



SPARTA Success Stories

\$20mm Specialty Program offering Property, GL, and Workers Compensation to franchisees of a premier national fast food restaurant chain. This countrywide program is written through a leading national broker with an established franchise restaurant team. Claims are handled by a dedicated adjuster unit of a national third party claims administrator.

Customer Needs

National carrier, tailored combined coverages, financial strength and stability, efficient policy administration system.

SPARTA Advantage

50-state, admitted insurance company, rated A- IX (excellent) by A.M. Best. Ability to customize products and offer all commercial lines coverages. High transaction policy administration system: “SPARTA is quickly gaining a reputation in the commercial program marketplace as an organization with a strong balance sheet, great technology, and no legacy issues,” said Kevin Costello, President and COO. “When we were approached with this national franchise opportunity, we were able to quickly mobilize our underwriting, actuarial, and systems teams to engage their counterparts and design a program with numerous enhancements compared to the expiring program. Our executive team also participates in regular face to face meetings with the program administrator and the franchise parent company. Since initially writing the GL, SPARTA has expanded the program offering to include countrywide Property and Workers Compensation solutions. Bringing numbers to bear quickly and effectively is a differentiator for us.”

\$30mm existing and \$5mm start up Alternative Risk Programs offering AL, APD, GL, WC, UMB to group captive members owning large and mid-size transportation fleets.

These programs are offered countrywide through a program administrator, TPA, loss control provider, and captive consultants with nationally recognized transportation expertise.

Customer Needs

An insurance carrier with strong transportation group captive expertise.

SPARTA Advantage

Seasoned management team with over 20 years average commercial insurance experience including trucking risks: “SPARTA successfully won these group captive programs by directly engaging with the key stakeholders and impressing them with our high degree of group captive and transportation experience in all departments of our company,” commented Phil Cameron, VP of Marketing. “Our executives, underwriting, actuarial, claims, finance, operations, and loss control associates could all speak their language and fully understand their exposures and group captive needs. Depth of expertise is a major part of our value proposition.”

\$20mm Multi-line (Property, GL, AL, WC, UMB) Alternative Risk Program managed by a program administrator with 25+ years experience servicing the hardware store and building material dealer industries. A national TPA handles the claims with a specialized team.

Customer Needs

Proprietary coverage forms, flexible rating approach, and enhanced operating efficiency.

SPARTA Advantage

Customer-centric, collaborative approach to program design and implementation. “SPARTA involved our entire management and support team in listening to this program administrator’s needs and developing a comprehensive implementation plan. We worked together to ensure a minimum amount of disruption occurred for both the program administrator and their insured clients,” stated Brian First, Chief Marketing Officer. “Both of our corporate reputations were on the line and we executed our plan together to achieve a very smooth and efficient transition of a large amount of business in a short period of time.”

\$25mm Specialty Program providing AL, APD, GL for non-emergency passenger transit and bus accounts. The national program administrator has a dedicated office specializing in these classes and utilizes a national third party claim administrator (TPA).

Customer Needs

To achieve market stability and eliminate churning of carriers.

SPARTA Advantage

Strong Financial Rating: “At this time in the market cycle, program business has become an attractive alternative for carriers seeking growth, whether or not they have the capital commitment, expertise, or infrastructure to support their initiative in the long term,” commented Kevin Costello, President and Chief Operating Officer of SPARTA. “Our business model is built on a commitment to the program market, and with an A.M. Best rating of A-minus IX, \$254mm of fresh capital, program management experts, and leading technology, SPARTA presents a unique value proposition.”

\$10mm Multi-line (Property, GL, AL) Specialty Program managed by a program administrator with a dedicated underwriting team of property and GL specialists. A national TPA handles the claims. Targeted classes are preferred commercial and habitation risks.

Customer Needs

Comprehensive coverage, admitted “A” rated carrier, efficient policy rating and issuance technology, and speed to market.

