

State: Arkansas **Filing Company:** Equity Insurance Company
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Filing at a Glance

Company: Equity Insurance Company
 Product Name: EIC.AR.PA.Rates.05.01.15
 State: Arkansas
 TOI: 19.0 Personal Auto
 Sub-TOI: 19.0001 Private Passenger Auto (PPA)
 Filing Type: Rate/Rule
 Date Submitted: 02/11/2015
 SERFF Tr Num: HMSG-129903107
 SERFF Status: Closed-Filed
 State Tr Num:
 State Status:
 Co Tr Num: EIC.AR.PA.RATES.05.01.15

 Effective Date: 05/01/2015
 Requested (New):
 Effective Date: 06/01/2015
 Requested (Renewal):
 Author(s): Craig Macintyre, Marie Rinehart
 Reviewer(s): Alexa Grissom (primary)
 Disposition Date: 04/09/2015
 Disposition Status: Filed
 Effective Date (New): 05/01/2015
 Effective Date (Renewal): 06/01/2015

State Filing Description:

State: Arkansas **Filing Company:** Equity Insurance Company
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

General Information

Project Name: EIC.AR.PA.Rates.05.01.15 Status of Filing in Domicile: Not Filed
 Project Number: Domicile Status Comments:
 Reference Organization: Reference Number:
 Reference Title: Advisory Org. Circular:
 Filing Status Changed: 04/09/2015
 State Status Changed: Deemer Date:
 Created By: Marie Rinehart Submitted By: Marie Rinehart
 Corresponding Filing Tracking Number:

Filing Description:
 If you have any questions or concerns, please contact me at 800-777-0404 x4617.

Thank you,
 Marie Rinehart

Company and Contact

Filing Contact Information

Marie Rinehart, mrinehart@homestate.net
 616 S Boston Ave 800-777-0404 [Phone] 4617 [Ext]
 Tulsa, OK 74119

Filing Company Information

Equity Insurance Company	CoCode: 28746	State of Domicile: Texas
616 S. Boston	Group Code: 3179	Company Type: Property and
Suite 500	Group Name: Home State	Casualty
Tulsa, OK 74119	Insurance Grp	State ID Number:
(800) 777-0404 ext. 4630[Phone]	FEIN Number: 73-0742387	

Filing Fees

Fee Required? Yes
 Fee Amount: \$150.00
 Retaliatory? No
 Fee Explanation: Rate filing \$100
 Rule filing \$50
 Per Company: No

Company	Amount	Date Processed	Transaction #
Equity Insurance Company	\$150.00	02/11/2015	92326434

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
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Filing Company: Equity Insurance Company

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Alexa Grissom	04/09/2015	04/09/2015

Objection Letters and Response Letters

Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Alexa Grissom	04/02/2015	04/02/2015
Pending Industry Response	Alexa Grissom	03/24/2015	03/24/2015
Pending Industry Response	Alexa Grissom	03/10/2015	03/10/2015
Pending Industry Response	Alexa Grissom	02/24/2015	02/24/2015

Response Letters

Responded By	Created On	Date Submitted
Marie Rinehart	04/02/2015	04/02/2015
Marie Rinehart	03/24/2015	03/24/2015
Marie Rinehart	03/10/2015	03/10/2015
Marie Rinehart	02/25/2015	02/25/2015

Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Rate	Underwriting Guidelines	Marie Rinehart	02/13/2015	02/24/2015
Supporting Document	Actuarial Indications	Marie Rinehart	02/13/2015	02/24/2015

State: Arkansas
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Product Name: EIC.AR.PA.Rates.05.01.15
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Filing Company: Equity Insurance Company

Disposition

Disposition Date: 04/09/2015

Effective Date (New): 05/01/2015

Effective Date (Renewal): 06/01/2015

Status: Filed

Comment:

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	Number of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where req'd):	Minimum % Change (where req'd):
Equity Insurance Company	9.870%	1.000%	\$59,219	15,279	\$6,367,605	5.500%	-2.500%

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	A-1 Private Passenger Auto Abstract	Filed	Yes
Supporting Document (revised)	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	NAIC loss cost data entry document	Filed	Yes
Supporting Document	NAIC Loss Cost Filing Document for OTHER than Workers' Comp	Filed	Yes
Supporting Document (revised)	Actuarial Indications	Filed	Yes
Supporting Document	Actuarial Indications	Filed	Yes
Rate	AR Rates & Factors	Filed	Yes
Rate (revised)	Underwriting Guidelines	Filed	Yes
Rate	Underwriting Guidelines	Filed	Yes

State: Arkansas **Filing Company:** Equity Insurance Company
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Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	04/02/2015
Submitted Date	04/02/2015
Respond By Date	

Dear Marie Rinehart,

Introduction:

This will acknowledge receipt of the captioned filing. The same error message was received. My co-worker advised that zeroes should be added to the blank premium fields.

Conclusion:

NOTICE regarding, corrections to filings and scrivener's Errors:

Arkansas does not allow the re-opening of closed filings for corrections, changes in effective dates, scrivener's errors, amendments or substantive changes. Please see the General Instructions for how these events will be handled after the effective date of the change."

Sincerely,
Alexa Grissom

State: Arkansas **Filing Company:** Equity Insurance Company
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Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	03/24/2015
Submitted Date	03/24/2015
Respond By Date	

Dear Marie Rinehart,

Introduction:

This will acknowledge receipt of the captioned filing. The test returned the same error message.

Conclusion:

NOTICE regarding, corrections to filings and scrivener's Errors:

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TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	03/10/2015
Submitted Date	03/10/2015
Respond By Date	

Dear Marie Rinehart,

Introduction:

This will acknowledge receipt of the captioned filing. The test returned the same message that a premium cell may contain a text value. Please try again.

