



# PROPERTY INSURANCE REPORT 2023



# WELCOME!

2023 may be the year when the average American truly feels the bite of climate risk, as the planet suffers through some of the highest temperatures ever recorded. Insurers are right there with the general public in feeling the pain, with catastrophic claims costs turning into regulatory headaches, especially but not exclusively in California and Florida. On top of the heat, many parts of the United States saw record rainfalls last winter, and are projected to see more of the same in the winter to come.

As owners of homes, condos and commercial properties confront a riskier and more volatile environment, reliance on their insurers becomes more critical every day. As we gather once more at the wonderful Waldorf Astoria Monarch Beach, it is, as ever, our goal to present to the industry innovative and challenging ideas that can address the challenges of both this moment and those to come. Long percolating technologies continue to evolve, helping carriers, and homeowners, better identify and mitigate risk. The world continues to shake off the impact of Covid-19, making understanding fluctuating market trends critical. Communities of all types are faced with serious challenges that require new ways of thinking as long established practices struggle to keep up. On top of everything, there are always new risks emerging. Turns out, even green technology has risks.

We won't be able to solve all the industry's problems, but we hope to make a dent over the next two days. Critical to that mission is the remarkable group of people gathered here, who are as essential to understanding the present and future as the fantastic speakers who have graced us with their insights. Your time is one of your most precious commodities, and we're thrilled you've shared it with us. We promise to send you back home with new insights and ideas to address the challenges facing the industry.

Dana Horst Sullivan and Tracie Sullivan  
Conference Co-Directors

Patrick Sullivan and Brian Sullivan  
Conference Co-Chairmen

# CONFERENCE *Schedule 23*

## Sunday, November 12

5:00 – 7:00 pm Early Registration and Reception With Speakers and Sponsors  
*Pacific Ballroom Promenade and Terrace*

## Monday, November 13

7:30 – 8:30 am Registration and Buffet Breakfast  
*Pacific Ballroom Promenade and Terrace*

8:30 – 8:40 am Chairmen's Opening Remarks  
*Pacific Ballroom*

8:40 – 9:25 am The Explosive Future of Lithium Ion

9:25 – 10:10 am Re-Routed By Pandemic, Housing Trends Head In New Directions

10:10 – 10:40 am Coffee Break  
*Pacific Ballroom Promenade and Terrace*

10:40 – 11:25 am Sweat the Small Stuff to Prevent Claims

11:25 – 12:05 pm A Modest Proposal: How to Fix California's Property Insurance Market

12:05 – 1:30 pm Luncheon  
*Pacific Lawn*

1:30 – 2:20 pm New Tools Are Revealing the Big Damage of Small Hail

2:20 – 3:00 pm The Changing Face of Main Street Business

3:00 – 3:30 pm Cookie Break  
*Pacific Ballroom Promenade and Terrace*

3:30 – 4:15 pm The Search For Fairness and Stability in Property Insurance

4:15 – 5:00 pm With Flood Waters Rising, NFIP Moves to Higher Ground of More Precise Pricing

5:00 – 7:00 pm Sunset Reception  
*Grand Lawn*

## Tuesday, November 14

7:30 – 8:30 am Buffet Breakfast  
*Pacific Ballroom Promenade and Terrace*

8:30 – 8:35 am Chairman's Opening Remarks  
*Pacific Ballroom*

8:35 – 9:20 am Shining a Light on Insurance Risks With Solar Roofing

9:20 – 10:05 am Merging Images and Claims Data to Disrupt The Right Risk

10:05 – 10:35 am Coffee Break  
*Pacific Ballroom Promenade and Terrace*

10:35 – 11:20 am Protecting Properties from Wildfire:  
Understanding Private Insurance Response Programs

11:20 – 12:00 pm Twenty Trends

12:00 pm Adjournment

# The industry leader in aerial imagery and property analytics



**EagleView is the industry standard in property analytics and insights with:**

- Unrivaled image quality
- The largest historical library of aerial imagery
- The most comprehensive coverage offered

**Are you getting better images that deliver better data and better outcomes in your underwriting and claims operations?**

Visit [eagleview.com/insurance](https://eagleview.com/insurance) to learn about our industry-leading property solutions.



# CONFERENCE

## Schedule 23, *continued*

### Sunday, November 12

#### 5:00 – 7:00 pm **Early Registration and Reception with Speakers and Sponsors**

*Pacific Ballroom Promenade and Terrace*

Each year this opening event represents a joyful reunion of friends and colleagues, excited for the prospect of engaging discussions. If this is your first year, don't be intimidated – reach out and meet someone new!

### Monday, November 13

#### 7:30 – 8:30 am **Registration and Buffet Breakfast**

*Pacific Ballroom Promenade and Terrace*

Come down early to enjoy breakfast and the opportunity to network.

#### 8:30 – 8:40 am **Chairmen's Opening Remarks**

Brian Sullivan and Patrick Sullivan, Conference Co-Chairmen

*Pacific Ballroom*

Setting the stage for the meeting, Conference Co-Chairmen Brian Sullivan and Patrick Sullivan will review the state of the market with the latest data in the context of broader economic, regulatory, legislative, M&A, consumer and technology trends. All in 10 minutes!

#### 8:40 – 9:25am **The Explosive Future of Lithium Ion**

Steve Kerber, Vice President and Executive Director, Fire Research Institute, UL Research Institutes

Lithium ion batteries are the present and the future. They provide the backbone for electric vehicles, e-bikes, home solar systems and a myriad of other devices. There's just one problem: under the right circumstances they explode into flames. Battery fires are a major issue among e-bike users in New York City, which is working to ban them being brought indoors. Florida saw numerous electric vehicles combust after being dunked in water by Hurricane Ian, with vehicles going up in flames days after the storm had passed. The risk is only growing as the share of electric vehicles in the garage is growing steadily. Home solar systems, which rely on lithium ion batteries for storage, is likewise seeing growth.

To understand this new risk we welcome back to our stage Steve Kerber, Vice President and Executive Director of Underwriters Lab's Fire Safety Research Institute. Kerber has spent his career setting stuff on fire, and there are few people who understand the thermal dynamics of these batteries as well. We guarantee a hot session that will leave you with a greater understanding of just what risk the battery-powered future poses.

#### 9:25 – 10:10 am **Re-Routed By Pandemic, Housing Trends Head In New Directions**

Selma Hepp, Executive, Research and Insights and Chief Economist, CoreLogic

Now is the perfect time to reassess the future of housing in the United States.

