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SECURING TOMORROW.



HOLMES
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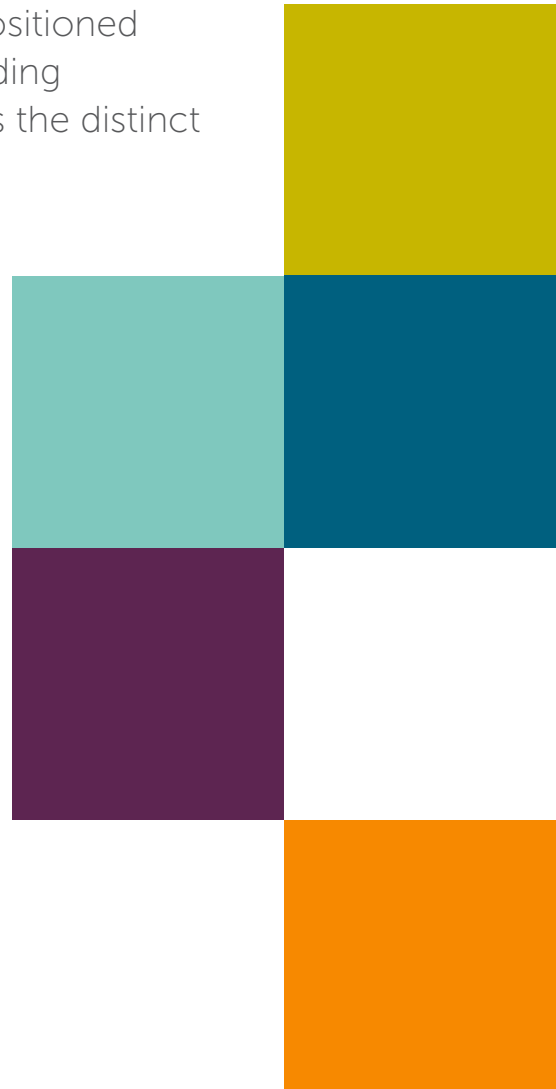
Holmes Murphy Fraternal Practice

Our Commitment to Insurance Quality & What Sets Us Apart

Holmes Murphy Fraternal Practice is a specialized division of Holmes Murphy & Associates, one of the largest independent insurance brokerage firms in the U.S. The Fraternal Practice focuses specifically on providing insurance and risk management services for the fraternal market. Since 1991, the Fraternal Practice has positioned itself as a leader in this specialized field by providing customized coverage and solutions that address the distinct risks faced by fraternal organizations.

Holmes Murphy is powered by the intersection of insurance, education, strategy, and claims expertise. This experience translates to a better understanding of trends, risk management strategies, and access to superior insurance products.

Choosing the best insurance broker for the organization is a crucial decision, as the right broker will provide expertise, access to the right coverage, and provide support. Why should organizations select Holmes Murphy as their broker? Keep reading.





Our Commitment to ART

Holmes Murphy approaches our mission through the lens of ART. ART is an acronym based on three important words; Avoid, Reduce, and Transfer. Below is a breakdown of this concept and the strategies we use to approach this mission.

Avoid

Loss control programs reduce deficits and enhance productivity, which in turn increases enterprise value.

- **Educational resources like webinars and structured programming:** Providing continuous learning opportunities.
- **Customizable templates:** Making it easier to implement policies or practices tailored to specific needs.
- **External resources and branding support:** Ensuring a cohesive and professional presentation of materials.
- **Presentation opportunities available both virtually and in person:** Helping to share insights and expertise.
- **Partnerships with leading higher education organizations:** Enhancing credibility and expanding reach.

Reduce

Risk cannot be eliminated; effective response after a loss is crucial in determining the outcome. Collaboration with clients to ensure preparedness for handling losses is key to mitigating damage and expediting recovery.

- **Claims Advocacy:** Supporting clients in navigating the claims process, ensuring fair and timely settlements.
- **Retention Analysis:** Evaluating deductible levels or self-insured retention to balance risk exposure and cost.
- **Discount Incentives:** Offering clients financial incentives for implementing effective risk management measures.
- **Claims Analytics & Metrics:** Using data to track, analyze, and improve claims outcomes over time.



Transfer

Insurance is integral to risk management, with a focus on improving services and reducing the total cost of risk.