SPARTA Advantage

50-state, admitted insurance company, rated A- IX (excellent) by A.M. Best, complemented by state of the art technology and underwriting expertise. “SPARTA provided the program administrator countrywide access along with a suite of coverages tailored to the unique needs of these preferred commercial risks,” noted Phil Cameron, Vice President of Marketing. “Also, SPARTA’s sophisticated infrastructure, particularly our policy rating and issuance system, provided both real-time information and cost savings not available through the program administrator’s previous carrier.”

\$20mm Alternative Risk Program offering multi-line (GL, Property, AL, APD, WC, UMB) coverages targeting electricians, arborists, and preferred heterogeneous risks. The program is written countrywide through a program administrator and a limited retail agency network. A national TPA handles the claims. The program administrator and several third-party risk sponsors share in the program's results via separate captive and rent-a-captive facilities.

Customer Needs

Consolidation of programs with an insurance company that allows the program administrator to maximize program management and collateral efficiency.

SPARTA Advantage

Sophisticated captive expertise and infrastructure: "SPARTA's exclusive focus on unbundled specialty and ART programs allows us to be creative and flexible in structuring programs that match the risk-sharing appetite of our clients," stated Scott McKay, Chief Credit Officer. "In this instance, we successfully combined multiple established programs to provide a common risk-sharing structure while still tracking the underwriting results of each segment. A disciplined approach allows us to simplify the complex."

\$15mm Alternative Risk Program and Specialty Program offering Workers Compensation to group captive members and other insureds representing the food growing and distribution industry. The program is written primarily in western states through a specialized program administrator with agricultural expertise. A national TPA handles the claims.

Customer Needs

Group captive and specialty program expertise, unbundled services, and insurance company flexibility.

SPARTA Advantage

Extensive group captive knowledge, ability to provide multiple structures, and value-added TPA relationships:

"One of these programs was returning to a group captive structure after several years in the traditional guaranteed cost market. The insureds and program administrator knew they wanted to work with a carrier that was committed to group captives and unbundled services," noted Steve Boccia, VP of Underwriting. "They chose SPARTA over several other carriers based on the responsiveness of our team and the flexibility of our proposal and service commitments. Right out of the gate we were able to improve the speed of policy issuance and issue all policies within thirty days of the program effective date. We later added the Specialty Program option for those insureds not yet ready for a captive, but still identified as preferred risks."

\$10mm Multi-line (Property, GL, AL, APD) Specialty Program managed by a national program administrator with a dedicated underwriting team. A national third party claim administrator (TPA) handles the claims. Targeted classes are preferred habitation risks countrywide.

Customer Needs

Comprehensive coverage and responsive underwriting of multiple location risks.

SPARTA Advantage

50 state multi-line coverage availability and streamlined decision making process. "SPARTA responded much faster than the competition to this time-sensitive opportunity," noted Kevin Costello, President and COO. "Our team was in the program administrators office within two weeks of receiving the submission and the program was under contract and producing business with us within 60 days."

\$12mm Multi-line (AL, APD, GL, WC) Specialty Program managed by a program administrator and utilizing a national third party claim administrator (TPA). Target market is mergers and acquisitions business.

Customer Needs

To achieve stability of market and address channel conflict.

SPARTA Advantage

Commitment to Program Market: "SPARTA was conceived as a dedicated source of expertise serving the program marketplace," said Dawne Ware, Chief Financial Officer and company co-founder. "Naturally, we seek to provide solutions to today's issues, but because of our commitment to this market, each new customer transaction becomes a foundation upon which a long-term relationship can be built. Our tag line says it all: Exclusive practice. Collective purpose."

\$12.5mm Multi-line (WC, Property, GL) Specialty Program concentrated in contiguous northeast states and managed by a Program Administrator with an affiliated third party claim administrator (TPA). Targeted classes are auto services, hotel/motel, restaurants, grocery stores.

Customer Needs

To diversify carrier portfolio, avoid channel conflicts, expand program geography and lines of business.

