

Digging Even Deeper...

Risk-based segmentation strategies in property insurance require a statistically significant sample of highly-granular, correlated claims, and underwriting data, including detailed, high-quality property characteristics.

MSB has amassed a unique industry database called, "The Record," which stores and archives underwriting, building cost and claims experience data for each unique address in the United States. It includes:

- **Home characteristics** - year built, style, number of baths, square feet, etc.
- **Geographic data** - distance to fire station, brush risk, distance to coast, wind pools, earthquake risk, storm surge risk, etc.
- **Real estate and mortgage data** - market values, loan information and more.

With Pinnacle's experience and insight into the insurance market and MSB's Property Intelligence solutions, insurers gain a measurable competitive advantage. Let Pinnacle show you how to incorporate these data elements into your next project to expand the potential insights, such as:

- **Improving written premium accuracy** through insurance-to-value analysis and remediation
- **Lowering expenses** by finding protection class alternatives
- **Reducing risk** by identifying moral hazards.

For more information on how you can measurably improve your financial performance, please contact your Pinnacle or MSB representative or visit www.msbinfo.com.

About Pinnacle

Pinnacle Actuarial Resources, Inc. is an independent actuarial and management consulting firm owned by its professional staff. Ranking among the top 10 largest property/casualty actuarial firms in the United States, Pinnacle's reputation for uncompromising professionalism, expertise and outstanding service explains why more and more companies and organizations consider Pinnacle to be the firm of choice for actuarial services.

In the predictive modeling arena Pinnacle has performed dozens of modeling projects and software training for property/casualty insurers of all sizes and all major lines. Pinnacle has assisted customers with a wide variety of practical considerations including external data sources, data quality, systems implementation and regulatory support. For more information, visit Pinnacle's website at www.pinnacleactuaries.com or thefirmofchoice.com.

About MSB

Marshall & Swift / Boeckh (MSB), an MDA company, is the leading supplier of local building cost information, residential and commercial property valuation technology and services for the property and casualty insurance sector in the United States and Canada. MSB has five offices throughout the U.S. and Canada. For more information, visit MSB's website at www.msbinfo.com.

Contact Information



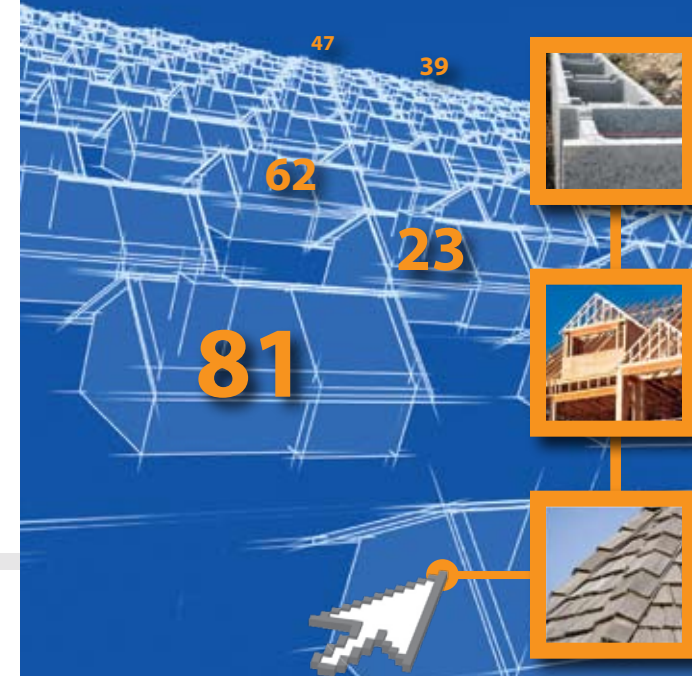
Pinnacle Actuarial Resources, Inc.

Information Desk

info@pinnacleactuaries.com
www.pinnacleactuaries.com

P.O. Box 6139 • Bloomington, IL 61702
Phone: 309.807.2300 • Fax: 309.807.2301

MSB's PerilVision™



Transforming and
Optimizing Property
Risk Selection and Pricing

Pinnacle, MSB and PerilVision -
Delivering Measurable
Advantages



Risk segmentation enables carriers to more competitively target, underwrite and price risk for better underwriting results. In fact, leading homeowners insurance companies are outperforming their peers due to more precise risk selection, truly accurate pricing and smarter account management.

Now, the benefits of additional risk segmentation are available to all insurers. They can see their books of business transformed and realize even better results by leveraging risk-based building characteristics.

It's all possible through a strategic partnership between **Pinnacle Actuarial Resources, Inc.** - the insurance predictive modeling authority - and **MSB**, the go-to source for property intelligence and the creators of PerilVision.

What is MSB's PerilVision?

Using MSB's property intelligence, PerilVision delivers peril-specific scores and a composite score to predict loss potential on a policy-level basis. The scores correlate objective and observable property characteristics to the loss potential based on historical claims data.

The **PerilVision** scores are another means of predicting home exposure to loss beyond just using Amount of Insurance. PerilVision creates a proven competitive advantage, enabling insurers to price more precisely through enhanced risk segmentation.

Pinnacle's Expertise Enhances Value

Pinnacle has partnered with MSB to maintain and support the PerilVision product. Pinnacle has more than a decade of experience in predictive modeling and is well-known for its expertise in pricing and underwriting.



Pinnacle will maximize your PerilVision evaluation and implementation.

Applying PerilVision

It's also **easy to use**. The PerilVision scores can be easily obtained at point-of-sale. The scores can be implemented directly into a by-peril rating structure or a traditional total homeowners rating structure. They can also be used as part of an automated underwriting decision system, which makes the PerilVision scores a seamless part of risk selection and pricing in point-of-sale applications.

Pursue **better underwriting**. PerilVision scores can be used in many underwriting decisions. They can be used as a determinate for inspections, rejections, minimum deductibles or maximum coverage limits.

Consider the **marketing advantages**. Carriers using PerilVision have better market knowledge, which allows them to underwrite, price and target market to specific segments. PerilVision uses readily-available characteristics, such as age of home, exterior siding and foundation type, which can be directly used for target marketing to attract the most profitable risks.

PerilVision Advantages

Predictive Power - With MSB's unparalleled industry database of claim-year histories and rich property characteristics, PerilVision provides credible data most companies do not have independently.

Defendability - Combines the expertise from Pinnacle - leaders in actuarial consulting and predictive modeling - and MSB - the leading provider of defendable property intelligence solutions.

Competitive Insight - Offers precision in homeowner's rating based on objective, individual property characteristics.

Ease of Application - Provides property-level and by-peril scores that can be applied directly into either a total rating or by-peril rating structure.

Ease of Implementation - Delivers scores directly through MSB's Express solution or integrated into your existing rating platform via ExpressLync, MSB's XML-based Web service.