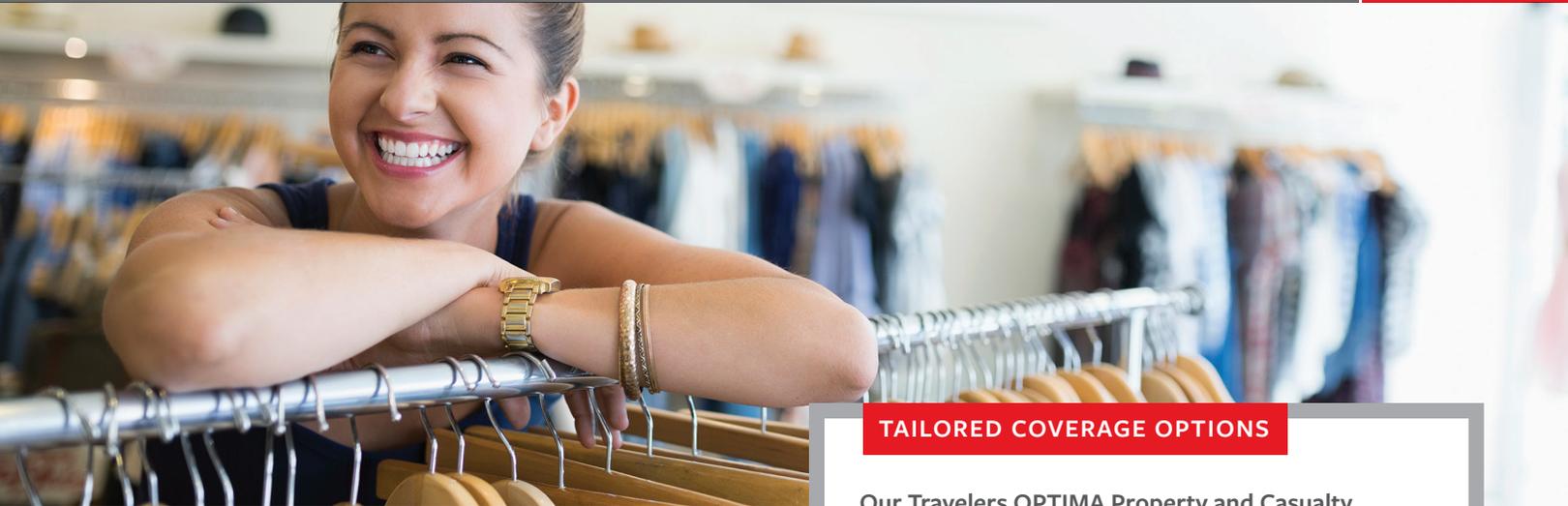


# Travelers OPTIMA® for Small Business

## APPETITE AND ELIGIBILITY GUIDE



### TAILORED COVERAGE OPTIONS

#### Our Travelers OPTIMA Property and Casualty

**Product** provides tailored options for the exposures small to mid-sized businesses face today. Comprehensive coverage is available for those who need it, and basic options are available for others. Fast. Easy. Flexible. You can quote us on it!

#### Property – Three New Levels = More Customer Choice

- **Travelers OPTIMA** – Core form providing key Building and Business Personal Property coverage with additional basic extensions.
- **Travelers OPTIMA +** – Supplementary endorsement providing additional Property extensions of cover for customers who see the need.
- **Travelers OPTIMA + Flex** – The same coverage as our *Travelers OPTIMA +* form, but with the added flexibility of a blanket limit across 9 core extensions.

**Commercial Crime coverage** – Tailored to customers' needs. From basic Employee Dishonesty, Forgery or Alteration, and Money and Securities to more in-depth coverage across 10+ insuring agreements. Customizable limit options, including Computer Fraud, Funds Transfer Fraud, Professional Fees, Rewards and Telecommunications Theft.

**Commercial General Liability (CGL)** – Standard CGL offerings of \$1M-\$5M per Occurrence/Aggregate with additional limit and Umbrella options available.

