

CENTURIES OF ROUGH NOTES

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Selling Rent and Rental Value Insurance

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Seventy-five trapped tenants in this Philadelphia apartment house, when it became a roaring furnace, were rescued by firemen, while some 300 others fled to the street, many in night clothes. The owner was out of rental income for months from this property, for which he might have been reimbursed through Rent insurance. (International Photo.)

Every piece of occupied improved real estate is owned by a prospect for

Rent or Rental Value Insurance

LET us consider the selling plans used by agents who have successfully, and profitably, sold Rent and Rental Value insurance. The least costly way, though possibly a slow course, is to instruct the policy clerk to add the coverage, by endorsement, to every new or renewal property policy written. The policies, if possible, should be delivered personally, and the coverage explained. If personal delivery is not practical, send along an explanatory letter. Agents who have tried it, find that this plan works about 90 percent of perfect and adds about \$1.00 in commissions on each of their residence property risks.

Another proved method is to train the girl in the office how to present Rent insurance and you will probably be surprised at the number of policies she can sell by telephoning your prospects—your Fire, Windstorm, etc., policyholders—and telling them all about

Rent insurance. This sales plan, simple and effective, produces immediate revenue. For economic reasons, policies thus sold should be written to expire with the property holder's other property insurance.

For prospects who insist on being

convinced, here are a few selling sentences that have proved potent:

Rental Value Clinchers

"If your home should burn, how much rent would you have to pay elsewhere?"

Another suggestion: "How would you like me to pay your rent or an amount equal to the rental value of the home in which you live, so you will have virtually the price to rent another house while your home is being repaired—in case fire drives you out?"

An Actual Interview

An agent conducted this interview: "What is the actual value of your home?"

"About \$6,000."

"And you carry \$4,000 of Fire insurance, so you would be \$2,000 short of the value of your home should it be

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