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# Markel **NICHE** News

## Markel A&H: the basics

- Long-term, stable partner for select agents with common business goals and values.
- Commitment to our partners and our markets.
- Provider of niche market solutions combining Accident & Health with Property & Casualty coverage options.
- Licensed in all 50 states, plus D.C.



## Bringing your best ideas to life

By Paul Broughton,  
Director of Marketing & Administration,  
Markel Accident & Health

It's not good enough to just have great ideas to grow your business; you have to have the resources, energy, and drive to bring them to life in the marketplace. That's how [Markel Accident & Health](#) (A&H) can help.

What makes Markel different? We're committed to a product development and sales model that involves our key production partners every step of the way--from the idea, to the creation, to the delivery of new products. And, we're willing to reward you financially for good ideas that we jointly turn into profitable products.

Our approach is unique--we listen; we collaborate; and we respond. You're in the field, hearing what the client needs. If your idea benefits the customer and adds efficiency to the model, we'll work with you to create a compelling and competitive product.

The potential is immense. Markel has brought to market a number of programs from joining forces with select production partners including *CosmeticProtect™*, fraternity/sorority accident, amateur sports, and pet health. (See side bar for a quick case study.)

Markel is not offering off-the-shelf-solutions. We're good at putting together the pieces and packaging Accident & Health with our Property & Casualty coverage to create tailored products that meet your clients' specific needs--like packaging accident & medical with GL, liquor, crime, and sexual abuse.

## Get more information

[Jim Taylor](#), Director of Business Development, is ready to discuss your good product ideas. Call him directly at 800-338-1938, ext. 251. He'll get back to you within 24 hours.

## Success story

The results from collaborative product development are powerful. Fourteen years ago, one of our agents started to write a few soccer associations and believed there was room for expansion. They needed a stable partner to help get their program rolling.

Together, we created and refined packaged solutions for this market. Over time, we expanded into additional lines including national governing bodies, sports leagues, indoor sports facilities, camps, clinics, and

special risk business, such as day care accident medical. Today, this partner has a \$21 million book of business with Markel.

With Markel, your ideas are protected. We work with select partners on single channel opportunities. We help agents to grow every year with a dynamic book of business and access to our protected distribution channel.

Agents align with Markel because we're flexible. We're entrepreneurial. Creative. And we write accounts in all 50 states and the District of Columbia. Markel is a proven, financially stable company that is committed to the channel and our niche markets.

We are, however, selective in our exclusive agent partnerships. We hold high standards for ourselves and expect the same from our business partners.

At Markel A&H, we believe the strongest solutions emerge from synergy with our partners. If you have lost confidence in a carrier, have a book of business that needs a new home, or have a solid product or idea and are looking for a strong, reliable carrier, we're ready to talk. To initiate the conversation, please [contact me](#) at 800-431-1270, ext. 17618, or call [Jim Taylor](#), Director of Business Development, at 800-338-1938, ext. 251.



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