**CyberRisk** – Coverage that helps businesses respond to and recover from a data breach. Easy limit and deductible options, and no underwriting questions for companies with revenues of \$5M or less.

#### Retail Industry Snapshot

Target businesses sell goods to the general public, such as appliances, art supplies, auto parts, baked goods, clothing and accessories, computers and electronics, flowers, furniture, hardware, gifts and novelties, and home and garden supplies.

#### Maximum account size

**Total Insured Values:** \$25M per location and policy

**Sales/Revenue:** \$15M annually

**# Vehicles:** 35 Power Units

#### Risk characteristics

- ▶ New business ventures are eligible
- ▶ Home-based businesses acceptable in some classes
- ▶ Open 8+ months of the year (non-seasonal) required
- ▶ Operating hours later than midnight may require underwriting referral
- ▶ Internet sales > 75% of revenue require underwriting referral
- ▶ Assembly, installation, service, repair > 25% of sales require underwriting review
- ▶ Building utilities and roof fully updated/replaced within 30 years when building coverage provided

#### A few reminders

- ▶ No used or previously owned goods (except antique stores)
- ▶ Not eligible:
  - Street vendors or mobile retailers
  - Product manufacturing (including mixing, blending, repackaging, relabeling or direct importing)
  - Marijuana and related product sales, distribution or handling





## What our symbols mean

### JUST RIGHT

Small Business is ready to write this business! In most cases we quote, bind and issue these accounts quickly and efficiently with minimal questions and eligibility requirements at our most competitive pricing via the *Travelers OPTIMA* P&C products most suitable for you. While some risk characteristics such as location or construction type may trigger a referral, know that your Underwriter is eager to help you get this business into the win column.

### DEFINITELY MAYBE

Small Business wants to write this business too! But these accounts tend to have more complex risk characteristics, so we need to understand the account a little better. A quick conversation with an Underwriter may be all it takes to deliver a positive outcome for the client.

### IT'S NOT YOU; IT'S US

Of course, we appreciate every business owner's interest in Travelers Canada, but Small Business is not a market for this type of risk. Before you look elsewhere, consider that another Travelers Canada division might be a great fit for this business.

## RETAIL COMPATIBILITY AT-A-GLANCE

CLASS DESCRIPTION	COMM PROP	CGL/UMB	COMM AUTO	CYBER RISK	NOTES
<b>Antique Dealers</b> Sale of rare or unique furniture, furnishings, silverware or china, jewellery, dolls, or other household goods of a considerable age.					Restoration work cannot exceed 10% of revenue; thrift stores and flea markets are not eligible.
<b>Art Gallery or Dealers</b> Display and sale of original and limited-edition artwork.					
<b>Arts and Crafts and Hobby Supplies Retailers</b> Sale of hobby or craft supplies, such as kits for miniatures, models and trains, paint, fabric, scrapbooking supplies and/or yarn. Services often include framing, classes, demonstrations and events.					Retailers offering create-your-own (DIY) services, lessons and demonstrations are acceptable. No repair or service of gas-powered models.
<b>Auto Parts and Accessories Retailers</b> Sale of accessories and replacement parts needed to maintain vehicles for ordinary street use.					Tire sales cannot exceed 25% of revenue. No tire installation, recapping, repair or retreading; no sale of high-performance or racing products.
<b>Beauty and Barber Supplies Retailers</b> Sale of barber and beauty tools, supplies and hair products to professionals and the general public.					
<b>Beer, Wine or Liquor Retailers</b> Sale of alcoholic beverages.					Central station alarm required; no cheque cashing or drive-thru service.
<b>Bicycle Sales and Repairs</b> Sale of bicycles, e-bikes and accessories, including incidental repair.					No sale/rental of motorized bikes or mopeds.
<b>Books, Newspapers and Magazines Retailers</b> Sale of printed reading materials.					No adult books.
<b>Bridal Apparel Retailers</b> Sale of clothing and accessories worn by brides and other members of the wedding party.					