Before 2020, our newsletter and conferences were conveying the "expert" opinion that a new urbanism had arrived. Coming-of-age millennials were heading to city centers,

# CONFERENCE

Schedule 23, *continued*

even if they had never before been inhabited, with no intention of later migrating to the suburbs with children and minivans. And their baby boomer parents, seeking to downsize from big family homes, were fleeing the suburbs for the same cities to imbibe the hipster cocktails their children were mixing up. Insurers were rightfully panicked as they traded homeowners insurance policy count for renters policies with just one tenth the premium volume.

Enter the Covid-19 pandemic, which upset every housing trend. Not only did dense population centers suddenly become less attractive, they were also considered unsafe. What is more, working from home in a tiny downtown apartment was not viable long term. Suddenly, their parents' suburban homes looked enticing for the young, even if it meant moving back into their high school bedroom. And without hipster bars to lure them, boomers decided it might be better to stay put, or even move to their vacation home in the mountains or by the beach.

Few people know as much about how housing has been trending in recent years and where the trends might be heading as Dr. Selma Hepp, chief economist for CoreLogic. Armed with access to unmatched housing data, Hepp will outline how the future might develop, and what that might mean for insurers.

## **10:10 – 10:40 am Coffee Break**

*Pacific Ballroom Promenade and Terrace*

The first presentations will provide plenty of things to chat about during our extended break. Make sure you reach out and meet someone new.

## **10:40 – 11:25 am Sweat the Small Stuff to Prevent Claims**

*Leman Porter, CEO, Frontline Insurance and Chin Ma, Founder and President, Chrp Technologies*

From the first day a new building is completed, insurers recognize that the structure is heading down the road toward breaking. Given time, pipes develop cracks, electrical wires start to fray, and caulk begins to dry out. Then come the repairs and renovations, which introduces the potential for yet more problems. None of this is as dramatic as a roof torn off by hurricane, or a building turned to ash by wildfire. But as sure as the sun rises in the morning, small attritional weaknesses will turn into big losses. Insurers know there are low cost repairs that can head off large claims, but absent an expensive inspection, finding those opportunities has proven elusive. Enter machine vision and learning. Armed with photos of key weak spots in any home – water hoses and connectors, electrical service boxes, etc. – it is now possible to identify the potential failures that will turn into attritional losses. For the past two years, the team at Chrp has been working to identify small things that break and bring big headaches. Bringing insights from claims and construction, the team has worked to build image analytics, and a low impact virtual inspection process, that can identify decaying or damaged parts. Who wouldn't want to know that they need to replace a plastic toilet gasket? In this session, Chrp along with Florida-based Frontline Insurance discuss how insurers can work with homeowners to sweat the small stuff before it turns into a flooded home.

# CONFERENCE

Schedule 23, *continued*

**11:25 – 12:05 pm A Modest Proposal: How to Fix California’s Property Insurance Market**

Patrick Sullivan and Brian Sullivan, Conference Co-Chairs

The California property insurance market is in crisis, and is teetering on the edge of collapse or a slide into Florida-style dysfunction. Conference Co-Chairs Patrick and Brian Sullivan have spent months talking to everyone involved, from insurers, consumer groups, regulators, consultants, the media, trade associations, fire chiefs and more, and from these conversations we are ready to offer a modest proposal for fixing the mess. (With apologies to Jonathan Swift.) We promise a review of Commissioner Ricardo Lara’s recently announced strategy to address the market’s ills. One of our key tenants: the problem with California is not the regulatory structure created by Proposition 103, as so many insurers have complained. To be sure, the 1988 ballot initiative establishes a market structure that can lead to trouble, but as written it is not a problem, at least for property insurers. Rather, the market’s problems can be laid at the feet of decisions by numerous regulators, creating rules that have turned the market into today’s unmanageable mess. No one can change the weather, and it will be decades before loss mitigation can change the nature of the risk. But the insurance market’s collapse can be avoided if only the key players have the nerve to follow our relatively simple steps. (On second thought, perhaps our proposal isn’t particularly modest...)

**12:05– 1:30 pm Luncheon**

*Pacific Lawn*

A hallmark of our meeting is a respect for the value of informal conversation. There are so many smart people in the room! So in addition to extended coffee breaks, we always leave plenty of time to enjoy lunch, network with fellow attendees, speakers and sponsors, schedule a meeting or two, and still have time left over to check in with the office.

**1:30 – 2:20 pm New Tools Are Revealing the Big Damage of Small Hail**

Roy Wright, President and CEO, Insurance Institute for Business and Home Safety  
Attila Toth, Founder and CEO, ZestyAI

Insurers have focused for years on the impact of hail on roofs, making great progress in projecting where the risks are highest, and which properties might already have damaged roofs. With good reason, the focus has been on large hailstones of more than 2” that have proven to be the most destructive. But as climate data and analytic power have both improved, smart people have started asking a deeper question: what is the impact of the 99% of hail that falls on the ground and is less than 2”?

The answer, it turns out, is the impact is significant, costly, and predictive.

Blessed with a sophisticated hail testing protocol (explained on our stage in 2017), the Insurance Institute for Business and Home Safety has been conducting research with smaller hail on a range of roofing products that are both aged outdoors and kept inside. The result: while small hail may not tear shingles apart the way big hail does, small hail does significantly diminish the strength of roofing materials, shortening its life and setting the stage for trouble to come. Armed with this research, the modeling team at ZestyAI has built tools that show just how damaging these many smaller storms can be, and when matched to claims data, how predictive the data can be of future claims.



# The Industry's First 360° Hail Solution

*Leverage Past Experience and Present  
Characteristics to Determine Future Risk*



Comprehensive property-level hail risk assessment  
Learn more today at [capeanalytics.com](https://capeanalytics.com)

# CONFERENCE

## Schedule 23, *continued*

### **2:20 – 3:00 pm The Changing Face of Main Street Business**

*Patrick Foy, Senior Director, Commercial Insurance Strategic Planning, TransUnion*

New business creation has rebounded from the pandemic with a vengeance, with more than 400,000 businesses starting up every month. These businesses are being founded by a more diverse group of entrepreneurs with varying motivations and priorities. Though younger, they still represent a population who are less risky than the general public. The change has provided an opportunity for carriers looking to grow in the small commercial insurance market, provided they understand the factors driving new business creation. TransUnion's Patrick Foy joins us to reveal the people starting new businesses, and the types of businesses they're building.

