

## THE 6 C'S OF INSURANCE ASSET MANAGEMENT

For today's insurance C-Suite it can be time consuming to consider a search for a new partner for any service. However, due diligence and reassessment can add value to your goals. Consider, for example:

### 1. Capability:

What is the depth of experience and knowledge of your portfolio management team? Do they offer the full suite of assets and services you need? Do they understand your insurance industry goals and how the portfolio can help meet them?

### 2. Customization:

Every insurer is unique. Does your investment manager customize your portfolio or **do you look like everyone else?** If your goal is to improve Book Yield or to grow Surplus, does your portfolio reflect that?

### 3. Consistency:

Are the services, team, and performance all reliable? Every year? If your goals include stabilizing Net Investment Income or adding to Surplus growth to help grow underwriting capacity, **can you count on your manager to help?**

### 4. Communication:

Does your portfolio team keep you apprised of their thoughts on the market, economy, portfolio needs. Do they ask you for your needs regarding gains and losses, income, risk? Do they help you keep your board informed? **Are they a partner** or just a service provider?

### 5. Character:

While this is listed as #5, it is really #1. How does your investment manager show their **integrity?** Do they treat your portfolio with as much care as if it were their own? Or are they recommending assets to you that benefit their firm?

### 6. Cost:

This should be considered in the context of value. **Low cost does not always equal best.** But you are fiduciaries, as are we. Are you getting the highest value for your costs?

At PMA, our clients consider us a true partner, helping to Deliver on their Goals. Over the next six months, we will dive into these C-Suite C topics to help you consider how to evaluate your partner.



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