Conclusion:

NOTICE regarding, corrections to filings and scrivener's Errors:

Arkansas does not allow the re-opening of closed filings for corrections, changes in effective dates, scrivener's errors, amendments or substantive changes. Please see the General Instructions for how these events will be handled after the effective date of the change."

Sincerely,
Alexa Grissom

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Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	02/24/2015
Submitted Date	02/24/2015
Respond By Date	

Dear Marie Rinehart,

Introduction:

This will acknowledge receipt of the captioned filing. The APCS may contain a text value in a premium cell. Please amend the APCS accordingly and submit again.

Conclusion:

NOTICE regarding, corrections to filings and scrivener's Errors:

Arkansas does not allow the re-opening of closed filings for corrections, changes in effective dates, scrivener's errors, amendments or substantive changes. Please see the General Instructions for how these events will be handled after the effective date of the change."

Sincerely,
Alexa Grissom

SERFF Tracking #:

HMSG-129903107

State Tracking #:

Company Tracking #:

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

Equity Insurance Company

TOI/Sub-TOI:

19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)

Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

Response Letter

Response Letter Status	Submitted to State
Response Letter Date	04/02/2015
Submitted Date	04/02/2015

Dear Alexa Grissom,

Introduction:

Response 1

Comments:

Zeros have been added to the blank spaces.

Changed Items:

State: Arkansas **Filing Company:** Equity Insurance Company
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Supporting Document Schedule Item Changes

Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Per objection dated 4.2.15, zeros have been added to the blank spaces.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls PPA_Survey_FORM_APCS2012.pdf
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Per objection dated 3.24.15 This time I removed the extension and dashes from the phone number field.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls PPA_Survey_FORM_APCS2012.pdf
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 3.10.15
Attachment(s):	PPA_Survey_FORM_APCS2012.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 2.24.14
Attachment(s):	PPA_Survey_FORM_APCS2012-1 - v2.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Please see attached.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Conclusion:

Sincerely,
Marie Rinehart

State: Arkansas **Filing Company:** Equity Insurance Company
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Response Letter

Response Letter Status Submitted to State
 Response Letter Date 03/24/2015
 Submitted Date 03/24/2015

Dear Alexa Grissom,

Introduction:

Response 1

Comments:

The dashes and extension has been removed from the phone number field.

Changed Items:

Supporting Document Schedule Item Changes	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Per objection dated 3.24.15 This time I removed the extension and dashes from the phone number field.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls PPA_Survey_FORM_APCS2012.pdf
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 3.10.15
Attachment(s):	PPA_Survey_FORM_APCS2012.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 2.24.14
Attachment(s):	PPA_Survey_FORM_APCS2012-1 - v2.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Please see attached.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls

SERFF Tracking #:

HMSG-129903107

State Tracking #:

Company Tracking #:

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

Equity Insurance Company

TOI/Sub-TOI:

19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)

Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Conclusion:

Sincerely,

Marie Rinehart

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Filing Company: Equity Insurance Company

Response Letter

Response Letter Status Submitted to State
 Response Letter Date 03/10/2015
 Submitted Date 03/10/2015

Dear Alexa Grissom,

Introduction:

Please see comments below.

Response 1

Comments:

Per our discussion I tried typing the discounts on the left side of the cells instead of the right.

Once again, I re-saved the template straight from SERFF and hand typed all of the numbers (no copy and paste).

Changed Items:

Supporting Document Schedule Item Changes	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 3.10.15
Attachment(s):	PPA_Survey_FORM_APCS2012.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 2.24.14
Attachment(s):	PPA_Survey_FORM_APCS2012-1 - v2.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Please see attached.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Conclusion:

Hopefully this works.

SERFF Tracking #:

HMSG-129903107

State Tracking #:

Company Tracking #:

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

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Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

Sincerely,

Marie Rinehart

State: Arkansas **Filing Company:** Equity Insurance Company
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Response Letter

Response Letter Status Submitted to State
 Response Letter Date 02/25/2015
 Submitted Date 02/25/2015

Dear Alexa Grissom,

Introduction:

Thank you for your review. Please see comments below.

Response 1

Comments:

Per your objection, we simply re-saved the worksheet from SERFF and hand typed all data.

The template from SERFF does not allow me to change the format of the cells, so if you believe there is still a text field, please point it out to me and I will investigate further.

Changed Items:

Supporting Document Schedule Item Changes	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	per objection dated 2.24.14
Attachment(s):	PPA_Survey_FORM_APCS2012-1 - v2.xls
<i>Previous Version</i>	
Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Please see attached.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Conclusion:

Sincerely,

Marie Rinehart

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Filing Company: Equity Insurance Company
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Amendment Letter

Submitted Date: 02/24/2015

Comments:

Please accept this amendment as we found that our 'marked' underwriting guide was showing changes previously filed. We have removed those highlights and comments. The only change to the Underwriting Guide that should have been pointed out was the removal of all contact information listed on the cover page.

Due to these updates (i.e. removing past revision notes) we had to adjust a few formatting changes, including updates to the TOC. Hence we have attached a new final copy as well.

Please note, beside formatting type changes, nothing of substance was changed from the UW guide originally submitted.

Changed Items:

No Form Schedule Items Changed.