### **3:00 – 3:30 pm Cookie Break**

*Pacific Ballroom Promenade and Terrace*

We don't know about you, but this is the time of day when caffeine and sugar are most welcome. You can have a cola, which provides both, or a more balanced meal with coffee and a cookie. For those of you with more restraint, we promise healthy snacks and a cold drink as well. As with the morning break, we have included plenty of time for networking, but be sure to come back for the day's action-packed final sessions.

### **3:30 – 4:15 pm The Search For Fairness and Stability in Property Insurance**

*Amy Bach, Executive Director and Co-Founder, United Policyholders*

Amy Bach is burdened by a flexible mind. After the Oakland Hills fires in 1991, she co-founded a consumer group, United Policyholders, to help property owners navigate complex claims and advocate for proper claims settlement practices. At the time, many insurers saw her as an adversary. (Some still do.) But Bach understands the complexity of insurance markets, and over the years has added to her portfolio working toward a healthy, competitive and, where possible, affordable property insurance market. In particular, she has campaigned for consumers to make certain they are not underinsured. Why is this understanding a burden? Because understanding complexity means sometimes accepting hard decisions, such as changes to high risk markets that will create higher prices for many of the policyholders UP represents. Bach continues to hold insurers to account for their actions, but also understands that the availability of more expensive insurance is better than no availability at all. With all that is going on in California and beyond, we're thrilled to have Bach join us to discuss her view of the market at a time when property owners and insurers across the nation are struggling in the face of rising costs from a rapidly changing climate.

### **4:15 – 5:00 pm With Flood Waters Rising, NFIP Moves to Higher Ground of More Precise Pricing**

*David I. Maurstad, Assistant Administrator, Federal Insurance Directorate, Senior Executive of the National Flood Insurance Program*

The National Flood Insurance Program could be heading into its most successful and effective period since being formed by Congress 55 years ago. If so, it couldn't come at a better time. It is no surprise that increasingly volatile weather has created more flood risk, which in turn has made the NFIP more important than ever before.



# Questions on How to Boost Property Profitability?

*These two reports from TransUnion provide answers*

With industry-wide pressure on underwriting returns, put yourself on the path to profitability. Read these reports for exclusive information and actionable solutions.



**Confidently underwrite apartments and condominiums using habitational risk scoring.**

**Inside you'll find answers for:**

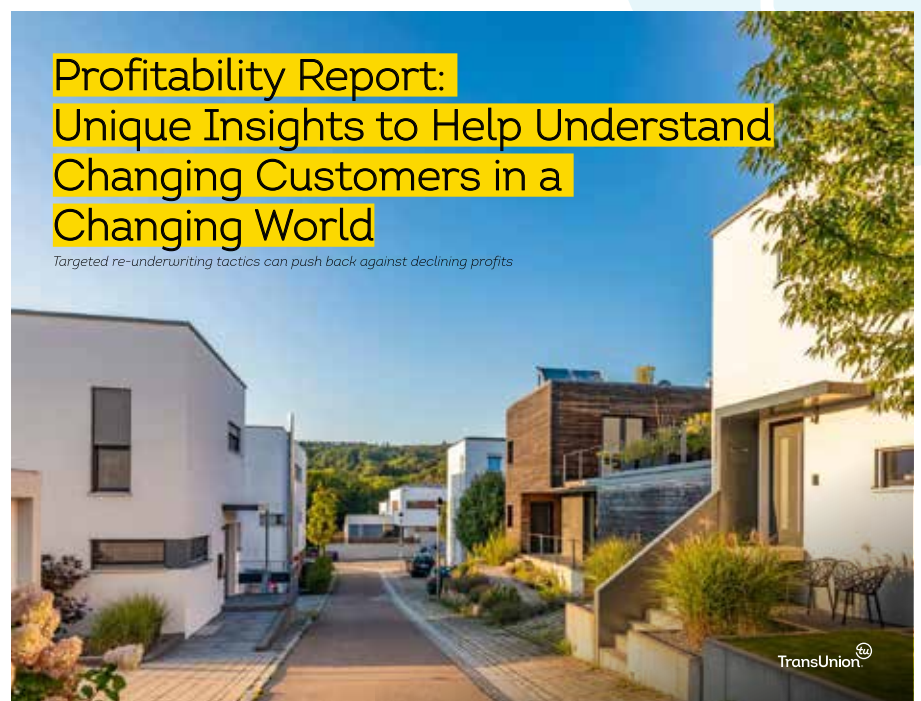
- More effective underwriting
- Better portfolio management
- Habitational risks



**Employ targeted re-underwriting tools to identify changes in occupants' insurance risk.**

**Learn about our TruVision™ Occupant Insight solution:**

- The ability to assess property ownership data
- Portfolio monitoring for sudden changes in risk
- Risk scores and alerts



# CONFERENCE

## Schedule 23, *continued*

That importance comes with undeniable challenges, as rapidly improving risk assessment and pricing creates turmoil in the marketplace as property owners see their prices change (more often than not rising), and the need for coverage expanding. The NFIP has been a great success on many levels, providing billions of dollars in coverage for risks private insurers have shunned. But accurate pricing has been a challenge – more politically than technically – and NFIP currently owes billions to the U.S. Treasury. What is more, too few property owners buy the coverage, causing financial distress for individuals and communities after a flood. Further, despite the essential need for NFIP to exist, Congress constantly forces the program to regularly fight for funding, and would benefit from an elusive multi-year authorization. But the future looks brighter with improved pricing and risk assessment and a greater acceptance by the public and political leaders that the status quo isn't good enough. NFIP and its servicing carriers are also improving processes and integration. David Maurstad is charged with overseeing this essential program, and has graciously agreed to join us to outline the NFIP's current status and future plans.

### 5:00 – 7:00 pm **Sunset Reception**

*Grand Lawn*

With a full day of presentations and conversations under our belt, there are an unlimited number of topics for consideration. As we unwind from the day, this reception – the industry's unmatched networking opportunity – is an experience not to be missed.

## Tuesday, November 14

### 7:30 – 8:30 am **Buffet Breakfast**

*Pacific Ballroom Promenade and Terrace*

Come down early to enjoy breakfast and the opportunity to network.

