



Get the Roof Right

How home insurers can get a true view of roof risk



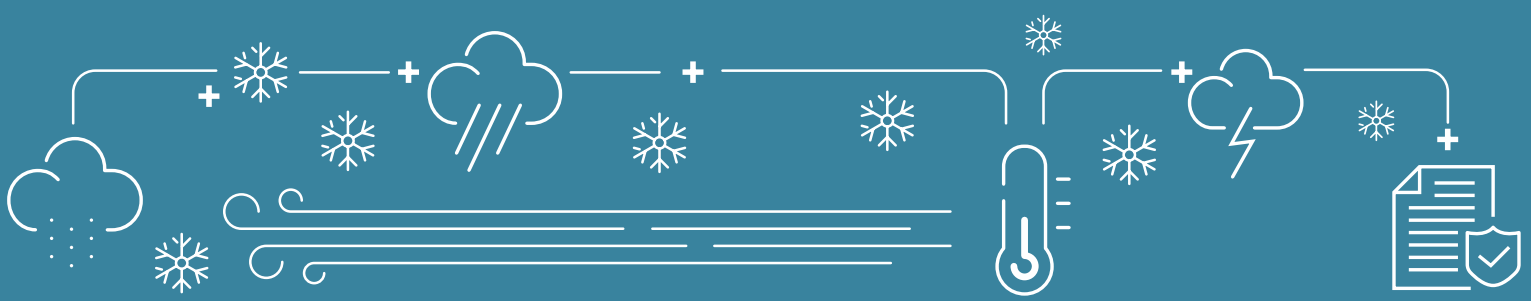
Roof-related losses are costly...



Wind and hail claims now make up 46% of home losses and are getting worse



90% of catastrophe property losses in 2019 resulted from hail and wind perils



...and getting worse.



Hail loss claims increased 19% from 2018 to 2019



Wind and hail loss claims: the average severity increased by 31% (2014-2019)



Wind and hail loss claims: the frequency increased by 24% (2014-2019)

Source: 2020 LexisNexis Risk Solutions Home Trends Report

Roof replacements are costly, too..

For a 2,000 square foot home, average roof replacement cost is estimated at...

\$14,000



Source: 5Estimates.com

Claims reported within 10 days of a hail event:

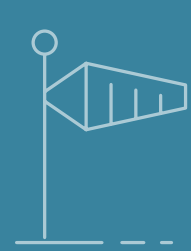
Auto

60%



Property

18%



After a storm, homeowners may notice damage to their car or windshield before noticing damage to their roof.

Source: LexisNexis Risk Solutions Days to First Report Auto and Property Claims Loss Study, 2014-2018

Aerial imagery provides cost-effective insights about roof characteristics and condition.



However, imagery is not perfect:

Underwriting is the next frontier for aerial imagery analytics. While 100% of the top 50 carriers surveyed use aerial imagery in the claims process, only 36% use the technology in the underwriting process.*



Outdated images



Granularity issues



Obscured images

Source: 2020 LexisNexis Risk Solutions Home Research Report

To take aerial imagery to the next level, you need context from claims data.

Analysis of both property and auto claims within a geographic area can add valuable insight to pinpoint homes that are likely to have roof damage.



A recent industry study showed that properties with the highest risk scores had 30x the claim rate compared to properties with the lowest risk scores.



Source: LexisNexis® Risk Solutions Industry Study of 340,000 properties in 25 U.S. states with weather claims >\$5K within 12 months of the effective date.

LexisNexis® Rooftop combines what you can see with what you can't see for a more accurate roof risk score.

[Click here](#) to get a better view of your roof risk today.

For more information, call 800.458.9197 or email insurance.sales@lexisnexisrisk.com