- **Insurance as a cornerstone of risk management:** Continuously seeking ways to improve services while reducing the total cost of risk.
- **Introducing opportunities within the insurance market:** Clearly presenting the organization's risk profile and needs to attract interest from multiple carriers.
- **Fostering competition among carriers:** Creating a competitive environment to ensure the best possible terms and pricing for insurance coverage.
- **Risk transfer through contracts:** Collaborating with organizations to ensure that risks are appropriately transferred through contractual agreements, protecting their interests.
- **Exceptional service delivery:** Prioritizing outstanding service to staff, volunteers, and members, enhancing trust and satisfaction.

Access to Multiple Insurers

- **We are a broker.** Brokers engage with multiple insurance carriers and work on behalf of the client. At Holmes Murphy, we work for OUR CLIENTS!
- **Wide Network of Carriers:** We have access to over fifty insurance carriers, allowing Holmes Murphy to compare rates and coverage options to find the best fit for the organization. These connections mean the client has more choices for insurance solutions tailored to the organizational needs.
- **Ability to Negotiate:** As an experienced broker, we can leverage our relationship with multiple carriers to negotiate better premiums, terms, and coverage on behalf of the client.

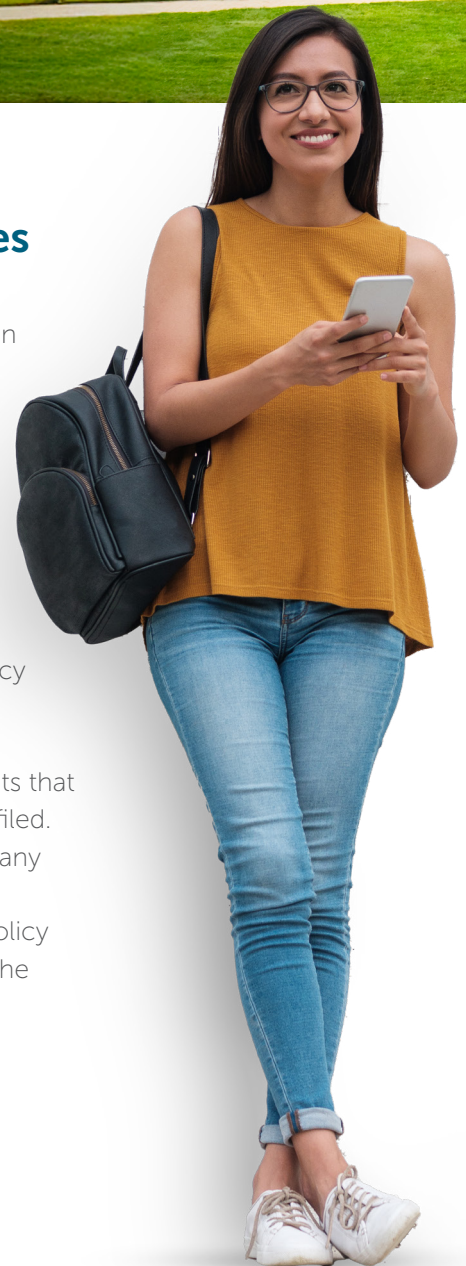
Superior Insurance Products

Occurrence-Based General Liability Policies

Holmes Murphy insurance carriers provide the broadest and most comprehensive General Liability coverage in the fraternal market written as Occurrence-Based policies

If the organization needs long-term protection for incidents that might result in claims years after they occur, an Occurrence-Based Policy is the best choice. The organization is protected indefinitely for claims arising from incidents that occurred while the policy was in effect, even if the policy has since lapsed or been canceled. Leaders need peace of mind knowing that even if you cancel the policy, the organization is still covered for incidents that happened during the policy period.

- **Definition:** An occurrence-based policy covers claims for incidents that happen during the policy period, regardless of when the claim is filed. Even if the policy has expired, the organization is still covered for any incidents that occurred while the policy was active.
- **Example:** If an accident happens in 2021 while the occurrence policy is active, but the claim is filed in 2023, the 2021 policy will cover the claim.





Some of our competitors offer Claims-Made Policies and it's important to understand the difference.