### 8:30 – 8:35 am **Chairman's Opening Remarks**

*Pacific Ballroom*

### 8:35 – 9:20 am **Shining a Light on Insurance Risks With Solar Roofing**

*Aaron Brunko, President, Property Estimating Solutions, Verisk*

Solar power has become a key part of American buildings, helping to mitigate climate change, lower strain on power grids, increase the electrical independence of properties from those grids, and more. But these systems, which are not only new but also changing rapidly as they mature, bring an entirely new level of risk to homes and commercial structures. Will solar roof tiles last? How will they perform in wind, hail, extreme temperatures, under the weight of snow, and when lashed with rain? The same questions exist for solar panels, with the added question of the impact they might have on claims due to the cabling that at some point must enter the home, possibly creating a point of failure. And then there are the battery storage systems that help make solar energy more useful day and night, but also might contribute to fire risk (See our Monday session on batteries.) To better understand the risk posed by solar energy systems, Verisk's Aaron Brunko joins us to share what he's learned from Verisk's voluminous claim data, and discuss where this fast-evolving part of American properties might be heading.

# CONFERENCE

## Schedule 23, *continued*

**9:20 – 10:05 am Merging Images and Claims Data to Disrupt The Right Risk**  
Cole Winans, Vice President and General Manager, Property Solutions,  
LexisNexis Risk Solutions

A small fraction of policies drive the majority of home insurance claims. The challenge for insurers has always been to identify those properties with likely claims, and either avoid the risk or in an ideal world prevent the losses. After years of effort – much of it discussed on our stage in prior conferences – the confluence of data and analytical tools are emerging that are up to the challenge. One of the key tools in this progress is imagery – inside, outside and from above – that can be analyzed by machines. When you match images of property characteristics with an enormous set of claims data, it becomes possible to identify risks in ways never before possible. It isn't easy – while the technology is coming fast, the willingness of consumers to gather and share pictures still has to grow – but a future of better risk identification and mitigation is coming fast. Cole Winans, who at our 2020 conference presented his new tool, Flyreel, for image capture of properties, is now part of LexisNexis, and is armed with the big claims database that is yielding long-sought insights on risk and mitigation.

**10:05 – 10:35 am Coffee Break**  
*Pacific Ballroom Promenade and Terrace*

Here is your last chance to connect with fellow attendees, but don't dawdle at the end, because we have an exciting and informative final session ready for you!

**10:35 – 11:20 am Protecting Properties from Wildfire:  
Understanding Private Insurance Response Programs**  
Clark Woodward, CEO, Redzone and Deserie Thigpen, Vice President, Vault Insurance

Wildfires have become an epidemic in the United States. Once considered a primarily Southwestern issue, the recent conflagrations in Hawaii, the Northwest, and across Canada have shown that high heat and dry vegetation brings big risks everywhere. Even Pennsylvania is on track for a record wildfire year. So far, most of the work on mitigation has been at the property owner level, and most of the firefighting is done by various government entities. But property insurers are increasingly taking a role in both mitigation before fires and property protection during fires. It is a return to their roots, as the first property insurers included firefighting cooperatives. Insurers inserting themselves into active fire risk management requires a delicate approach, something insurers did not always bring to prior efforts at private firefighting. But new data and analytical tools are combining with more collaborative private firefighting efforts to give insurers a better chance to help their customers and change outcomes. After 20 years of helping insurers find their way in this complex field, Clark Woodward of RedZone, along with Vault's Deserie Thigpen, joins us to explain the latest developments in fire loss prevention.



# CONFERENCE

Schedule 23, *continued*

**11:20 – 12:00 pm** **Twenty Trends**

Brian Sullivan and Patrick Sullivan, Conference Co-Chairs

We've been working on this session all year long, assessing the market, studying data, talking to sources. Finally, we put a stake in the ground and look into the future. We don't always get it right – and promise to own up to past misfires – but our track record is strong. We encourage you to give us those last precious minutes before taking off for travel home or to your next meeting.

**12:00 noon**

**Adjournment**

## ACKNOWLEDGEMENTS

Conference Directors Dana Horst Sullivan and Tracie Sullivan and Co-Chairmen Patrick Sullivan and Brian Sullivan would like to thank the many people who have made this year's program possible. The speakers who share their time and wisdom are the core of why we are all here, and we are forever grateful for their generosity. Our sponsors provide invaluable support, serving as the program's foundation and, we trust, adding a great deal to the value of the conference. We select our sponsors with care and hope you take advantage of the time available to meet with them: LexisNexis Risk Solutions, Verisk, TransUnion, DMA, Eagleview, CAPE Analytics, Zesty.ai, Paul Davis Restoration and e2Value.

The staff of The Waldorf Astoria Monarch Beach Resort have been critical in producing a first-class environment for our conference. We thank them all!

Ever since 2000, Gillian Kirkpatrick of King Graphic Design has provided the handsome design for all of our materials, including this program. For just as long, Sue Ann and Tom Akers of Designing Images Group have provided the wonderful gifts, signage and other materials that enhance the conference experience. We are grateful for the team at EventMobi that make our conference app possible. Most of all we want to acknowledge the contribution of our attendees, who bring a vital energy and intellectual curiosity to our meetings. We hope to see you all again next year for our 21st annual conference, which will be held November 10-12, 2024 across the street at The Ritz Carlton, Laguna Niguel in Dana Point, California.

Dana Horst Sullivan and Tracie Sullivan  
Conference Co-Directors

Patrick Sullivan and Brian Sullivan  
Conference Co-Chairmen

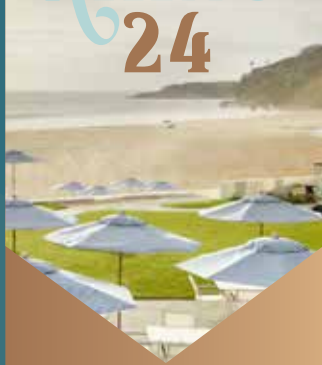
# THANK YOU to this year's sponsors



# SAVE these DATES

AIRNC

24



APR 14-16

Waldorf Astoria  
Monarch Beach Resort  
Monarch Beach, CA

PIRNC

24



NOV 10-12

The Ritz-Carlton  
Laguna Niguel  
Dana Point, CA

AIRNC

25



MAY 4-6

The Breakers  
Palm Beach, FL

PIRNC

25

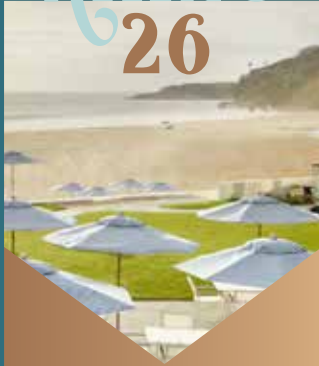


NOV 9-11

Waldorf Astoria  
Monarch Beach Resort  
Monarch Beach, CA

AIRNC

26



APR 14-16

Waldorf Astoria  
Monarch Beach Resort  
Monarch Beach, CA

PIRNC

26



NOV 15-17

The Ritz-Carlton  
Laguna Niguel  
Dana Point, CA

AIRNC

27



APR 11-13

The Ritz-Carlton  
Amelia Island, FL



# PAUL DAVIS<sup>®</sup>

## THE DIFFERENCE MAKERS<sup>™</sup>



## The Restoration Innovators

### Delivering a Modern Claims Experience for your Policyholders

With more than 300 locations in North America, Paul Davis provides services to cleanup and repair damage to residential and commercial properties due to water, fire, mold, storm or other disasters. Our 50-year heritage is one of innovation, resourcefulness, empathy, and outstanding customer service.



