



Score more business

Find small and micro-business opportunities using a predictive risk model based on non-credit data.



Business Owner Policies (BOP): a big opportunity with the right insights.

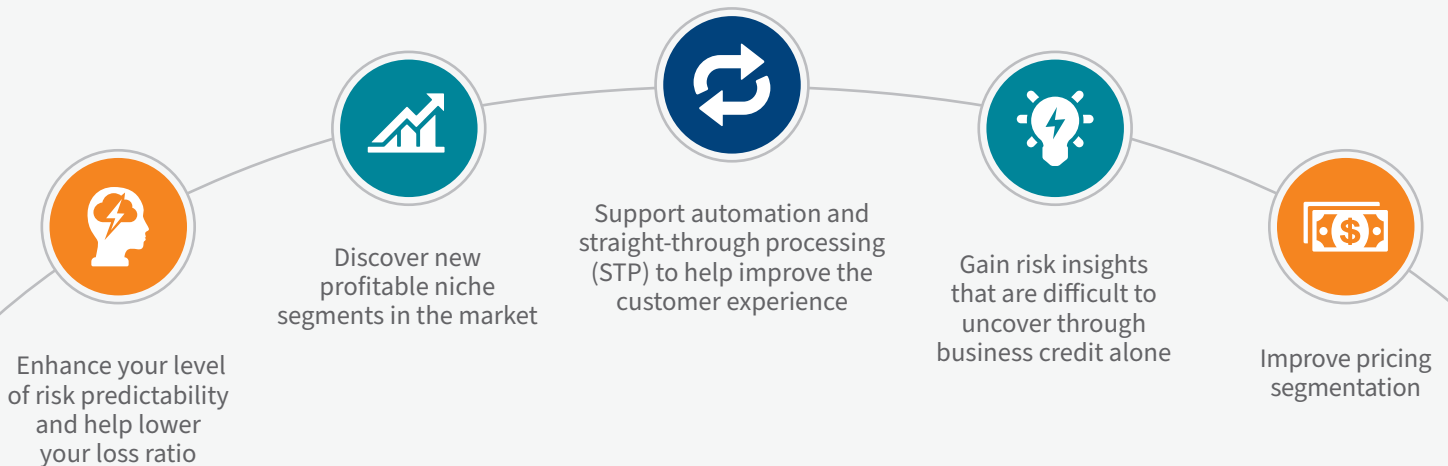
96% of all businesses in the U.S. today have fewer than 10 employees.¹ That's more than 30 million businesses — and the majority will require business insurance. Balancing policy acquisition and underwriting exposures with accurate risk assessment and pricing creates underwriting challenges. Many of these small businesses do not have established commercial credit files. Those that do may not contain enough relevant data to develop a commercial credit-based score.

Why LexisNexis® Attract™ for Business Owners Underwriting (Non-FCRA)?

LexisNexis® Attract™ for Business Owners Underwriting (Non-FCRA) helps overcome these challenges by correlating non-FCRA public records of the business owner with loss ratio, yielding an insurance score that helps consistently and accurately predict future losses for BOP policies.

Created and refined for more than a decade, our model uses historical public records data on hundreds of thousands of business owners representing more than \$1.5 billion in premium volume. LexisNexis® Attract™ for Business Owners Underwriting is designed to help predict insurance loss.

Leverage this solution to:



Built on the right data for small business underwriting.

As an insurance carrier, you want to use data that is the most predictive for the types of businesses you are underwriting. Generally, that means using commercial credit data from one of the major commercial bureaus. However, with small businesses, owners tend to use their own personal resources to obtain financing. For these risks, the public record data attributes of the business owner have frequently been found to be predictive of the insurance risk of the business.

Resource use varies based on business size.



The smaller the business, the more they rely on their own personal resources

Non-FCRA business owner models are effective for micro businesses that have very little business credit footprint. **Our scores are proven to be predictive of small commercial loss.**



Achieve better match rates.

If the use of predictive modeling is important to your underwriting process, you want to maximize the number of scorable matches received. Accurately scoring and segmenting as many risks as possible is key to helping optimize profit potential.



Hit rates can reach **up to 95%**.

On average, personal records return a match that is 45 percentage points higher (a 90% increase) compared to the match rate from business credit for business-owner policies.

Public records vs. business credit match rates

Public records data can help carriers achieve a higher match rate compared to business credit on business owner policies.

PUBLIC RECORDS

95%

BUSINESS CREDIT

50%

For more information or to get a more detailed overview of our solutions:
Call **800.458.9197** or email **insurance.sales@lexisnexisrisk.com**



About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

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1. <https://sbecouncil.org/about-us/facts-and-data>, stat includes employer and nonemployer businesses