Rate Schedule Item Changes					
Item No.	Exhibit Name	Rule # or Page #	Rate Action	Previous State Filing Number	Date Submitted
1	Underwriting Guidelines		Replacement	HMSG-128682501	02/24/2015 By:
<i>Previous Version</i>					
1	<i>Underwriting Guidelines</i>		<i>Replacement</i>	<i>HMSG-128682501</i>	<i>02/11/2015 By: Marie Rinehart</i>

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Filing Company: Equity Insurance Company

Supporting Document Schedule Item Changes

Satisfied - Item:	Actuarial Indications
Comments:	Please see attached.
Attachment(s):	Appendix A.pdf Appendix B.pdf Appendix C.pdf Appendix D.pdf Appendix E.pdf Appendix F.pdf Exhibit A.pdf Exhibit B.pdf Exhibit C.pdf Exhibit D.pdf Exhibit H (AR Rates & Factors 5.01.2015).pdf Exhibit E.pdf Exhibit F (Cat Load).pdf Exhibit G (Terr Analysis).pdf Arkansas Underwriting Guidelines Eff 05012015 - Marked.pdf
<i>Previous Version</i>	
Satisfied - Item:	<i>Actuarial Indications</i>
Comments:	<i>Please see attached.</i>
Attachment(s):	<i>Appendix A.pdf</i> <i>Appendix B.pdf</i> <i>Appendix C.pdf</i> <i>Appendix D.pdf</i> <i>Appendix E.pdf</i> <i>Appendix F.pdf</i> <i>Exhibit A.pdf</i> <i>Exhibit B.pdf</i> <i>Exhibit C.pdf</i> <i>Exhibit D.pdf</i> <i>Exhibit E.pdf</i> <i>Exhibit F (Cat Load).pdf</i> <i>Exhibit G (Terr Analysis).pdf</i> <i>Exhibit H (AR Rates & Factors 5.01.2015).pdf</i> <i>Arkansas Underwriting Guidelines Eff 05012015 - markup.pdf</i>

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Filing Company: Equity Insurance Company

Rate Information

Rate data applies to filing.

Filing Method: File and Use
Rate Change Type: Increase
Overall Percentage of Last Rate Revision: 0.520%
Effective Date of Last Rate Revision: 12/01/2012
Filing Method of Last Filing: File and Use

Company Rate Information

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	Number of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where req'd):	Minimum % Change (where req'd):
Equity Insurance Company	9.870%	1.000%	\$59,219	15,279	\$6,367,605	5.500%	-2.500%

SERFF Tracking #:

HMSG-129903107

State Tracking #:**Company Tracking #:**

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

Equity Insurance Company

TOI/Sub-TOI:

19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)

Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

Rate/Rule Schedule

Item No.	Schedule Item Status	Exhibit Name	Rule # or Page #	Rate Action	Previous State Filing Number	Attachments
1	Filed 04/09/2015	AR Rates & Factors		Replacement	HMSG-128682501	Exhibit H (AR Rates & Factors 5.01.2015).pdf
2	Filed 04/09/2015	Underwriting Guidelines		Replacement	HMSG-128682501	Arkansas Underwriting Guidelines Eff 05012015.pdf

Equity Insurance Company

Arkansas

Rate Order of Calculation

Effective: 05/01/2015

Step	Rating Component	BI	PD	MED	COLL	COMP	PIP	UMBI	UMPD	RR	TL	SPEC EQUIP
1	Base Rate	+	+	+	+	+	+	+	+	+	+	+
2	Model Year Factor				x (5)	x (5)						
3	Vehicle Symbol Factor				x (5)	x (5)						
4	Territory Factor	x (5)	x (5)		x (5)	x (5)		x (5)	x (5)			
5	Driver Class Factor	x (5)	x (5)		x (5)	x (5)		x (5)	x (5)			
6	Point Factor	x (5)	x (5)		x (5)	x (5)						
7	Limit Factor	x (0)	x (0)	x (0)			x (0)	x (0)	x (0)	x (0)	x (0)	x (0)
8	Deductible Factor				x (0)	x (0)						
10	Discount (General)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)			
10a	Homeowner Discount	+	+	+	+	+	+	+	+			
10b	Renewal Discount	+	+	+	+	+	+	+	+			
10c	Transfer Discount	+	+	+	+	+	+	+	+			
10d	Multi-Car Discount	+	+	+	+	+	+	+	+			
10e	Driver Training Discount	+	+	+	+	+	+	+	+			
10f	Good Student Discount	+	+	+	+	+	+	+	+			
10g	Maximum Discount	40%	40%	40%	40%	40%	40%	40%	40%			
11a	Affiliation Discount	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)			
11b	Paid in Full Discount	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)			
12	Developed Premium											

Total Policy Premium = Sum of Developed Premiums + Fees + Assessments

+ means to add numbers

x (0) : multiply then round to whole dollars

x (2) : multiply then round to cents

x (5) : multiply then round to five decimal places

To compute Discount (10), add together 10a - 10f. Select the lower of the sum or 10g.

**Equity Insurance Company
Base Rates**

Arkansas

Effective: 05/01/2015

Limits	Coverage	Limit	6 Month Rate
BI		\$25,000/\$50,000	\$175.59
PD		\$25,000	\$203.53
MP		\$500	\$18.00
UM/UIM BI		\$25,000/\$50,000	\$56.85
UM PD		\$25,000	\$28.73
OTC			\$94.94
COLL			\$188.08
Towing/Labor		\$50 per day	\$12.00 (per auto)
Rental Reimbursement	\$30 per day, up to 30 days		\$30.00 (per auto)
Special Equipment			\$6.00 (per \$100 value)
No Fault Injury Protection (PIP)			
Medical/Hospital		\$5,000	\$73.59
Work Loss		70%	\$27.62
Accidental Death		\$5,000	\$20.11

