Rough Notes magazine, July, 1930

Selling - Aviation and Aircraft Insurance

—Insurance Pictorial

Fifth fire in two weeks at airport in Newark, N. J., March 23, 1930, is shown above. (P and A photo.) The hangar and two planes were destroyed, causing $40,000 damage.

Aircraft Insurance—Suggestions to Producers

By ALVIN W. SMITH, Underwriter, Associated Aviation Underwriters

As EACH risk is judged on its merits and rates quoted accordingly, it is most essential that risks be submitted on applications or proposals that are issued and ask certain information so that the underwriters may visualize the risk. If this is done, it will help to avoid unnecessary correspondence and loss of time.

It is not advisable to request quotations by wire or otherwise unless a complete application has been sent in and signed by the applicant. The signing of the application does not bind the applicant in any way; it merely acts as a statement from him that the facts set forth in the proposal are true, to the best of his knowledge and belief, and that no material information has been withheld or suppressed. The failure to provide full facts may result in the loss of a prospective customer through delays and misunderstandings. Considerable time and effort are required to promulgate rates, and all too frequently requests are made requiring two or three different ways of quoting, i.e., varying deductibles, etc. If brokers and agents would ascertain exactly the type of insurance in which the prospective assured is interested before requesting quotations, much time could be saved.

There is a lot of "how to do it" information in this highly informative article by Mr. Smith. What he offers is from his experience as a leading Aircraft insurance underwriter and is just the kind of information you need to get into Aviation insurance right.

The proposal gives the various types of so-called Hull coverages, such as Fire, Accidental Damage, Tornado and Theft, and the Liability coverages, such as Public Liability, Passenger Liability and Property Damage. In general, the proposal properly filled out should tell the underwriter in what coverages the applicant is interested, give the name and address of the applicant, full information about the aircraft and engines, full information about the pilot or pilots, and their experience in various types of aircraft. It also gives the uses to which the aircraft will be put, and many other questions too numerous to mention here.