Brad Cowan  
Chief Revenue Officer  
[brad.cowan@pauldavis.com](mailto:brad.cowan@pauldavis.com)



**COMMERCIAL & RESIDENTIAL**  
PROPERTY RESTORATION EXPERTS<sup>™</sup>

**(888) 244-9840**

[www.pauldavis.com](http://www.pauldavis.com)

Courtney Makris  
Senior Vice President  
of Carrier Business Development  
[courtney.makris@pauldavis.com](mailto:courtney.makris@pauldavis.com)



# CONFERENCE Speakers 23

## Patrick Sullivan

Conference Co-Chairman and Senior Editor  
*Property Insurance Report*

Patrick Sullivan began his insurance industry career at Risk Information in 2007 as a journalist and analyst, before leaving in 2017 to work at insuretech Carpe Data and later AAIS, a not-for-profit insurance advisory organization.

He returned to Risk Information as Conference Co-Chairman and Senior Editor in 2021 and remains in demand as a speaker to insurance industry groups and leading insurance companies nationwide. The one-time owner of Tall Pat Records, and long-time resident of Chicago, Patrick is a graduate of Santa Clara University.



## Brian Sullivan

Conference Co-Chairman and Senior Editor  
*Property Insurance Report*

Brian Sullivan is a journalist and analyst who has been covering insurance for more than 40 years. Since founding Risk Information with his wife and business partner Tracie Sullivan in 1993, Brian has been focused exclusively on auto and property insurance, publishing newsletters *Property Insurance Report* and *Auto Insurance Report* and hosting annual conferences for each industry.

Brian is also in demand as a speaker at industry meetings, and often hosts seminars and makes presentations for boards of directors and senior management teams. Brian, a native New Yorker who has called California home since launching Risk Information, is a graduate of the Georgetown University School of Foreign Service. He has served as reporter and editor at the *American Banker*, *Philadelphia Business Journal*, *Philadelphia Inquirer*, and the *Journal of Commerce*.





# CONFERENCE

Speakers 23, *continued*

## Steve Kerber

Vice President and Executive Director  
Fire Research Institute, UL Research Institutes

Steve Kerber is Vice President and Executive Director of the Fire Safety Research Institute at UL Research Institutes. He leads a fire safety research team dedicated to addressing the world's unresolved fire safety risks and emerging dangers to reduce death, injury and loss from fire. Steve has led research in the areas of fire safety engineering, firefighter safety, fire forensics, and fire science. He received his bachelor's and master's degrees in fire protection engineering from the University of Maryland and PhD from Lund University in Sweden. Steve is also a 13-year veteran of the fire service, with most of his service at the College Park Fire Department in Prince George's County Maryland where he served at ranks up through Deputy Chief. Steve has also been appointed to the rank of Honorary Battalion Chief by the Fire Department of New York, was named the 2014 International Society of Fire Service Instructors and Fire Engineering George D. Post Instructor of the Year, was awarded the 2019 Metropolitan Fire Chiefs President's Award of Distinction and is a Fellow of the Society of Fire Protection Engineers.



## Selma Hepp

Executive, Research & Insights and Chief Economist  
CoreLogic

Selma Hepp holds the title of Executive, Research & Insights and Chief Economist for CoreLogic. In this role, she leads the Economics team and is responsible for analyzing, interpreting and forecasting economic trends in real estate, mortgage and insurance.

Prior to joining CoreLogic in 2020, Selma was Chief Economist and Vice President of Business Intelligence for Pacific Union International, later acquired by Compass, where she oversaw the vital economic and technology intelligence to drive the expanding real estate brokerage's success. She also held the role of Chief Economist for Trulia; Senior Economist for the California Association of Realtors; and Economist and Manager for Public Policy and Homeownership research for the National Association of Realtors, as well as a special research assistant at the U.S. Department of Housing and Urban Development.

Selma frequently appears on local and national radio and television programs and has been widely quoted in *The Wall Street Journal*, *New York Times* and many industry trade publications such as *National Mortgage News* and *HousingWire*. Selma recently received the *HousingWire Women of Influence Award* in 2022.

She earned her M.A. in economics from the State University of New York, Buffalo and a Ph.D. from the University of Maryland.



# CONFERENCE

Speakers 23, *continued*

## Leman Porter

CEO

Frontline Insurance

Leman Porter is the CEO and a Director of Frontline Insurance since 2003, growing it from \$16 million to over \$1.4 billion in premium. Leman is a Certified Public Accountant (inactive) and has completed numerous Harvard and MIT executive training courses. Leman received a Bachelor's of Business Administration in Accounting and a Master of Science in Computer Information Systems from the University of Miami.



## Chin Ma

Founder and President

Chrp Technologies

Chin is a founder and President of Chrp Technologies, an ai-native loss prevention platform serving the home insurance industry.

Chin has over 18 years experience in the insurance industry. Chin spent 11 years leading large digital and ai transformations for large insurance companies at Deloitte Digital, and drove Deloitte's primary research. Prior to that he brokered commercial insurance and served as a personal lines insurance agent. Chin earned his bachelor of arts in economics at the University of Virginia.





# AI-Powered Hail Risk Assessment

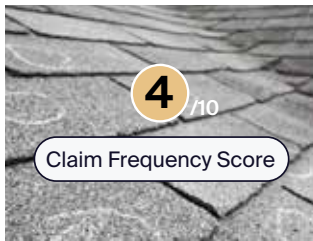
## Delivering Property-Specific Insights Into Hail Claims

Losses from hail and severe convective storms are rising, with over \$20 billion in insured losses in each of the last 5 years.

