



YOUR GUIDE TO

REDUCING ZERO PAID

CLAIMS IN ROOFING

WHY THIS PRACTICE IS A GOOD IDEA
FOR ALL DALLAS FARMERS INSURANCE
AGENCIES & YOUR CLIENTS



INTRODUCTION

If you've ever received an email or phone call from a concerned policyholder after a storm, then you know what we're talking about.

Maybe a traveling roof salesman told them they needed something or a neighbor had significant damage that's now in repairs.

Either way, when a home or commercial insurance customer is worried about damage to their roof, they're typically looking to you for guidance.

The truth is not all roof repairs warrant filing an insurance claim. In fact, a vast majority of small repairs are under the customer's deductible.

So, what happens if a property claim is filed and is either denied, or the repair amount is less than the policy deductible?

It becomes what is called a zero paid claim, which still counts as a claim against the property owner's record even though the company didn't pay anything out. Ouch, right?

This also works against your claim count, making it seem as though you're writing a high number of risky policies.

That said, there are a few easy ways you can help reduce these types of claims while looking out for the best interests of your policyholders, agency, and Farmers Insurance. In this guide, we'll offer a few tips.

THE BEST WAY TO REDUCE ZERO PAID CLAIMS? GATHER FACTS FIRST

When it comes to determining whether a customer's roof really needs repair or replacement, the first step should always be to gather the facts first. Then file the claim with Farmers second.

Here's how the process works.

Let's say a longtime policyholder just called you after one of our unpredictable Texas hailstorms. She's worried about the condition of her roof, but hasn't filed a claim with the company in the ten years she's had a policy.

Instead of filing a claim with the insurance company right away, it is a good idea to have a professional roofing company look at the damage first to determine the best course of action.

By offering the name and telephone number of a reputable, Dallas roofing company, you can be confident that she will get the very best service and quality.

Be clear that this process is to gather facts to determine if it is a good idea to file that roof claim with Farmers.

It's good to explain that they do have a choice of who to use, but that you've built a relationship with a specific roofing company dedicated to helping your policyholders get the service they deserve.

If there is no damage, or only minor repairs are needed, you could avoid filing a claim altogether.

Instead of filing a claim before gathering facts and dealing with a zero paid claim, the customer is protected against a loss on her record.

CHOOSING THE RIGHT ROOFING CONTRACTOR FOR THIS PROCESS

It is important to note that you don't want to refer your policyholders to just any roofing company. After all, there are a lot of contractors in the Dallas area that promise exceptional service, but don't always deliver.

Working ahead of time to build relationships with trusted service providers is a good option. When you know who you're recommending to your clients and can attest to their excellent reputation, then you know they'll always receive the best roofing service possible.

In addition, make sure any roofing company you refer to offers a warranty on their work. While we like to assume that every contractor does their best on every project, sometimes things happen that are out of anyone's control. Thus, having a clear understanding of what homeowners and commercial property owners can expect in terms of warranty coverage is a good idea.

CONCLUSION: HOW TO REDUCE ZERO PAID ROOFING CLAIMS IN YOUR FARMERS AGENCY

As you already know, roofing claims are just part of homeowners and commercial insurance business. While you hope to keep these incidents to a bare minimum, there are times when they still happen.

By using the process of working with a trusted roofing company before filing the damage claim with Farmers, you can help reduce those pesky zero paid roofing claims while looking out for the best interests of your policyholders.

After all, when a client can rest easy that their insurance claim is truly necessary and you can be sure that your company is paying for work that's truly necessary, everyone wins.