

# design and implement a risk transfer strategy.

## 1 Evaluate The Risk That Could Lead To A Lawsuit

- Take inventory of your lifestyle and activities
- Understand the ways you could potentially get sued
- Determine what exactly at risk (your assets, lifestyle, future income)
- Design The Risk Transfer Strategy

## 2 Determine How To Best Use P&C Insurance To Transfer The Risk

- Review deductible options and policy limits
- Determine the correct insurance partner
- Identify the liability limit needed to protect assets, lifestyle, and future income

## 3 Review Your Current Insurance Program

- Determine if it matches the strategy you built
- Request necessary changes to match the Risk Transfer Strategy

## 4 Evaluate The Insurance Market

- Review the marketplace for insurance companies who can execute your strategy
- Seek multiple options to determine who can best execute
- Negotiate the coverage terms with each insurance company

## 5 Implement The Strategy

- Determine the best insurance carrier to partner with
- Execute the strategy and place the insurance coverage
- Review the policies to confirm the strategy was executed correctly
- Update at least once per year