**Equity Insurance Company
Limits and Deductibles**

Arkansas

Effective: 05/01/2015

Limits			Deductibles	
Coverage	Limits	Factor	OTC	Factor
BI	25,000/50,000	1.000	\$200	1.152
PD	25,000	1.000	\$250	1.000
			\$500	0.800
UM/UIM BI	25,000/50,000	1.000	\$1,000	0.504
			\$1,500	0.456
UM PD	25,000 w/ \$200 Deductible	1.000	\$2,000	0.400
Medical Payment	500	1.000	COLL	Factor
	1000	1.333	\$200	N/A
	2000	1.750	\$250	1.200
			\$500	1.000
Towing & Labor	50	1.000	\$1,000	0.700
			\$1,500	0.600
Rental Reimbursement	\$30 per day, up to 30 days	1.000	\$2,000	0.500
Special Equipment	(per \$100 value)	1.000		
No Fault Injury Protection				
Medical/Hospital	5000	1.000		
Work Loss	70%	1.000		
Accidental Death	5000	1.000		

**Equity Insurance Company
Discounts & Surcharges**

Arkansas

Effective: 05/01/2015

Discounts

Paid In Full	0.95
Multi Car	0.80
Defensive Driver	0.95
Home Owner	0.95
College Graduate	0.95
Transfer	0.85
Renewal	
6 Month	0.90
12 Month	0.90
18 Month	0.85
24 Month	0.80
Affiliation Discount	
State of Arkansas	0.97

**Equity Insurance Company
Class Factors**

Arkansas

Effective: 05/01/2015

<u>Age</u>	<u>MM</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	2.420	2.420	1.000	1.322	2.365	1.000	1.000
16-18	2.420	2.420	1.000	1.322	2.365	1.000	1.000
19-20	1.782	1.782	1.000	1.322	1.870	1.000	1.000
21-22	1.248	1.248	1.000	1.322	1.376	1.000	1.000
23-24	1.196	1.196	1.000	1.150	1.201	1.000	1.000
25-29	0.922	0.922	1.000	1.100	0.970	1.000	1.000
30-34	0.853	0.853	1.000	1.100	0.870	1.000	1.000
35-39	0.853	0.853	1.000	1.000	0.870	1.000	1.000
40-44	0.810	0.810	1.000	0.903	0.827	1.000	1.000
45-49	0.853	0.853	1.000	0.950	0.870	1.000	1.000
50-54	0.853	0.853	1.000	0.950	0.835	1.000	1.000
55-59	0.820	0.820	1.000	0.900	0.835	1.000	1.000
60-64	0.820	0.820	1.000	0.900	0.835	1.000	1.000
65-69	0.900	0.900	1.000	0.900	0.870	1.000	1.000
70-74	1.200	1.200	1.000	0.900	1.210	1.000	1.000
75&Older	1.200	1.200	1.000	0.900	1.210	1.000	1.000

<u>Age</u>	<u>MF</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	2.035	2.035	1.000	1.322	1.969	1.000	1.000
16-18	2.035	2.035	1.000	1.322	1.969	1.000	1.000
19-20	1.276	1.276	1.000	1.322	1.331	1.000	1.000
21-22	1.040	1.040	1.000	1.150	1.050	1.000	1.000
23-24	1.000	1.000	1.000	1.150	1.019	1.000	1.000
25-29	0.900	0.900	1.000	1.100	0.988	1.000	1.000
30-34	0.852	0.852	1.000	1.100	0.835	1.000	1.000
35-39	0.820	0.820	1.000	1.000	0.835	1.000	1.000
40-44	0.818	0.818	1.000	0.903	0.793	1.000	1.000
45-49	0.900	0.900	1.000	0.950	0.835	1.000	1.000
50-54	0.900	0.900	1.000	0.950	0.912	1.000	1.000
55-59	0.900	0.900	1.000	0.900	0.912	1.000	1.000
60-64	0.900	0.900	1.000	0.900	0.912	1.000	1.000
65-69	0.936	0.936	1.000	0.900	0.912	1.000	1.000
70-74	1.125	1.125	1.000	0.900	1.114	1.000	1.000
75&Older	1.160	1.160	1.000	0.900	1.114	1.000	1.000

<u>Age</u>	<u>SM</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	3.881	3.881	1.000	1.454	3.867	1.000	1.000
16-18	3.881	3.881	1.000	1.454	3.867	1.000	1.000
19-20	2.646	2.646	1.000	1.415	2.584	1.000	1.000
21-22	1.620	1.620	1.000	1.322	1.718	1.000	1.000
23-24	1.528	1.528	1.000	1.388	1.593	1.000	1.000
25-29	1.172	1.172	1.000	1.155	1.181	1.000	1.000
30-34	1.000	1.000	1.000	1.100	1.050	1.000	1.000
35-39	0.970	0.970	1.000	1.000	1.050	1.000	1.000
40-44	0.970	0.970	1.000	0.950	1.050	1.000	1.000
45-49	0.970	0.970	1.000	0.950	1.050	1.000	1.000
50-54	0.970	0.970	1.000	0.950	1.008	1.000	1.000
55-59	0.970	0.970	1.000	0.900	1.008	1.000	1.000
60-64	0.970	0.970	1.000	0.900	1.008	1.000	1.000
65-69	1.040	1.040	1.000	0.900	1.082	1.000	1.000
70-74	1.248	1.248	1.000	0.900	1.210	1.000	1.000
75&Older	1.248	1.248	1.000	0.900	1.260	1.000	1.000

<u>Age</u>	<u>SF</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	2.530	2.530	1.000	1.322	2.472	1.000	1.000
16-18	2.530	2.530	1.000	1.322	2.472	1.000	1.000
19-20	2.064	2.064	1.000	1.322	1.975	1.000	1.000
21-22	1.404	1.404	1.000	1.322	1.424	1.000	1.000
23-24	1.292	1.292	1.000	1.208	1.349	1.000	1.000
25-29	1.060	1.060	1.000	1.100	1.110	1.000	1.000
30-34	1.000	1.000	1.000	1.100	1.050	1.000	1.000
35-39	1.050	1.050	1.000	1.000	1.050	1.000	1.000
40-44	1.020	1.020	1.000	0.950	1.050	1.000	1.000
45-49	0.970	0.970	1.000	0.950	1.000	1.000	1.000
50-54	0.873	0.873	1.000	0.950	0.912	1.000	1.000
55-59	0.873	0.873	1.000	0.900	0.912	1.000	1.000
60-64	0.873	0.873	1.000	0.900	0.912	1.000	1.000
65-69	0.900	0.900	1.000	0.900	0.912	1.000	1.000
70-74	1.164	1.164	1.000	0.900	1.210	1.000	1.000
75&Older	1.200	1.200	1.000	0.900	1.386	1.000	1.000

More cars than drivers: Rate at the **LOWEST** rated driver on the policy.