- **Definition:** A claims-made policy covers claims only if they occur while the policy is in force and only if the claim is reported during the same policy period or within 30 to 60 days after the expiration of the policy period. If the organization switches policies or lets it expire, the organization will no longer be covered for incidents that occurred during the policy period unless you purchase the Extended Reporting Period coverage which is often referred to as tail coverage.
- **Example:** If an incident occurs during the 2021 policy period but the claim is filed in 2023, the 2021 claims-made policy will only provide coverage if the policy is still active in 2023 and the claim is reported during the 2023 policy period. The only exception to this is if the policy is no longer in force, but the organization has purchased tail coverage.
 - With claims-made policies, the organization must maintain continuous coverage or purchase tail coverage to ensure the organization is protected for past incidents. Typically, the longest period most carriers allowed to be purchased is three years for claims that occurred during the expiring policy term and are first made during the extended reporting period purchased.
 - Tail coverage is expensive. It is like paying for insurance twice. Often the additional premium is 100% to 150% of the expiring premium.
 - In addition to determining the premium, the underwriter has the discretion of offering tail coverage at all.
 - A Claims Made Policy is beneficial to the insurance carrier and not the client as the insurer knows the definitive date upon which their potential liability for claims ends.
 - A Claims Made Policy will likely not meet the university insurance requirements
 - Having a Claims Made General Liability Policy is better than having no coverage at all but should be used only as a last resort.

2 Legal Defense Costs and Claims Costs

It is important to understand legal defense costs and claims expenses and how they are treated in relation to the policy limits. Here's a breakdown of coverage:

Holmes Murphy provides a unique advantage for clients as claim and legal expenses can be included inside the policy limit or in addition to the policy limit. Generally, Holmes Murphy offers coverage in which the legal defense costs and claims expenses are paid in addition to the policy limits. This ensures that the full policy limit remains available to settle the claim or satisfy a judgment. Clients can be confident that they will have their full policy limit available to address the claim itself, regardless of the legal expenses incurred.

In contrast, competitors' policies often have legal defense costs and claims expenses that erode the policy limit. In these cases, both the claims payout and legal costs erode the available policy limit. This means that if legal defense costs are high, there could be significantly less money left to cover the claim itself, potentially leaving clients exposed to financial risks.

This distinction can be crucial for clients choosing an insurance policy, especially in scenarios where legal fees can accumulate. Having supplementary expenses covered outside the policy limit provides better protection and peace of mind, ensuring that clients can navigate claims without worrying about depleting their coverage.

3 Coverage For All Levels of the Organization

Holmes Murphy's approach to providing coverage at all levels—extending to House Corporations, Alumni/ae Officers and Volunteers, Chapters, Colonies and Undergraduate Officers, Members, and Candidates for Membership—sets a high standard for comprehensive protection.

By extending coverage to everyone from alumni/ae and volunteers to undergraduate members and even candidates for membership, Holmes Murphy ensures that individuals within the organization are not personally financially liable for actions taken in their official capacity. This protection encourages individuals to make decisions confidently without the fear of personal loss or legal exposure—crucial in ensuring they are protected during the critical decision-making and leadership development phases of their involvement.

The inclusion of undergraduate members in its defense coverage is an essential difference from some competitors that do not provide this level of protection.

4 No Animal Liability Exclusion

Holmes Murphy's provision of a "No Animal Liability Exclusion" is an important feature in the insurance coverage, particularly for organizations that interact with animals, including service animals and emotional support animals (ESAs). A "No Animal Liability Exclusion" ensures that claims related to animal bites or injuries are not automatically excluded from the insurance coverage. This means that if a service animal or ESA were to bite or injure someone, the policyholder would still have liability protection. Without this, the organization or individual could face significant legal and financial risks. The Holmes Murphy advantage with a no bite exclusion helps organizations comply with these legal requirements without increasing liability exposure.

Some of our competitors exclude coverage for incidents involving animals, particularly bites or injuries caused by them.

5 Full Coverage for Punitive Damages When Allowed by Law

Holmes Murphy's provision of full coverage for punitive damages when allowed by law is a significant advantage in our insurance policies. Here's why this is important:

Punitive damages are intended to punish a defendant for particularly harmful, reckless, or malicious conduct, and they can be awarded in addition to compensatory damages. Punitive damages can be extremely costly and financially devastating to the organization or individuals involved. By offering full coverage for punitive damages, Holmes Murphy protects policyholders from the financial burden of these potentially severe penalties.

