

TMPAA Best Practice Certification Evaluation

Criteria and Measurement Each Certification Area will be graded by individually measured components, which will produce an overall Criteria Score. The overall scores of these Certification Areas will factor into the overall Best Practice Evaluation score and recommendation.

Scoring Each component of the following Certification Areas will receive a Score of **1** through **5**:

- A Score of **1** — *Does not have or perform.*
- 2** — *May have or perform but use is very limited.*
- 3** — *Has functionality or structure and uses to expected capabilities.*
- 4** — *Has functionality and uses to an above average capability.*
- 5** — *Has and uses to the maximum designed capabilities.*

I MANAGEMENT PERFORMANCE (Evaluation Factor: 20%)

- A** Organizational structure in place, i.e. CEO, CFO, Managers and other defined positions *Previous Score:*
- B** Appropriately licensed..... *Score:*
- C** Form, rate, and rule filing is documented *Score:*
- D** E & S filings..... *Score:*
- E** Personnel Experience and Expertise Consistency/Turnover of Management, Producers, Underwriters, Support Staff, Claims *Score:*
- F** Accounting Department and all legal and appropriate functions... *Score:*
- G** Business Plan containing revenue and expense budgets *Score:*
- H** Operational Self Audit process and implementation..... *Score:*
- I** Documented workflows including specific roles and responsibilities *Score:*
- J** Documented communication from all sources specifically clients or insureds *Score:*
- K** Documented phone and message communication..... *Score:*
- L** Documented coverage needs analysis and proposals..... *Score:*

Comments (Precede each comment with the Component letter):

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- M** Use of standardized forms and letters *Previous Score:*
- N** Appropriate wording and implementation of Binders.. *Score:*
- O** Underwriter's authority levels/document retention.. *Score:*
- P** Agency has an established perpetuation plan *Score:*
- Q** Disaster recovery plan in place for critical program data, and business continuation..... *Score:*
- Management Performance**
.....**Overall Score:**

Section Notes _____

II HUMAN RESOURCES (10%)

Does the Member have the following and implement appropriately?

Comments _____

- A** Documented employee manuals *Previous Score:*
- B** Management Resource Planning *Score:*
- C** Educational and/or technical training *Score:*
- D** Support continuing education and licensing *Score:*
- E** Formalized hiring practices *Score:*
- F** Formalized Performance Appraisal Process *Score:*
- G** Formalized Termination Process *Score:*
- H** Documented job descriptions, work flow processes and respective responsibilities..... *Score:*

Human Resources Performance

.....**Overall Score:**

Section Notes _____

III SYSTEMS (10%)

Does the Member have and utilize the following within their systems?

Comments (Precede each comment with the Component letter):

- A Agency management system..... Previous Score:
- B Ability to rate Score:
- C Ability to quote..... Score:
- D Ability to issue policies Score:
- E Document and integrate— Client data base, Transactions, Account data, Reports Score:
- Systems Performance** Overall Score:

Section Notes

IV UNDERWRITING/BOOK PERFORMANCE (20%)

- A Defined underwriting guides..... Previous Score:
- B Documented process for distributing chances in underwriting parameters to underwriters Score:
- C Defined rating guides Score:
- D Defined policy review process..... Score:
- E Defined management of Risk Selection and Underwriting Score:
- F Documented referral process..... Score:
- G Documented loss control/risk management procedures .. Score:
- H Consistency with Carrier Partners: Length of time with Carriers, reasons for leaving Score:
- I Detailed Profiles of the Book of Business..... Score:
- J Documented Distribution of Underwriting Authority Score:
- K Experience and Professional Development for the Program Score:
- Book Performance** Overall Score:

Comments

Section Notes

V LOSS EXPERIENCE (20%)

- A** Ongoing collection of data necessary for Actuarial Analysis..... Score:
- B** Use of Independent Actuarial Analysis..... Score:
- C** Three Year Experience Case Incurred Calendar Year, Earned Premium, Loss Amount, Loss Ratio Score:
- D** Accident Year Experience Analysis..... Score:
- E** Provision for Incurred but not Reported Losses..... Score:

Loss Experience
.....Overall Score:

Section Notes

Comments (Precede each comment with the Component letter):

VI CARRIER AUDITS (10%)

- A** Completed Annually Score:
- B** Written Report with Suggestions Score:
- C** Suggestions Considered ... Score:
- D** Overall Results Acceptable Score:

Carrier Audits
.....Overall Score:

Section Notes

Comments

VII CLAIMS (5%)

- A** Guidelines Score:
- B** Reporting and recording by file Score:
- C** Process documented and implemented..... Score:

Claims
.....Overall Score:

Section Notes

Comments

VIII MARKETING (5%)

- A** Use of direct mail and email to producers and/or potential insureds to solicit business. *Previous Score:*
- B** Use of Internet applications, i.e. use of SEO Key Word Positioning and Cost-per-Click Advertising.. *Score:*
- C** Use of Media advertising: trade magazines and/or insurance agent publications *Score:*
- D** Regular visits to larger customers and attendance at appropriate customer conventions and meetings ... *Score:*
- E** Written Plan for A through D. *Score:*

Comments (Precede each comment with the Component letter):

Marketing **Overall Score:**

Section Notes

OVERALL CERTIFICATION SCORING AND RECOMMENDATION

Overall Certification . . . Previous Score:

Comments: _____

Target Markets Recommendation