**Equity Insurance Company
Territory Factors**

Arkansas

Effective: 05/01/2015

Territory	BI	PD	UMBI	UMPD	OTC	COLL
1	1.122	1.061	1.010	1.030	1.152	0.949
3	0.565	0.646	0.909	1.030	0.833	0.883
5	0.636	0.635	0.927	1.030	1.117	0.803
6	0.742	0.703	0.909	1.030	0.950	0.939
8	0.882	0.815	1.010	1.030	0.876	1.002
9	0.736	0.728	0.909	1.030	1.022	0.774
10	0.687	0.654	0.909	1.030	0.875	0.694
11	0.622	0.626	0.864	1.030	0.947	0.836
21	0.641	0.634	0.864	1.030	1.022	0.761
31	0.611	0.605	0.864	1.030	1.103	0.742
32	0.719	0.679	1.295	1.030	1.366	0.801
33	0.613	0.633	0.909	1.030	0.795	0.762
91	1.141	1.170	1.010	1.030	0.998	1.089
96	0.863	0.829	0.954	1.030	1.050	0.886

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72002	1	Alexander
72053	1	College Station
72065	1	Hensley
72076	1	Jacksonville
72078	1	Jacksonville
72099	1	Little Rock Air Force Base
72103	1	Mabelvale
72113	1	Maumelle
72114	1	North Little Rock
72115	1	North Little Rock
72116	1	North Little Rock
72117	1	North Little Rock
72118	1	North Little Rock
72119	1	North Little Rock
72120	1	Sherwood
72124	1	North Little Rock
72135	1	Roland
72142	1	Scott
72164	1	Sweet Home
72180	1	Woodson
72183	1	Wrightsville
72190	1	North Little Rock
72199	1	North Little Rock
72203	1	Little Rock
72205	1	Little Rock
72207	1	Little Rock
72209	1	Little Rock
72210	1	Little Rock
72211	1	Little Rock
72212	1	Little Rock
72214	1	Little Rock
72215	1	Little Rock
72216	1	Little Rock
72217	1	Little Rock
72219	1	Little Rock
72221	1	Little Rock
72223	1	Little Rock
72225	1	Little Rock
72227	1	Little Rock
72231	1	Little Rock
72260	1	Little Rock
72295	1	Little Rock
72711	3	Avoca
72712	3	Bentonville
72714	3	Bella Vista
72715	3	Bella Vista
72716	3	Bentonville
72717	3	Canehill
72718	3	Cave Springs
72719	3	Centerton
72722	3	Decatur
72727	3	Elkins
72728	3	Elm Springs
72729	3	Evansville
72730	3	Farmington
72732	3	Garfield
72733	3	Gateway
72734	3	Gentry
72735	3	Goshen
72736	3	Gravette
72737	3	Greenland
72739	3	Hiwasse

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72741	3	Johnson
72744	3	Lincoln
72745	3	Lowell
72747	3	Maysville
72749	3	Morrow
72751	3	Pea Ridge
72753	3	Prairie Grove
72756	3	Rogers
72757	3	Rogers
72758	3	Rogers
72761	3	Siloam Springs
72762	3	Springdale
72764	3	Springdale
72765	3	Springdale
72766	3	Springdale
72768	3	Sulphur Springs
72769	3	Summers
72770	3	Tontitown
72774	3	West Fork
72301	5	West Memphis
72303	5	West Memphis
72310	5	Armored
72313	5	Bassett
72315	5	Blytheville
72316	5	Blytheville
72319	5	Gosnell
72321	5	Burdette
72325	5	Clarkedale
72327	5	Crawfordsville
72329	5	Driver
72330	5	Dyess
72331	5	Earle
72332	5	Edmondson
72338	5	Frenchmans Bayou
72339	5	Gilmore
72350	5	Joiner
72351	5	Keiser
72358	5	Luxora
72364	5	Marion
72370	5	Osceola
72376	5	Proctor
72384	5	Turrell
72391	5	West Ridge
72395	5	Wilson
72426	5	Dell
72428	5	Etowah
72438	5	Leachville
72442	5	Manila
71611	6	Pine Bluff
71612	6	Pine Bluff
71613	6	Pine Bluff
71659	6	Moscow
72004	6	Alzheimer
72007	6	Austin
72011	6	Bauxite
72015	6	Benton
72018	6	Benton
72019	6	Benton
72022	6	Bryant
72023	6	Cabot
72024	6	Carlisle
72032	6	Conway