SPARTA Advantage

Licensing, filings and expertise to move rapidly through due diligence process, deploy rate, quote and policy issuance technology, and bring the program to market while developing an expansion strategy. "SPARTA Insurance Company is broadly licensed and competitively filed. Once we were able to conclude discussions on states of operation and rating plans, we moved quickly but thoroughly through the due diligence processes. Our underwriting, operations and claims diligence is conducted by seasoned pros who can determine without delay whether the quality standards we seek are evident and if not how to implement them. Our extensible technology is web enabled and easy to use so after a day of demonstration and training our customers were on their way and had no problems quoting and writing business," said Brian Mulroy, Chief Underwriting Officer. "We look for partners who want to expand programs or create additional programs that cause their portfolio with SPARTA to be balanced among the lines of business. In that regard, this opportunity was a natural fit," Mulroy added.

\$15mm Workers Compensation Alternative Risk Program with a quota share captive participation concentrated in mid-Atlantic and southeastern states and managed by a Program Administrator with an existing national claim provider. Targeted classes include small service and trade contractors.

Customer Needs

A flexible insurance company able to support quota share agency captive structures.

SPARTA Advantage

Developing the risk sharing structure right for the customer: "SPARTA was created to provide an array of options for program sponsors and managers to participate in their underwriting results and migrate across the risk sharing continuum to increased levels of participation as they become comfortable with assuming risk," stated Martin Hughes, Chief Underwriting Operations Officer. "Our team is versed in the dynamics that drive customer decision making in this regard and strive to create structures that strike the correct balance for customer and company with an eye toward long-term partnership," he added.

\$15mm Multi-line (WC, AL, APD, Property, GL) Specialty Program concentrated in Western states managed by an established program administrator with a national third party claim administrator (TPA). The program is offered through approved retail agents to eligible insureds representing mostly retail and service classes.

Customer Needs

To differentiate the program administrator with its retail producers, improve service, and expand the program.

SPARTA Advantage

Franchise value and unbundling of services: “SPARTA Insurance Company is not a market that every program administrator and agent in the United States can readily access. We are very selective and understand the franchise value that can accrue to our customers by differentiating themselves from the usual competition,” said Brian First, Chief Marketing Officer. “In this particular instance, we were able to help a customer distinguish itself and improve the insureds’ experiences by unbundling services to improve policy service, quality of claims handling, and product availability from a single source.”

\$7.5mm Specialty Program for AL, APD, GL, Motor Truck Cargo for qualified, general commodity transportation accounts written through a national program administrator with a dedicated team of transportation experts. This program utilizes a national third party claim administrator with an assigned adjuster team.

Customer Needs

Carrier stability, product consolidation, control of service.

SPARTA Advantage

Clean balance sheet with no legacy issues, transportation underwriting expertise, and SPARTA systems: “SPARTA represented many solutions for this high quality program administrator. As a new company, we had no legacy issue distractions and were able to quickly confirm the program’s superior underwriting results, agree to terms, and move into implementation,” commented Phil Cameron, VP of Marketing for SPARTA. “Our customer also benefits on an ongoing basis by working with a SPARTA team that is well-versed in transportation exposures – many with over 20 years experience in this class of business.”

\$8mm Specialty Program offering Multi-line (AL, APD, GL, Property, WC) to eligible specialized pest control service contractors. The program administrator is exclusively dedicated to the class and utilizes a national third party claim administrator with proven expertise.

Customer Needs

Product enhancement and comprehensive coverage offering.

SPARTA Advantage

Dedicated actuarial and product resources: “From its inception, SPARTA has demonstrated a strong commitment to providing expert analysis and flexibility of structure. This is evidenced by our in-house actuarial and product development teams that are involved throughout the evaluation and implementation of each program,” said Mike Visintainer, Chief Actuary for SPARTA and member of its Underwriting Committee. “We work directly with underwriting and marketing to understand and effectively respond to the customer’s product, pricing, and risk-sharing requests.”

\$5mm Workers Compensation Agency Captive concentrated in California and managed by a Program Administrator with a national third party claim administrator (TPA). Targeted classes are retail, light manufacturing, habitation, and restaurants.

Customer Needs

To find a new market who can provision and manage Agency Captive business.