Not all states allow punitive damages, but where they are allowed, they can be pursued aggressively in legal cases. Holmes Murphy's policy ensures that, where state law permits it, punitive damages are covered, offering broader protection than many policies that may exclude this type of damage.

Some of our competitors do not offer coverage for punitive damages, or they limit the amount of coverage available.

6 Superior Financial Rating by A.M. Best

Holmes Murphy's commitment to partnering with insurance carriers that have a strong A.M. Best rating underscores our dedication to providing reliable, secure, and trustworthy insurance solutions. A.M. Best is one of the most respected and widely recognized rating agencies in the insurance industry, evaluating the financial strength of insurance companies.

A high A.M. Best rating is a mark of credibility and trust in the insurance industry. It assures Holmes Murphy's clients that the insurance carriers they partner with are dependable and capable of fulfilling their obligations. This is critical for organizations seeking long-term relationships with an insurer that they can count on when they need it most.

7 Proper Licensing

Holmes Murphy's commitment to proper licensing in all fifty states ensures that we operate with full regulatory compliance and maintain the ability to serve clients across the U.S.

Being licensed in every state allows Holmes Murphy to provide services to clients no matter where they are located. This is especially important for national or multi-state organizations, as it ensures consistent and compliant service across various regions.

8 Clients may be part of a class of business, but each client is evaluated individually.

At Holmes Murphy, clients are classified as a class of business, which groups together similar organizations, such as men's fraternities, women's fraternities/sororities, or professional fraternities, based on their industry, operations, and risk profile. Insurance carriers use this classification to establish baseline coverage options, premiums, and general risk factors that apply to all organizations within the class. However, the key advantage lies in individual evaluation.

While the organization falls under a broader class, insurers—and Holmes Murphy—go beyond the standard grouping. They conduct a personalized assessment that considers the organization's unique characteristics, including:

- Specific risk factors (like operational risks or geographical considerations)
- Claims history
- Organization size
- Day-to-day operations and activities
- Safety protocols in place
- Leadership structure and practices

This individualized evaluation allows for more tailored coverage, reflecting the organization's specific needs and risk profile. By doing so, the organization may benefit from:

- Customized coverage terms that are better suited to the actual risks.
- Potential discounts for risk mitigation efforts or a clean claims history.
- Special endorsements or provisions that may not apply to other organizations in the same class.

The organization may share similar industry risks with others in the same class, but Holmes Murphy makes sure organizations are treated as a unique entity, ensuring that insurance coverage isn't just generic, but optimized for specific needs.

Individualized evaluation allows for more tailored coverage, reflecting the organization's specific needs and risk profile

Earthquake Coverage

At Holmes Murphy, we understand the unique risks posed by earthquakes, especially in regions like California and Washington. Our earthquake coverage is designed to provide comprehensive protection tailored to the needs of our clients. Here's an overview of the key features of our earthquake coverage:

- **Geographic Specificity:** We offer more extensive earthquake coverage for locations in California and Washington, recognizing these areas are more susceptible to seismic activity. This ensures that clients in high-risk zones receive adequate protection against potential losses.
- **Earth Movement Coverage:** Our policies extend beyond just earthquake protection to include coverage for earth movement in general, providing a broader safety net for clients in regions vulnerable to various types of geological activity.
- **Excess Coverage Opportunities:** Holmes Murphy allows clients the opportunity to secure excess coverage beyond the standard limits. This flexibility ensures that organizations can obtain additional protection tailored to their specific needs and risk exposure, which is crucial for mitigating potential financial impacts from significant seismic events.
- **Customizable Solutions:** We recognize that every client has unique risks and needs, which is why we work closely with organizations to customize earthquake coverage solutions. This tailored approach allows clients to select the coverage limits and options that best fit their operational requirements and risk tolerance.
- **Expert Guidance:** Our commitment to customizable solutions and expert guidance further reinforces our dedication to safeguarding our clients' interests in an unpredictable environment.
- **Competitive Advantage:** Unlike some of our competitors, who typically cap earthquake coverage at \$1 million, Holmes Murphy offers clients the potential for much higher limits. This competitive advantage allows our clients to feel more secure knowing they have access to coverage that can better accommodate larger losses that may occur during a major earthquake.