Z-HAIL is an AI-powered climate risk model that predicts the frequency and severity of hail claims for every property in the US. Z-HAIL evaluates each roof's unique characteristics, including accumulated damage, to predict which properties are likely to file a claim, even in the same neighborhood.



Z-HAIL accurately scores each property's susceptibility to and severity of hail claims based on its individual characteristics, underpinned by climate and materials science and validated on real claims.



Hail claim frequency is the annualized probability of a property filing a claim. It is driven by accumulated damage, exposure to future hail events, and the construction details of the roof.



Hail claim severity is the relative size of the claim once filed. It's primarily driven by the roof geometry, the 3D surface area of the roof, and the quality of the roofing materials.

### Whitepaper

## Small Hail, Big Problems, New Approach

New research from the Insurance Institute for Business & Home Safety (IBHS) and ZestyAI offers a solution to hail risk. The study shows that small hailstorms occur so much more frequently than large hailstorms that their cumulative annual damage is much higher.

IBHS experiments, verified by ZestyAI using meteorological and claims data, show smaller stones in high concentrations increase a property's susceptibility to future storms. **Accounting for small hail can lead to more profitable underwriting, a greater ability to rate previously-avoided areas, and significantly reduced loss-ratios.**



Download The Whitepaper



<http://bit.ly/hail-risk>

### About ZestyAI

ZestyAI is the leading property and climate risk platform for P&C insurers in North America. The company helps insurers make more informed underwriting decisions, rate fairly and accurately, and improve customer experience through actionable risk insights that both property owners and regulators trust.

# CONFERENCE

Speakers 23, *continued*

## Roy Wright

President and CEO  
Insurance Institute for Business and Home Safety

Roy Wright, President and CEO of the Insurance Institute for Building & Home Safety, is a leader in climate adaptation, building science, and disaster mitigation. A former FEMA official, Roy brings together stakeholders across industries and specialties to tackle some of the toughest disasters facing communities across the U.S. From wildfires to hurricanes, tornadoes to hailstorms, he oversees the research and risk-reduction efforts that are creating stronger, more resilient homes, businesses, and communities. Roy is a recognized resiliency shaper who has dedicated his career to breaking the cycle of human suffering that strikes families and communities in the wake of severe weather.



## Attila Toth

Founder and CEO  
ZestyAI

Attila Toth spent two decades building high-growth businesses at the intersection of data and climate science. Currently, he is the Founder & CEO of ZestyAI, a leading AI analytics platform that predicts and mitigates the impact of natural disasters on society. Leading insurance carriers and banks rely on ZestyAI to protect the livelihoods of their customers. Prior to founding ZestyAI, Attila led Worldwide Sales at C3 AI and grew the Commercial, Industrial, and Government business at SunEdison from an upstart to a \$330M business. Early in his career, Attila was a strategy advisor at McKinsey & Co. He holds an MBA from the Kellogg School of Management at Northwestern University. Attila lives in the San Francisco Bay area with his wife and three children.





# CONFERENCE

Speakers 23, *continued*

## Patrick Foy

Senior Director, Commercial Insurance Strategic Planning  
TransUnion

Patrick Foy is responsible for executing TransUnion's insurance market strategy for the commercial property and casualty markets. He has been with TransUnion for 7 years, having served in leadership roles in both personal and commercial insurance lines of business.

Patrick has more than 20 years' experience in the insurance and financial services industries. Prior to joining TransUnion, he worked in personal and commercial state management and product development roles at Nationwide Insurance and CSAA Insurance Group. He also previously worked in credit risk management and business analytics roles at Alliance Data.

Patrick holds a Bachelor's degree in economics from Davidson College and a MBA in corporate finance from The Ohio State University – Fisher College of Business.



## Amy Bach

Executive Director and Co-Founder  
United Policyholders

Amy Bach has been a professional insurance consumer advocate since 1985. She co-founded United Policyholders in 1991 and serves as the organization's Executive Director and primary spokesperson; shaping and overseeing the Roadmap to Recovery™, Roadmap to Preparedness, and Advocacy and Action programs.

A nationally recognized advocate for policyholders and an expert on insurance trends, claims, coverage, law and public policy matters, Amy is in her second term as an appointed member of the Federal Advisory Committee on Insurance and has been an official Consumer Representative with the National Association of Insurance Commissioners since 2009. She is also a member of the Fire Victim Trust Oversight Committee and a Redwood Credit Union Associate Board Member.

Amy is frequently interviewed in print and broadcast media, and is the author of numerous publications including "The Disaster Recovery Handbook", "WISE UP: The Savvy Consumer's Guide to Buying Insurance" and a contributor to several editions of "Buying Your First Home" (Nolo Press), Amy's awards include Person of the Year, (NAPIA) and Money Magazine's "Money Hero".





# CONFERENCE

## Speakers 23, *continued*

### David I. Maurstad

Assistant Administrator, Federal Insurance Directorate  
Senior Executive of the National Flood Insurance Program

David Maurstad is highly regarded for his transformative leadership in communicating disaster risk and preparedness, closing the insurance gap, and advancing mitigation actions against all natural hazards.

David recently has returned to familiar territory where he now heads FEMA's restructured Federal Insurance Directorate as the Assistant Administrator and the senior executive of the NFIP.

He also serves as the accountable executive for advancing NFIP legislative reform and Enduring NFIP, FEMA's initiative to coordinate NFIP transformation efforts across its headquarters and 10 regions.

In addition to his 14+ years of experience at FEMA, David is a former agent/broker of a family-owned property/casualty insurance agency and a former Nebraska mayor, state senator, and lieutenant governor, making him uniquely qualified to lead Federal Insurance and shepherd the NFIP through its next evolution.

David is a recipient of the Distinguished Presidential Rank Award, which recognizes the top 1% of exemplary career federal leaders who have overseen successful federal initiatives with a sweeping impact.



### Aaron Brunko

President, Property Estimating Solutions  
Verisk

Aaron Brunko is president of Property Estimating Solutions at Verisk, leading the development of products including Xactimate, XactContents, and ClaimXperience. He determines and executes the department's business strategy and vision while ensuring its alignment with the rest of Verisk.

Since joining Verisk in 2001, Aaron has been instrumental in growing XactContents and ClaimXperience. He established the account management and implementation teams in Property Estimating Solutions and drove the department's first-ever flexible business intelligence and analytics platform.

