



# Do you have the market intelligence to identify and capitalize on promising opportunities?

New Business Insight delivers actionable leads to drive your business development forward



## Lead generation that leads somewhere

Commercial insurance can be a relationship-driven business. But without quality prospecting data, matchmaking can be tricky. New Business Insight can help by:



Identifying leads that better match your risk appetite



Improving quote-to-bind ratios



Generating higher-quality, pipeline leads

Carriers, brokers, and managing general agents aren't just looking for new businesses, they're looking for the right businesses that match their underwriting appetite.

With data on 19 million accounts across the U.S., you can discover them with New Business Insight.

## New Business Insight allows users to:

- Use insurance-specific exposures, premium estimates by line of business and industry loss ratios to reveal strong prospects for marketing teams.
- Discover crucial underwriting risk details, such as additional classes and operating locations, on complex accounts before they're prospected.
- Use employee and revenue forecasts to identify healthy businesses and sectors.

From restaurants in Des Moines with \$25–50k in premium potential and less than \$10M in revenue, to manufacturing plants in upstate New York with over 100 employees and substantially more long tail complexity than their peers, New Business Insight can reveal the accounts to support growth demands for small commercial, middle markets and national accounts.

## New Business Insight delivers:

- Premium for 28 commercial lines
- Exposure estimates
- Industry loss ratios
- Exposure growth trends
- Complexity Scoring
- Additional classes or states of operation



## New Business Insight in action

Find leads in growth industries

Commercial Physical and Biological Research <b>SIC 8731</b>	Insurance portfolio value <b>\$332K</b>	140 Employees 4-year forecast <b>+2.5%</b>	\$81M Revenue 4-year forecast <b>+4%</b>	<b>Estimated loss ratio</b> Workers Comp: 0.47 Commercial Auto: 0.78 General Liability: 0.41 BOP: N/A
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## Data assets to power your business development

### Over 18M Small Commercial Leads

(0–49 employees)

~1M Special Trade  
Contractors

Over 750k Eating and  
Drinking Places

### Over 250k Middle Market Leads

(50–999 employees)

Over 100k in Services

Nearly 40K Retail

### 10k+ National Account Leads

(1k+ employees)

Over 4k in Services

Nearly 1,900 in Manufacturing



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