10

Separate Hail/Windstorm Policy Deductible

Holmes Murphy's Property Program does not include a separate Hail/Windstorm policy deductible. Instead, the "All Other Peril Policy Deductible" applies to claims involving damages from hail or a windstorm.

- **Enhanced Coverage Confidence:** Without higher Hail/Windstorm policy deductibles, clients can have greater confidence in their coverage. They can rest assured knowing that they won't be faced with unexpected costs when making a claim, allowing them to focus on recovery and rebuilding after a loss.
- **No Hail/Windstorm Deductibles:** Unlike many competitors, Holmes Murphy does not impose higher deductibles on hail and windstorm claims. This means that clients can file claims for damage without the added financial stress of a higher deductible, allowing them to receive the full benefits of their coverage without worrying about out-of-pocket expenses, subject only to the "All Other Peril Deductible" rather than a higher Windstorm/Hail Deductible.
- **Competitive Advantage:** Many insurance providers apply deductibles in states where hail and windstorm events are prevalent, which can significantly increase the financial burden on clients during times of loss. By eliminating deductibles, Holmes Murphy offers a competitive edge, ensuring that clients can recover quickly and efficiently without a hefty upfront cost.



Clients can focus on recovery and rebuilding after a loss and not the added stress of unexpected costs

1

Law and Ordinance Coverage B and C

Holmes Murphy's Law and Ordinance Coverage B and C includes essential protections that set us apart from our competitors. Here's how our coverage stands out:

- **Infrastructure Improvements:**

- **Coverage B:** This coverage provides protection for the increased cost incurred in rebuilding or repairing the property while complying with current building codes and ordinances. It ensures that if the property is damaged, the insurer will provide coverage to restore the building to its pre-loss condition and provide coverage for the increased cost of construction incurred to comply with local building codes and ordinances. In addition, the insurer is obligated to pay for any infrastructure improvements that become necessary resulting from local building codes and ordinances. This aspect of our coverage is crucial, as it helps clients avoid additional financial burdens when faced with compliance issues after a loss.
- **Coverage C:** This component extends to the costs associated with the demolition of existing structures and the removal of debris, as well as any increased construction costs due to changes in zoning or building laws. Our policy facilitates compliance with current ordinances, allowing clients to meet new requirements without incurring extra expenses.

- **Expert Guidance:** The complexities of law and ordinance regulations can be daunting. Holmes Murphy's team of experts is available to guide clients through the intricacies of their coverage options, helping clients understand how to leverage their policies for maximum benefit.
- **Customized Solutions:** We recognize that each client has unique needs and risks, which is why we offer customized solutions within our law and ordinance coverage. This ensures that our clients receive protection that aligns with their specific circumstances, enhancing their overall risk management strategy.
- **Competitive Advantage:** Many competitors do not offer the same level of coverage for infrastructure improvements under their law and ordinance policies. This can leave clients vulnerable to unforeseen costs related to compliance with new building codes or regulations following a loss.





Commitment to Education & Prevention

1 Client Presentations: To serve our clients, Holmes Murphy provides several unique opportunities – offered both in person and virtually.

2 Holmes Murphy & Associates Diversity Scholarship: Holmes Murphy annually distributes \$10,000 in scholarships! Started in 2022, this scholarship program creates greater awareness of the opportunities in the insurance industry and within Holmes Murphy.

3 Interactive Event Planning Resources: Our interactive online courses assist members in implementing safe event planning strategies. Topics include Building a Guest List, Event Monitor Best Practices, What Constitutes an Event? and more. We will collaborate with clients to customize and brand for their respective membership.

4 KPA Risk Management Center: Holmes Murphy clients have membership in the KPA Risk Management Center. This online suite provides a risk management resource library, applications, interactive toolkits and more, as well as content that Holmes Murphy can personalize for each organization.

5 Webinars: Holmes Murphy provides regular webinars on topics relevant to professional staff, alumni/ae volunteers, graduate and undergraduate members, house directors, and more. We have established ongoing partnerships with many higher education partners to bring some of the most relevant research to our clients.

6 Website Resources: Our website includes resources that are available to clients and the higher education community at large. Topical areas include alcohol, event planning, fire safety, mental health and safety information, property management, and more.