Aaron's Verisk career has included roles in technical support, quality assurance, product testing, national account sales, training, and implementation. He's also served as a technical account manager, project manager for XactContents, and senior vice president of claims products for Property Estimating Solutions.

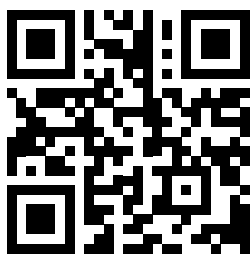
Aaron holds an MBA from the University of Utah's David Eccles School of Business and a BS in business information technology management from Western Governors University.





## More connections, more possibilities:

- Future-proof your technology
- Explore industry-leading datasets
- Embrace an integrated ecosystem



Discover more at  
[verisk.com](https://www.verisk.com)



# CONFERENCE Speakers 23 *continued*

## Cole Winans

Vice President and General Manager, Property Solutions  
LexisNexis Risk Solutions

Cole Winans is the Vice President & General Manager of Property Solutions at LexisNexis, and was previously the Founder and CEO of Flyreel, an advanced AI solution for residential and commercial property insurance carriers. Cole is a self-taught technologist and entrepreneur that has built, scaled and sold multiple technology businesses. Prior to Flyreel, Cole developed and deployed over 100 successful enterprise and consumer software products and applications. Cole's expertise extends into Mobile Technology, Artificial Intelligence, Computer Vision and Cloud Application development.



## Clark Woodward

CEO  
Redzone

As the Founder and CEO of RedZone since 2002, Clark Woodward has been a driving force in the creation and development of wildfire-focused applications. Clark's career began at the US Geological Survey and the National Earthquake Information Center where he worked on user interface design and early deployment for earthquake risk mapping. In 2002, he founded RedZone based on his experience as an officer in the Four Mile Fire Department in Boulder, Colorado and as a GIS Specialist for the Rocky Mountain Incident Command Teams. Clark's desire was to build a company that would enable fire departments to build effective preplans for wildland interface fires.

In 2009, Clark pivoted RedZone, applying his deep knowledge and understanding of wildfire to serve the insurance industry. Since making the transition to the insurance industry, Clark has spearheaded product development in GIS-based visualization, event tracking, data analysis, risk management, mitigation, and training & response programs throughout the United States. In recent years, Clark has led his team to introduce cutting-edge real-time wildfire spread modeling and a comprehensive system for managing accumulated wildfire risk.

Clark obtained his Bachelor's degree in Geography from the University of Colorado. He currently serves as a Committee Chair for Engagement in the 16,000 member global Entrepreneurs' Organization.





Are your inspections only giving you half the story?



### Capture everything you need in one solution

45% of all non-CAT home claims impact the interior of the home.<sup>1</sup> If you're only looking outside, you're likely missing crucial risk information. LexisNexis® Total Property Understanding™ helps you select, capture and act on comprehensive interior, exterior and aerial data. This award-winning, end-to-end underwriting solution seamlessly blends the capabilities of LexisNexis® Smart Selection and our patented LexisNexis® Flyreel® to identify potentially underinsured or high-risk properties at new business or renewal.

### Accolades<sup>2</sup>

- More than 2k positive homeowner reviews
- 4.9/5 Star rating from the App Store and Google Play
- 95% policyholder satisfaction rate

<sup>1</sup> Source: LexisNexis® Risk Solutions 2022 Home Trends Report

<sup>2</sup> Apple App Store, Flyreel®appVersion3.1.1F

# CONFERENCE Speakers 23 *continued*

## Deserie Thigpen

Vice President  
Vault Insurance

Deserie has been working in the high-net-worth Personal Insurance field for over 25 years and is considered a wildfire subject matter expert in the insurance industry and fire community.

She started her career in 1996 as a Customer Service Manager at Firemen's Fund and quickly became the Los Angeles Underwriting Supervisor. In 2004, AIG Private Client Group recruited Deserie to be their Southern California Regional Manager for Risk Management Services. As a result, Deserie has inspected hundreds of the most prestigious and complex homes throughout the United States.

