

# How do we track the product?

- Rate level adequacy
- Important segments
- Measurements
- Reports

# Rate level adequacy

- Calendar year results
- Accident year and Policy year results
- Indicated rate need

# Market Segments

- ◆ Underwriting tier
- ◆ Amount of insurance
- ◆ Territory
- ◆ Deductibles
- ◆ Age of Dwelling

# What do we track?

- ◆ Loss ratio
- ◆ Frequencies
- ◆ Severities
- ◆ Earned premium
- ◆ Average premium
- ◆ Mix of business
  - New policies
  - Policies in force

# Product Modification

- Areas of concern from product monitoring reports
- Develop strategy and timing for product changes
- Implement changes
- What do we need to watch for when modifying our product?