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72033	6	Conway
72034	6	Conway
72035	6	Conway
72037	6	Coy
72039	6	Damascus
72046	6	England
72047	6	Enola
72057	6	Grapevine
72058	6	Greenbrier
72061	6	Guy
72072	6	Humnoke
72083	6	Keo
72084	6	Leola
72086	6	Lonoke
72089	6	Bryant
72106	6	Mayflower
72107	6	Menifee
72111	6	Mount Vernon
72122	6	Paron
72128	6	Poyen
72129	6	Prattsville
72133	6	Reydell
72150	6	Sheridan
72167	6	Traskwood
72173	6	Vilonia
72175	6	Wabbaseka
72176	6	Ward
72181	6	Wooster
71901	8	Hot Springs National Park
71902	8	Hot Springs National Park
71903	8	Hot Springs National Park
71909	8	Hot Springs Village
71910	8	Hot Springs Village
71913	8	Hot Springs National Park
71914	8	Hot Springs National Park
71949	8	Jessieville
71951	8	Hot Springs National Park
71956	8	Mountain Pine
71964	8	Pearcy
71968	8	Royal
72087	8	Lonsdale
72105	8	Jones Mill
72401	9	Jonesboro
72402	9	Jonesboro
72403	9	Jonesboro
72404	9	Jonesboro
72411	9	Bay
72414	9	Black Oak
72416	9	Bono
72417	9	Brookland
72419	9	Caraway
72421	9	Cash
72427	9	Egypt
72437	9	Lake City
72447	9	Monette
72450	9	Paragould
72451	9	Paragould
72467	9	State University
72901	10	Fort Smith
72902	10	Fort Smith
72903	10	Fort Smith
72904	10	Fort Smith

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72905	10	Fort Smith
72906	10	Fort Smith
72908	10	Fort Smith
72913	10	Fort Smith
72914	10	Fort Smith
72916	10	Fort Smith
72917	10	Fort Smith
72918	10	Fort Smith
72921	10	Alma
72923	10	Barling
72930	10	Cecil
72932	10	Cedarville
72933	10	Charleston
72934	10	Chester
72935	10	Dyer
72936	10	Greenwood
72937	10	Hackett
72938	10	Hartford
72940	10	Huntington
72941	10	Lavaca
72945	10	Midland
72946	10	Mountainsburg
72947	10	Mulberry
72948	10	Natural Dam
72952	10	Rudy
72955	10	Uniontown
72956	10	Van Buren
72957	10	Van Buren
72959	10	Winslow
72005	11	Amagon
72006	11	Augusta
72010	11	Bald Knob
72012	11	Beebe
72013	11	Bee Branch
72014	11	Beedeville
72017	11	Biscoe
72020	11	Bradford
72021	11	Brinkley
72027	11	Center Ridge
72028	11	Choctaw
72030	11	Clinton
72031	11	Clinton
72036	11	Cotton Plant
72040	11	Des Arc
72043	11	Diaz
72044	11	Edgemont
72045	11	El Paso
72051	11	Fox
72052	11	Garner
72059	11	Gregory
72060	11	Griffithville
72063	11	Hattievile
72066	11	Hickory Plains
72067	11	Higden
72068	11	Higginson
72075	11	Jacksonport
72080	11	Jerusalem
72081	11	Judsonia
72082	11	Kensett
72085	11	Letona
72088	11	Fairfield Bay
72101	11	Mc Crory

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72102	11	Mc Rae
72112	11	Newport
72121	11	Pangburn
72123	11	Patterson
72130	11	Prim
72131	11	Quitman
72136	11	Romance
72137	11	Rose Bud
72139	11	Russell
72141	11	Scotland
72143	11	Searcy
72145	11	Searcy
72149	11	Searcy
72153	11	Shirley
72156	11	Solgohachia
72157	11	Springfield
72165	11	Thida
72169	11	Tupelo
72178	11	West Point
72179	11	Wilburn
72314	11	Birdeye
72322	11	Caldwell
72324	11	Cherry Valley
72326	11	Colt
72347	11	Hickory Ridge
72354	11	Lepanto
72365	11	Marked Tree
72372	11	Palestine
72373	11	Parkin
72377	11	Rivervale
72386	11	Tyronza
72387	11	Vanndale
72392	11	Wheatley
72396	11	Wynne
72410	11	Alicia
72412	11	Beech Grove
72413	11	Biggers
72415	11	Black Rock
72422	11	Corning
72424	11	Datto
72425	11	Delaplaine
72429	11	Fisher
72430	11	Greenway
72431	11	Grubbs
72432	11	Harrisburg
72433	11	Hoxie
72434	11	Imboden
72435	11	Knobel
72436	11	Lafe
72439	11	Light
72440	11	Lynn
72441	11	McDougal
72443	11	Marmaduke
72444	11	Maynard
72445	11	Minturn
72449	11	Okean
72453	11	Peach Orchard
72454	11	Piggott
72455	11	Pocahontas
72456	11	Pollard
72457	11	Portia
72458	11	Powhatan

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72459	11	Ravenden
72460	11	Ravenden Springs
72461	11	Rector
72462	11	Reyno
72464	11	Saint Francis
72465	11	Sedgwick
72466	11	Smithville
72469	11	Strawberry
72470	11	Success
72471	11	Swifton
72472	11	Trumann
72473	11	Tuckerman
72474	11	Walcott
72475	11	Waldenburg
72476	11	Walnut Ridge
72478	11	Warm Springs
72479	11	Weiner
72482	11	Williford
72501	11	Batesville
72503	11	Batesville
72512	11	Horseshoe Bend
72513	11	Ash Flat
72515	11	Bexar
72517	11	Brockwell
72519	11	Calico Rock
72520	11	Camp
72521	11	Cave City
72522	11	Charlotte
72523	11	Concord
72524	11	Cord
72525	11	Cherokee Village
72526	11	Cushman
72527	11	Desha
72528	11	Dolph
72529	11	Cherokee Village
72530	11	Drasco
72531	11	Elizabeth
72532	11	Evening Shade
72533	11	Fifty Six
72534	11	Floral
72536	11	Franklin
72537	11	Gamaliel
72538	11	Gepp
72539	11	Glencoe
72540	11	Guion
72542	11	Hardy
72543	11	Heber Springs
72544	11	Henderson
72546	11	Ida
72550	11	Locust Grove
72553	11	Magness
72554	11	Mammoth Spring
72555	11	Marcella
72556	11	Melbourne
72560	11	Mountain View
72561	11	Mount Pleasant
72562	11	Newark
72564	11	Oil Trough
72565	11	Oxford
72566	11	Pineville
72567	11	Pleasant Grove
72568	11	Pleasant Plains