7 Event Planning App: Holmes Murphy offers a "Holmes Murphy Event Planner App" designed to assist fraternities, sororities, and other organizations in planning safe and compliant events. The app is specifically tailored for fraternal organizations and provides tools to ensure event planning follows risk management guidelines, reducing liability exposure.

8 3P2E Consulting: In a framework to help organizations "change the culture," our team works with clients in one-on-one basis with a 3P2E process: Philosophy, Policy, Procedures, Education and Enforcement. This process allows for a small group of volunteers, staff, and thought leaders to dive deep into how the organization philosophically approaches risk management and how this impacts policy, resources, education and enforcement.

9 Ongoing Communication: Holmes Murphy distributes a monthly client report that summarizes client advocacy efforts we have undertaken on their behalf, educational opportunities, and other fraternal updates. We send communications during weather-related issues (hurricanes, freezing temperatures, etc.) to affected clients, and we send email blasts to highlight timely resources.

10 Partnerships: Holmes Murphy places an emphasis on partnerships within the higher education community. Our valued partners include the Timothy J. Piazza Center for Fraternity and Sorority Research, The Hazing Prevention Network, Fraternal Law Partners, the Association for Fraternity/ Sorority Advisors, the Drug Enforcement Administration, Dyad Strategies, and the Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery.



Service and Availability

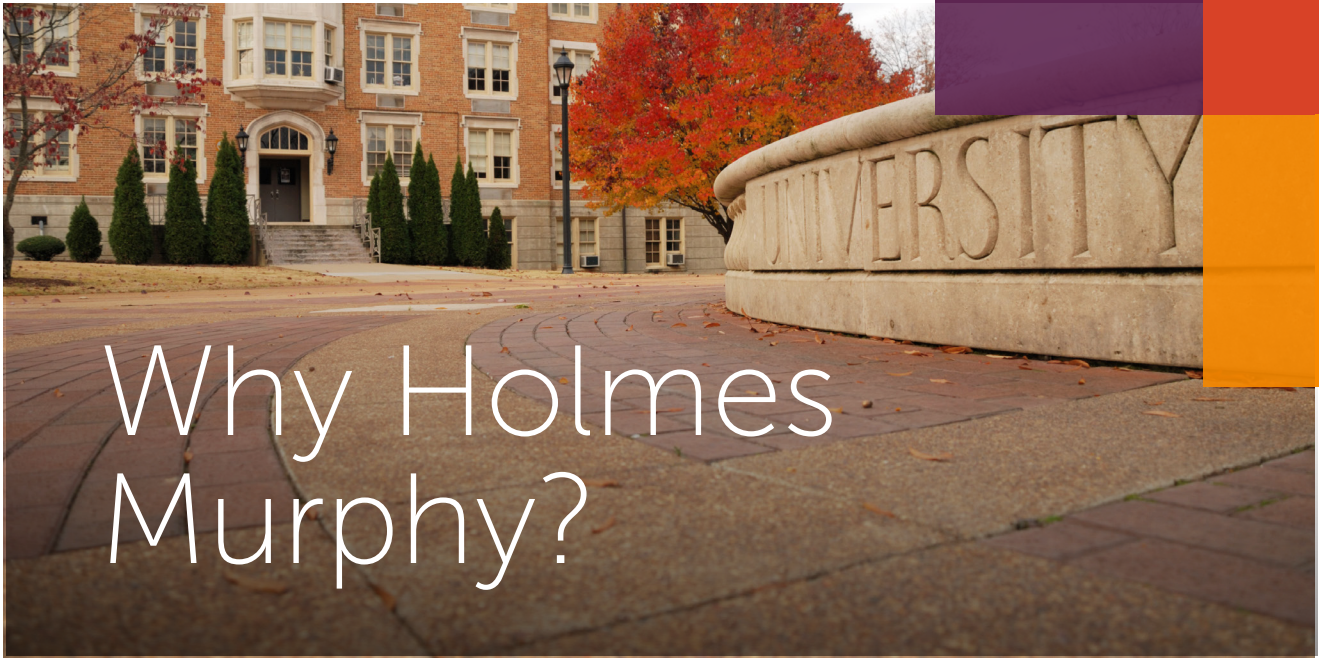
- **We work for THE CLIENT:** At Holmes Murphy we work with all levels for each client; the President, the Executive Director, the Regional Director, or the Risk Manager who needs our help.
- **Responsiveness:** The team at Holmes Murphy is responsive and accessible. Whether members of the organization have questions about coverage, need to file a claim, or want to adjust the policy, we are available.
- **Dedicated Client Service Team:** Our clients have dedicated staff to work on each account. This can ensure the organization has consistent support and someone familiar with the organization's policy and needs.
- **Contract Advocacy:** The contract review process helps identify unfavorable terms, verify that insurance provisions meet necessary coverage standards, and ensure compliance with risk management policies. This is important for fraternal organizations as they enter into contracts for events, venues, and vendors.
- **University Relationship Advocacy:** Holmes Murphy actively advocates for their clients by offering guidance on various policies and agreements that are essential for risk management and compliance at the university level. One key area of support is the development of Relationship Statements, which outline the expectations and responsibilities of both the university and the organizations it partners with, fostering clear communication and understanding. Additionally, Holmes Murphy assists in reviewing University-Owned Housing Agreements to ensure that all parties are protected and that liability issues are adequately addressed. In managing the risks associated with allowing external groups or organizations to use university facilities, Holmes Murphy provides valuable advice on Facility Use Agreements. Furthermore, we offer support in the review and feedback of Recognition Policies for student organizations, ensuring compliance with regulations while providing adequate protection for both the university and the organizations involved.