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DEFINITELY MAYBE

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## RETAIL COMPATIBILITY AT-A-GLANCE (continued)

CLASS DESCRIPTION	COMM PROP	CGL/UMB	COMM AUTO	CYBER RISK	NOTES
<b>Carpet, Flooring and Tile Retailers</b> Sale of carpets, rugs, tiles and other flooring materials. Stores typically will have a showroom.	▶	▶	⏸	▶	
<b>Clothing, Shoes and Fashion Accessories Retailers</b> Sale of one or more of the following items: clothing, shoes, uniforms, luggage, handbags, fashion jewelry, dance supplies, sportswear.	▶	▶	⏸	▶	No silk screening; no safety or protective apparel or equipment.
<b>Collectibles Dealers</b> Sale of collectibles, including comic books, sports cards, coins, stamps and other memorabilia.	▶	▶	▶	▶	
<b>Convenience Stores</b> Sale of a limited range of merchandise such as food and drinks, lottery tickets, cigarettes, newspapers, magazines and household goods.	⏸	▶	⏸	▶	Central station alarm required; cannot be open past midnight; no cheque cashing.
<b>Cosmetics and Personal Care Retailers</b> Sale of cosmetics and toiletries.	▶	▶	⏸	▶	No massage or tanning services; no weight reduction products or services.
<b>Discount Stores</b> Sale of a large variety of inexpensive merchandise such as housewares, apparel, furnishings and stationery.	⏸	⏸	⏸	▶	
<b>Fine Jewellery Retailers</b> Sale of jewellery, precious stones or metals, sterling and plated silverware, and watches and clocks.	▶	▶	▶	▶	No thrift stores or pawn shops.
<b>Florists</b> Sale of flowers, plants and florist supplies. Services often include delivery, floral design and arranging.	▶	▶	▶	▶	No greenhouses or nurseries.
<b>Food Service Industry Equipment and Supplies Retailers</b> Sale of food preparation, storage, and commercial cooking equipment, furniture, fixtures and supplies to restaurants, hotels and other food service establishments.	▶	▶	▶	▶	
<b>Gas Stations (100% sales – no other operation)</b> Sale of self-serve gasoline.	▶	▶	⏸	▶	
<b>General Stores</b> Sale of a variety of general merchandise such as apparel, furnishings and housewares.	▶	▶	⏸	▶	
<b>Gifts, Cards and Souvenirs Retailers</b> Sale of new gifts, greeting cards, stationery, novelty merchandise, souvenirs, seasonal decorations and religious items.	▶	▶	⏸	▶	No thrift stores or pawn shops.

▶ JUST RIGHT

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## RETAIL COMPATIBILITY AT-A-GLANCE (continued)

CLASS DESCRIPTION	COMM PROP	CGL/UMB	COMM AUTO	CYBER RISK	NOTES
<b>Hardware and Home Improvement Supplies Retailers</b> Sale of materials and tools to facilitate home renovations and repair, such as roofing, electrical, masonry, paint, wallpaper, tile, flooring, fixtures, cabinets, incidental plumbing, and heating or cooling systems.	▶	▶	⏸	▶	No rental, service or repair of chain saws or contractors' equipment (e.g., Bobcats, augers, backhoes, scaffolding). No propane tank filling. No rental of scaffolding or ladders.
<b>Headstones and Monuments</b> Sale and engraving (on-premises) of monuments such as tablets, plaques and bronze markers.	▶	▶	⏸	▶	
<b>Home Furnishings and Supplies Retailers</b> Sale of home furnishings, decorations and accessories, such as curtains, bedding, linens, kitchen supplies, cookware, lamps or clocks (including clock repair).	▶	▶	⏸	▶	
<b>Home Furniture, Appliances and Electronics Retailers</b> Sale of household appliances, furniture and electronics.	▶	▶	⏸	▶	No assembly of children's furniture; no refinishing or reupholstering; no pool, spa, fireplace or stove sales; no sales or service of LPG tanks and equipment
<b>Lawn and Garden Supplies and Fixtures Retailers</b> Sale of plants, trees, mulches, fertilizers, garden tools, outdoor decorative items and other garden supplies. Plants are primarily grown elsewhere by others.	▶	▶	⏸	▶	No mixing or application of chemicals, fertilizers or pesticides. If power equipment rentals exceed 35% of revenue, please contact your underwriter.
<b>Marine Supplies Retailers</b> Sale of supplies and equipment for ships and boats.	▶	▶	▶	▶	
<b>Movies, Music and Video Games Retailers</b> Sale and rental of prerecorded audio and video tapes, CDs, DVDs, games and records.	▶	▶	⏸	▶	
<b>Musical Instruments Retailers</b> Sale and rental of musical instruments, sheet music and accessories. May also include incidental maintenance, repair and lessons.	▶	▶	▶	▶	
<b>Office Equipment, Furniture and Supplies Retailers</b> Sale of materials for use in home or small business office settings. Includes paper, writing instruments, desk supplies, office machines (e.g., printers and photocopiers) and office furniture.	▶	▶	⏸	▶	
<b>Orthopedic and Prosthetic Supplies</b> Sale of orthopedic, orthotic, and prosthetic equipment or supplies, such as shoes, canes, walkers, limbs or wheelchairs.	▶	▶	⏸	▶	