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72569	11	Poughkeepsie
72571	11	Rosie
72572	11	Saffell
72573	11	Sage
72575	11	Salado
72576	11	Salem
72577	11	Sidney
72578	11	Sturkie
72579	11	Sulphur Rock
72581	11	Tumbling Shoals
72583	11	Viola
72584	11	Violet Hill
72585	11	Wideman
72587	11	Wiseman
72601	11	Harrison
72602	11	Harrison
72610	11	Alco
72611	11	Alpena
72613	11	Beaver
72615	11	Bergman
72616	11	Berryville
72617	11	Big Flat
72619	11	Bull Shoals
72623	11	Clarkridge
72624	11	Compton
72626	11	Cotter
72628	11	Deer
72629	11	Dennard
72630	11	Diamond City
72631	11	Eureka Springs
72632	11	Eureka Springs
72633	11	Everton
72634	11	Flippin
72635	11	Gassville
72636	11	Gilbert
72638	11	Green Forest
72639	11	Harriet
72640	11	Hasty
72641	11	Jasper
72642	11	Lakeview
72644	11	Lead Hill
72645	11	Leslie
72648	11	Marble Falls
72650	11	Marshall
72651	11	Midway
72653	11	Mountain Home
72654	11	Mountain Home
72655	11	Mount Judea
72657	11	Timbo
72658	11	Norfolk
72659	11	Norfolk
72660	11	Oak Grove
72661	11	Oakland
72662	11	Omaha
72663	11	Onia
72666	11	Parthenon
72668	11	Peel
72669	11	Pindall
72670	11	Ponca
72672	11	Pyatt
72675	11	Saint Joe
72677	11	Summit

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72679	11	Tilly
72680	11	Timbo
72682	11	Valley Springs
72683	11	Vendor
72685	11	Western Grove
72686	11	Witts Springs
72687	11	Yellville
72721	11	Combs
72738	11	Hindsville
72740	11	Huntsville
72742	11	Kingston
72752	11	Pettigrew
72760	11	Saint Paul
72773	11	Wesley
72776	11	Witter
72830	11	Clarksville
72837	11	Dover
72839	11	Hagarville
72843	11	Hector
72846	11	Lamar
72847	11	London
72852	11	Oark
72854	11	Ozone
72856	11	Pelsor
72949	11	Ozark
71820	21	Alleene
71822	21	Ashdown
71823	21	Ben Lomond
71825	21	Blevins
71831	21	Columbus
71832	21	De Queen
71833	21	Dierks
71836	21	Foreman
71838	21	Fulton
71841	21	Gillham
71842	21	Horatio
71844	21	Laneburg
71846	21	Lockesburg
71847	21	McCaskill
71851	21	Mineral Springs
71852	21	Nashville
71853	21	Ogden
71855	21	Ozan
71859	21	Saratoga
71862	21	Washington
71865	21	Wilton
71866	21	Winthrop
71920	21	Alpine
71921	21	Amity
71922	21	Antoine
71929	21	Bismarck
71932	21	Board Camp
71933	21	Bonnerdale
71935	21	Caddo Gap
71937	21	Cove
71940	21	Delight
71943	21	Glenwood
71944	21	Grannis
71945	21	Hatfield
71950	21	Kirby
71952	21	Langley
71953	21	Mena

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
71957	21	Mount Ida
71958	21	Murfreesboro
71959	21	Newhope
71960	21	Norman
71961	21	Oden
71962	21	Okolona
71965	21	Pencil Bluff
71966	21	Oden
71969	21	Sims
71970	21	Story
71971	21	Umpire
71972	21	Vandervoort
71973	21	Wickes
72001	21	Adona
72016	21	Bigelow
72025	21	Casa
72070	21	Houston
72074	21	Hunter
72110	21	Morrilton
72125	21	Perry
72126	21	Perryville
72127	21	Plumerville
72801	21	Russellville
72802	21	Russellville
72811	21	Russellville
72812	21	Russellville
72820	21	Alix
72821	21	Altus
72823	21	Atkins
72824	21	Belleville
72826	21	Blue Mountain
72827	21	Bluffton
72828	21	Briggsville
72829	21	Centerville
72832	21	Coal Hill
72833	21	Danville
72834	21	Dardanelle
72835	21	Delaware
72838	21	Gravelly
72840	21	Hartman
72841	21	Harvey
72842	21	Havana
72845	21	Knoxville
72851	21	New Blaine
72853	21	Ola
72855	21	Paris
72857	21	Plainview
72858	21	Pottsville
72860	21	Rover
72863	21	Scranton
72865	21	Subiaco
72926	21	Boles
72927	21	Booneville
72928	21	Branch
72943	21	Magazine
72944	21	Mansfield
72950	21	Parks
72951	21	Ratcliff
72958	21	Waldron
71630	31	Arkansas City
71631	31	Banks
71635	31	Crossett