A photograph of two young women outdoors. The woman on the left has long blonde hair and is wearing a green knit beanie and a dark jacket. She is holding a smartphone and looking at it. The woman on the right has dark curly hair and is wearing a yellow jacket and denim overalls. She has her arm around the blonde woman's shoulder and is smiling. The background is a blurred outdoor setting with trees and a street.

Claims Handling and Support

One of the most critical aspects of insurance is the handling of claims, as it directly impacts the client's experience and satisfaction with their coverage. At Holmes Murphy, we understand the importance of effective claims management, and we are dedicated to advocating for our clients throughout the process. Here's how we ensure top-notch claims support:

- **Dedicated Advocacy:** Holmes Murphy employs two full-time staff members specifically focused on claims advocacy. These experts serve as a resource for our clients, ensuring that their needs are prioritized and that they receive the support required to navigate the claims process smoothly.
- **24/7 Claims Support:** We recognize that claims can arise at any time, which is why we offer 24/7 claims support. This around-the-clock availability ensures that our clients can reach out for assistance whenever they need it, providing peace of mind and immediate support during critical situations.
- **Clear Communication:** Effective communication is key to successful claims management. Our dedicated staff ensures that clients are kept informed at every stage of the claims process, providing updates, and answering any questions they may have. This transparency helps build trust and confidence in our services.
- **Negotiation Support:** If disputes or challenges arise during the claims process, Holmes Murphy is prepared to advocate on behalf of our clients. Our staff is skilled in negotiating with insurance carriers to ensure that clients receive fair treatment and appropriate compensation for their claims.



Why Holmes Murphy?

Clients should select Holmes Murphy for several compelling reasons that set us apart in the insurance industry. First, our comprehensive and tailored coverage options are designed to meet the unique needs of each client, ensuring they receive protection that aligns with their specific circumstances and risk profiles. Our commitment to personalized service means that clients have direct access to knowledgeable professionals who are dedicated to advocating for their best interests, offering expert guidance and support throughout the entire insurance process.

Additionally, Holmes Murphy's strong focus on risk management provides clients with proactive strategies to mitigate potential risks before they become issues, enhancing overall safety and compliance. Our experience and industry expertise allow us to navigate complex insurance landscapes effectively, ensuring clients understand their policies and coverage options.

Moreover, our commitment to transparency and integrity means clients can trust that they are receiving fair and competitive pricing without hidden fees. By fostering long-term relationships built on trust and reliability, Holmes Murphy positions itself as a partner invested in the success and security of its clients.

Finally, our 24/7 claims support and dedicated advocacy ensure that clients receive prompt assistance and guidance when they need it most, allowing them to focus on their core operations without the added stress of navigating claims processes alone.

In choosing Holmes Murphy, clients gain a partner that not only provides exceptional insurance coverage but also empowers them with the tools and support needed to thrive in an ever-changing environment.



Dedicated to
advocating
for the
client's best
interests



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