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## RETAIL COMPATIBILITY AT-A-GLANCE (continued)

CLASS DESCRIPTION	COMM PROP	CGL/UMB	COMM AUTO	CYBER RISK	NOTES
<b>Party Supplies Retailers</b> Sale of party supplies, such as disposable serveware, cake supplies, tablecloths, party favors and party decorations.	▶	▶	▶	▶	No rental of tables, chairs, tents or amusement equipment (e.g., inflatable bounce houses, rock climbing walls, etc.).
<b>Photography Supplies</b> Sale of photography equipment, including cameras and accessories.	▶	▶	⏸	▶	
<b>Plumbing, Heating and Air Conditioning Supplies</b> Sale of plumbing supplies, hot water heaters and/or supplies related to Heating and Air Conditioning Equipment.	▶	▶	⏸	▶	
<b>Pottery</b> Sale of pottery and ceramic gifts. Services often include classes and demonstrations.	▶	▶	▶	▶	Retailers offering create-your-own (DIY) services, lessons and demonstrations are acceptable.
<b>Self-Service Car Wash</b> A retail operation providing self-serve car wash facilities, equipment and products.	▶	⏸	⏸	▶	
<b>Specialty Foods Retailers</b> Specializes in the sale of a category of food or drink such as ethnic foods, meat, fish, candies, nuts, cheese, coffee, tea and soda.	▶	▶	⏸	▶	No meat-packing plants or slaughter services; no vitamin or weight reduction products.
<b>Sporting and Recreational Equipment and Accessories Retailers</b> Sale of sporting or recreation goods, such as bicycles and bicycle parts, camping equipment, fitness equipment, billiards and game supplies. Also includes sale of sporting apparel.	▶	▶	▶	▶	No high-adventure equipment (e.g., scuba, skis and snowboards, rock climbing, etc.).
<b>Supermarket and Grocery Stores</b> Sale of general line of food, such as fruits, vegetables, meats, fish and poultry whether fresh, frozen, canned or prepared.	▶	▶	⏸	▶	Central station alarm required; no repackaging or relabeling of products; no cheque cashing.
<b>Ticket Sellers</b> Sale of tickets for concerts, sporting events, plays, movies or other events.	▶	▶	▶	▶	
<b>Toys Retailers</b> Sale of toys, board and video games, and consoles.	▶	▶	▶	▶	
<b>Trophies, Awards and Engraving Retailers</b> Sale of trophies, other awards (e.g., plaques, medals, pins) and other gift items. Items may be engraved or otherwise personalized.	▶	▶	⏸	▶	

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The Dominion of Canada General Insurance Company, St. Paul Fire and Marine Insurance Company (Canada Branch), and Travelers Insurance Company of Canada are the Canadian licensed insurers known as Travelers Canada.

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