SPARTA Advantage

Breadth of product offering: "SPARTA's product portfolio and expertise provide a range of product offering all along the risk continuum from fully insured, through quota share, to captive. Our captive program structures include Group, Franchise or Association, and Agency or Sponsored captives. We believe very strongly in the underlying drivers of the alternative market: stability of placement and control, which are embedded in risk sharing," said Brian First, Chief Marketing Officer. "Agency and Sponsored captives represent some of the many ways that belief is manifested," he added.

\$5mm Multi-line (AL, APD, GL, WC, Property) Alternative Risk Program for technical staffing firms. The program administrator is assuming a significant share of the risk via an agency captive and is utilizing a national third party claim administrator.

Customer Needs

Responsiveness, quality of market and depth of product offering.

SPARTA Advantage

"SPARTA was uniquely qualified to respond to this opportunity. Our ability to quickly marshal and organize resources across our flat organization allowed us to move this prospect from evaluation to implementation in under 60 days," said Brian Mulroy, Chief Underwriting Officer for SPARTA. "In addition to activities further to due diligence, evaluation, proposal, and binding, we also met with captive domicile regulators to demonstrate our alternative risk expertise and support for the program."

\$10mm Multi-line (AL, APD, GL, WC) Specialty Program concentrated in the Northeast and managed by a program administrator with a dedicated underwriting team. A national third party claim administrator (TPA) handles the claims. Targeted classes are trade contractors performing majority of work in non-urban locations.

Customer Needs

To expand coverage offering and enhance delivery and consistency of product.

SPARTA Advantage

Integrating competitive products with leading technology: "SPARTA's mission is to serve the program marketplace and we recognize that a key to fulfilling that mission is extensible technology. We have invested heavily in a policy management system and surrounded it with leading technology developed for program business that offers ease of deployment, tailored features, and the ability to exchange and deliver business information with customers and external organizations," said Enrico Ferrante, Sr. Vice President of Business Operations. "We want our technology to be easy to use and promote speed to market so that our customers will benefit by experiencing greater efficiency, productivity, and success."

\$7.5mm Specialty Program for GL, Property, AL, APD targeting hotels. The program is written countrywide through a national program administrator and a retail agency with established expertise. A national TPA handles the claims.

Customer Needs

Efficient policy administration system with real time access to data and coverage enhancements.

SPARTA Advantage

Leading-edge, multi-line commercial underwriting platform and in-house product expertise:

“SPARTA was founded with the goal of being an industry leader in the unbundled commercial program marketplace. Achieving that goal means a significant and ongoing investment in the best technology to service this business niche and in the product development expertise to meet our clients’ unique needs,” commented Elizabeth Drysdale, Product Line Manager. “For this program, we worked closely with both the program administrator and the retail agent to develop a tailored coverage form that insureds would find comprehensive and valuable. Their success is our success.”

\$5mm Multi-line (AL, APD, GL) Specialty Program managed by a program administrator with a dedicated underwriting team. A national third party claim administrator (TPA) handles the claims. Targeted classes are accredited, professional child care facilities meeting underwriting eligibility requirements.

Customer Needs

Improved program underwriting and operations service from the insurance company.

SPARTA Advantage

Adding value with comprehensive program administrator support: “SPARTA’s customer-centric approach means we conduct extensive on-site due diligence and fact gathering with our prospective program administrators,” noted Neil Putman, SVP of Customer Operations. “This allows us to identify opportunities to integrate our system to streamline processes, reduce keystrokes, increase accuracy, and share quality data. We constantly work with our program administrators to identify areas for improvement. We believe these joint efforts will ultimately pay for themselves through better results.”

\$5mm Multi-line (AL, APD, GL, WC) Specialty Program managed by a program administrator with a dedicated underwriting team. A national third party claim administrator (TPA) handles the claims. Targeted classes are Franchise Restaurants on a nationwide basis.

Customer Needs

Carrier stability and consistent approach to underwriting multi-line exposures while utilizing program administrator’s proven risk management expertise.

SPARTA Advantage

Specialty program focus and clean balance sheet. “SPARTA was able to build on the existing success with this program administrator on another national franchise opportunity, commented Tim Palmer, AVP of Underwriting. “We were able to match the needed coverages and enhance the risk management provided at the insured level by working collaboratively with the program administrator.”