

Market Trends 2022

Trends affecting the personal insurance market for successful individuals and families



Home sales have dropped since the peak of buying in 2020

With home buying down, you may not experience the same growth as you had over the past 12 months.



Look for ways to be proactive, such as **cross-sell** for additional growth

Meet client needs regardless of their home status!

Whether your client is a first time home buyer, renovating their home, or buying a secondary home, share your expertise by offering tips on how to best protect their largest investment.



Share the following articles with your client and on social media



Moving Into Your First Home?
5 Ways to Stay Connected and
Protected



3 Things to Do Before Making
Home Improvements



Tips for protecting your
home while you're away



Flooding is becoming the most frequent and costliest natural disaster in the U.S.

Floods are a concern for everyone, not just those in a high-risk area.



Offer a flood quote for all homeowners

For resources, please go to chubb.com/flood or get started today by generating a Flood Application using **Masterpiece Realtime**.



The shortage of skilled labor and supply chain challenges continues to be an issue

A variety of economic factors have continued to increase the cost of overall reconstruction, labor, and residential building materials.



Ensure your clients are covered

Place clients with a carrier with **unlimited replacement cost** and rely on the **expertise of in-house risk consultants** so that your clients aren't put at risk.



The automotive industry was severely disrupted in 2021

Between supply chain challenges and driving trends, the auto industry took a major hit this year.



Sell agreed value products. Ensure your clients have broad limits in rental car coverage with no per-day limit.

Repair vehicles at certified repair shops using OEM parts to maintain the safety levels of the vehicle post repair.

[Click here](#) for resources to help you get started or check out our [Auto Resource Center](#) for more ways to connect with your clients.



Values are significantly increasing in the Collections market

Whether it's fine art, wine and spirits, watches/fine jewelry, or sports memorabilia—the market is at an all-time high.



Talk to clients about any items they may have that are not currently insured.

Get updated appraisals on scheduled items. As the prices for luxury goods increase, it is important to ensure your clients' contents limits are up to date.

[Click here](#) for resources to help get started or check out our [Chubb Trusted Service Network](#) for an appraiser.



Lifestyle changes and trends create a greater risk of liability exposure

With risks outside of your clients' control, now is the time to discuss if they have the proper limits in place.



Ensure your clients have adequate liability coverage—quote higher coverage limits on new business and renewals.

[Click here](#) for the resources to help you get started.



The boating world continues to be a very active market

The demand for boats continues to soar with both new owners and a progression to larger boats.



Cross-sell existing clients by asking if they've purchased a boat/yacht

Use our **monoline Rec Marine** appetite as a lead for new clients.



Cyber continues to be a top risk

Since today's consumers rely heavily on technology, they should implement measures to help protect themselves from cyber threats.



Quote and sell a cyber policy for every client.

[Click here](#) for the resources to help you get started. **Enroll in digital cross-sell** so your clients will see the cyber cross-sell offer when they use the app or client portal.



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