a “Property Risk Assessment”?

A Property Risk Assessment is an appointment (virtual or in person but much more effective in person) that educates homeowners while reviewing policies looking for coverage gaps, doing an assessment or inspection of a client’s property looking for risks to the home, and identifying claimable damage. It includes an overview of the success of the company and the need for the important service provided by Metro.

- Schedule appointment in their home or virtually
- Have presentation PowerPoint on Laptop or flip chart.
- Bring a senior manager or any 3rd party with you. 2 on 1 PRAs are best.
- Build Rapport first 10 mins before starting. Ask about them and listen.
- **METRO SURVEY** before beginning optional.

1. Open:

- A. Thank them for their time.
- B. “The presentation and assessment we are about to do is one of the most important things we do for people. It is a free service we provide to help homeowners so they are protected and also we hope they remember us when someone needs our primary service”
- C. Share 2 Min. Testimonial (Personal Story/Service Testimony)

2: If a 3rd Party is with you: Have them share a short testimonial on their experience as a client or someone they helped.

3. Review their policy. Look for type policy, and identify coverage gaps, high deductibles, incorrect endorsements, missing endorsements, etc. Encourage them to make changes to the policy when and where needed.

4. INTRODUCE Metro and present the PCR Presentation

“Our goal today is to help you understand insurance from a perspective you may not have ever seen it before. This information alone can help you not only save money but also protect your biggest assets, your home and your health, while reducing risk exposure. Lastly, you will have enough information to recommend me to others who could benefit from our services.

- Present Presentation
- During presentation, demonstrate some of the professional tools to build credibility and show professionalization.

5. Do a full property risk Assessment / Inspection with Photo Documentation

Use a property assessment worksheet and do a full assessment while taking photos documenting all damage that could be a risk to the home or the occupants health and also what may be covered damage. Use tools during assessment. Also you can share photos with them to save in the cloud to memorialize their property and the personal property in it.

6. CLOSE:

“What was the most enlightening part of what we shared today?”

7. Next steps:

FIRST. if they had parts of their insurance policy that need to be addressed, share with them what it is and how they can address it by contacting their agent or referring them to another one (one of your power partners).

SECOND. If they had covered damage, get them under contract for a claim

THIRD. Ask them to fill out the Referral worksheet and connect you with any people that either need to know what you just shared with them or any people in the professions of the power partner categories.

8. Meeting After the Meeting: thank them for their time and Take a photo together:

☐ Post the photo in the Metro Community Facebook page to inspire others..

Prepare before presentation:

- Metro Survey
- Flip Chart or approved PCR PowerPoint on a laptop
- Tool Kit. High Lumen Flashlight, smoke sponge, Moisture meter, Caliper, Digital measure, Straight Edge Level
- Referral sheet

Benefits of a PRA Presentation:

- Educate people so they can be informed enough to recommend people and use you when needed.
- In a home is where people are most comfortable
- People will help a friend/family with training/licensing
- Opportunity to collect survey, referrals and power partners
- Builds speaking and presentation skills