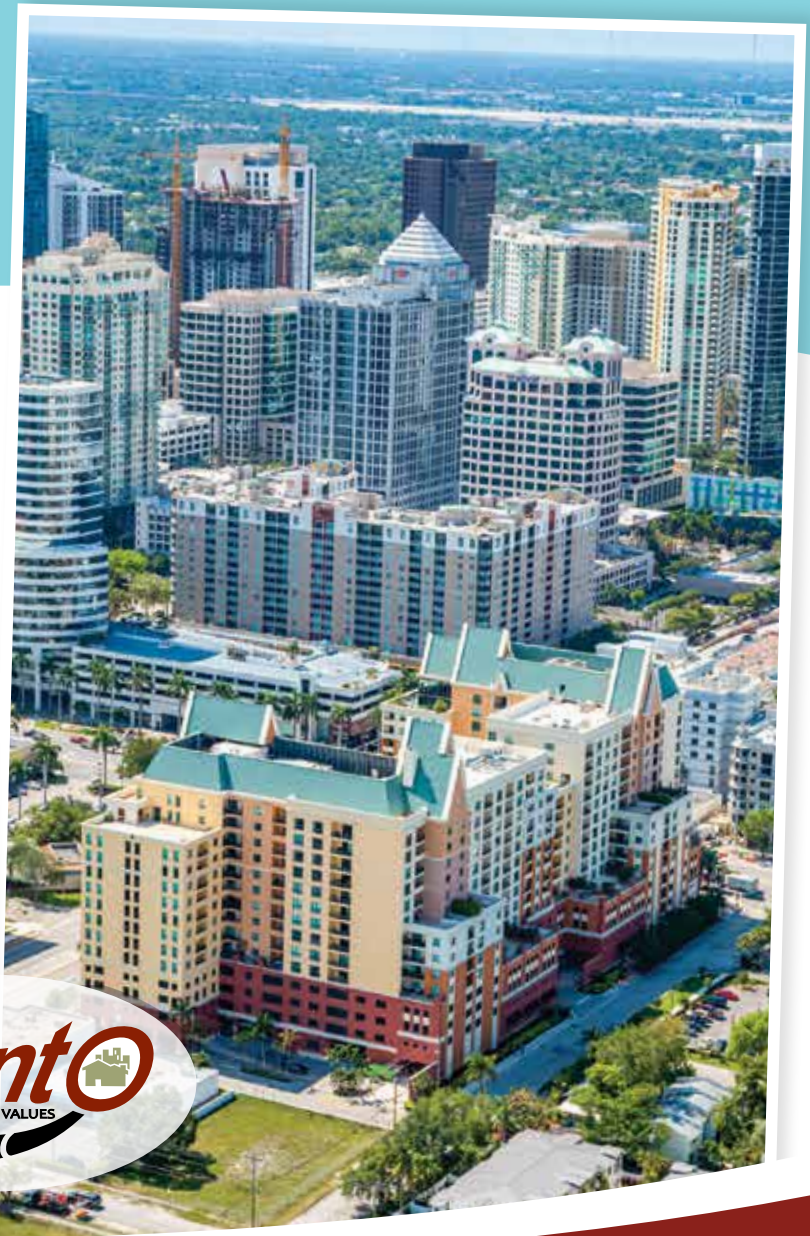
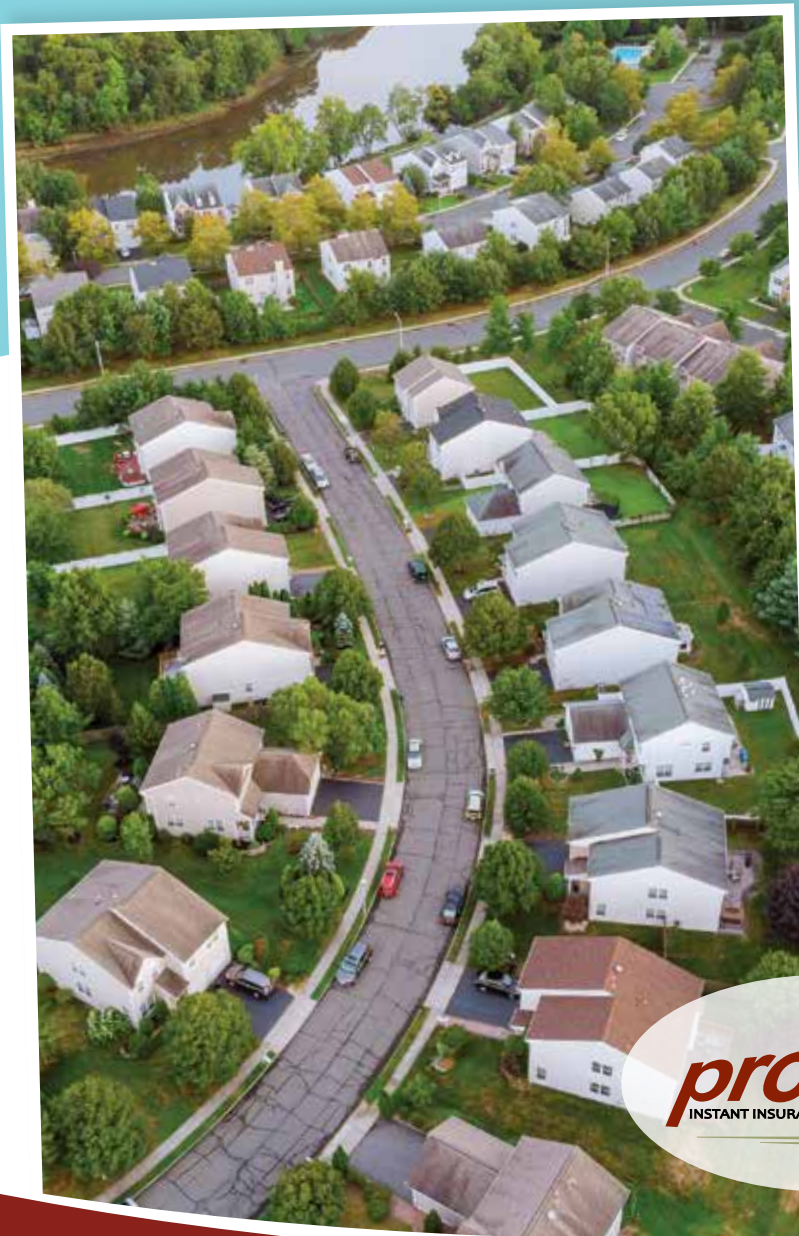
After the 2007 October wildfires, Deserie began her journey to become a leading subject matter expert on wildfire. In 2010, she was promoted to AVP, Western Zone of Loss Prevention. She headed up and revamped AIG Private Client Group's existing Wildfire Protection Unit. Under her guidance, this led to significantly less losses to insureds' homes during the most destructive wildfires in the history of Western States. Deserie's experience of being on site during large wildfires throughout her career has added to her expertise on fire behavior and activity. She has collaborated with many fire industry experts after large wildfires to determine structure ignition causes and determined preventive mitigation to enhance wildfire survival. Identifying wildfire hazards for homeowners and providing creative pre-event mitigation solutions has become a long-time passion for her. She was promoted to AIG PCG's VP of Loss Prevention and began overseeing other catastrophe programs such the Hurricane Protection Unit and the water damage unit.

In 2020, Vault Insurance presented Deserie with a unique opportunity to become their Regional Executive to launch Vault Insurance in the West. Starting with California, she successfully launched a high-net-worth non-admitted program in a market very much disrupted by wildfire. She is aggressively working on launching other states in the West. She and her team are immensely proud to offer Vault clients a customizable solution to meet their insurance needs. Recently, she was promoted to Senior Zonal Executive overseeing the West and Northeast regions.





# When **VALUE** Matters, Get **e2Value**





## Is Poor Estimate Accuracy Costing You Millions?

DMA works harder at perfecting accuracy than any other independent adjusting firm in the country. A recent re-inspection project by a major US property carrier determined that of all the independents studied, DMA scored highest in estimate accuracy.



## Speed of Service

In the Residential and Commercial Property industry, speed of service is vital to policyholder retention. Our **Contact Time**, **Inspection Time**, and **Time to Report** exceed industry standards by a healthy margin.



## Contact us. We're here to help.

Our experienced **Client Services Team** can assist by providing information, answering questions and resolving problems.



**DMA**  
A VENBROOK COMPANY



[assignments@davidmorse.com](mailto:assignments@davidmorse.com)



(800) 649-7602



[www.davidmorse.com](http://www.davidmorse.com)

# NOTES

# NOTES



# NOTES

# NOTES



# HOW TO Download YOUR Event App



## Open

the Apple App Store or Google Play Store



## Search

PIRNC2023



## Download

the app



Download on the  
App Store

GET IT ON  
Google play

 eventmobi