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
71638	31	Dermott
71640	31	Eudora
71642	31	Fountain Hill
71643	31	Gould
71644	31	Grady
71646	31	Hamburg
71647	31	Hermitage
71651	31	Jersey
71652	31	Kingsland
71653	31	Lake Village
71654	31	McGehee
71655	31	Monticello
71656	31	Monticello
71657	31	Monticello
71658	31	Montrose
71660	31	New Edinburg
71661	31	Parkdale
71662	31	Pickens
71663	31	Portland
71665	31	Rison
71666	31	McGehee
71667	31	Star City
71670	31	Tillar
71671	31	Warren
71675	31	Wilmar
71676	31	Wilmot
71677	31	Winchester
71678	31	Yorktown
71701	31	Camden
71711	31	Camden
71720	31	Bearden
71721	31	Beirne
71722	31	Bluff City
71724	31	Calion
71725	31	Carthage
71726	31	Chidester
71728	31	Curtis
71730	31	El Dorado
71731	31	El Dorado
71740	31	Emerson
71742	31	Fordyce
71743	31	Gurdon
71744	31	Hampton
71745	31	Harrell
71747	31	Huttig
71748	31	Ivan
71749	31	Junction City
71750	31	Lawson
71751	31	Louann
71752	31	McNeil
71753	31	Magnolia
71754	31	Magnolia
71758	31	Mount Holly
71759	31	Norphlet
71762	31	Smackover
71763	31	Sparkman
71764	31	Stephens
71765	31	Strong
71766	31	Thornton
71769	31	Village
71770	31	Waldo
71772	31	Whelen Springs

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
71801	31	Hope
71802	31	Hope
71826	31	Bradley
71827	31	Buckner
71828	31	Cale
71834	31	Doddridge
71835	31	Emmet
71837	31	Fouke
71839	31	Garland City
71840	31	Genoa
71845	31	Lewisville
71854	31	Texarkana
71857	31	Prescott
71858	31	Rosston
71860	31	Stamps
71861	31	Taylor
71864	31	Willisville
71923	31	Arkadelphia
71941	31	Donaldson
71942	31	Friendship
71998	31	Arkadelphia
71999	31	Arkadelphia
72104	31	Malvern
71639	32	Dumas
71674	32	Watson
72003	32	Almyra
72026	32	Casscoe
72029	32	Clarendon
72038	32	Crocketts Bluff
72041	32	De Valls Bluff
72042	32	De Witt
72048	32	Ethel
72055	32	Gillett
72064	32	Hazen
72069	32	Holly Grove
72073	32	Humphrey
72108	32	Monroe
72134	32	Roe
72140	32	Saint Charles
72160	32	Stuttgart
72166	32	Tichnor
72170	32	Ulm
72311	32	Aubrey
72312	32	Barton
72320	32	Brickeys
72328	32	Crumrod
72333	32	Elaine
72335	32	Forrest City
72336	32	Forrest City
72340	32	Goodwin
72341	32	Haynes
72342	32	Helena
72346	32	Heth
72348	32	Hughes
72352	32	La Grange
72353	32	Lambrook
72355	32	Lexa
72359	32	Madison
72360	32	Marianna
72366	32	Marvell
72367	32	Mellwood
72368	32	Moro

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72369	32	Oneida
72374	32	Poplar Grove
72379	32	Snow Lake
72389	32	Wabbaseka
72390	32	West Helena
72394	32	Widener
72701	33	Fayetteville
72702	33	Fayetteville
72703	33	Fayetteville
72704	33	Fayetteville
72201	91	Little Rock
72202	91	Little Rock
72204	91	Little Rock
72206	91	Little Rock
71601	96	Pine Bluff
71602	96	Pine Bluff
71603	96	Pine Bluff
72079	96	Jefferson
72132	96	Redfield
72152	96	Sherrill
72168	96	Tucker
72182	96	Wright

**Equity Insurance Company
Points**

Arkansas

Effective: 05/01/2015

Points	BI	PD	OTC	COLL
0	1.000	1.000	1.000	1.000
1	1.050	1.050	1.000	1.050
2	1.090	1.090	1.000	1.090
3	1.290	1.290	1.000	1.290
4	1.290	1.290	1.000	1.290
5	1.500	1.500	1.000	1.500
6	1.500	1.500	1.000	1.500
7	1.670	1.670	1.000	1.670
8	1.670	1.670	1.000	1.670
9	1.840	1.840	1.000	1.840
10	1.840	1.840	1.000	1.840
11	2.000	2.000	1.000	2.000
12	2.000	2.000	1.000	2.000
13	2.200	2.200	1.000	2.300
14	2.200	2.200	1.000	2.300
15	2.500	2.500	1.000	2.700
16	2.500	2.500	1.000	2.700
17	2.900	2.900	1.000	3.100
18	2.900	2.900	1.000	3.100
19	3.140	3.140	1.000	3.240
20	3.140	3.140	1.000	3.240
21	3.140	3.140	1.000	3.240
22	3.380	3.380	1.000	3.380
23	3.380	3.380	1.000	3.380
24	3.380	3.380	1.000	3.380
25	3.620	3.620	1.000	3.520
26	3.620	3.620	1.000	3.520
27	3.620	3.620	1.000	3.520
28	3.860	3.860	1.000	3.760
29	3.860	3.860	1.000	3.760
30	3.860	3.860	1.000	3.760

Equity Insurance Company
Symbols

Arkansas

Effective: 05/01/2015

1989 & Prior Model Years			1990 - 2010 Model Years			2011 & Subsequent Model Years		
Symbol	OTC	COLL	Symbol	OTC	COLL	Symbol	COMP	COLL
1	1.150	1.150	1	1.300	1.300	1	1.300	1.300
2	1.150	1.150	2	1.500	1.600	2	1.300	1.300
3	1.150	1.150	3	1.800	1.800	3	1.500	1.600
4	1.150	1.150	4	1.800	1.800	4	1.800	1.800
5	1.150	1.150	5	2.100	2.100	5	1.800	1.800
6	1.300	1.300	6	2.100	2.100	6	2.100	2.100
7	1.500	1.600	7	2.500	2.360	7	2.100	2.100
8	1.800	1.800	8	2.500	2.360	8	2.100	2.100
10	2.100	2.100	10	2.900	2.610	10	2.500	2.360
11	2.500	2.360	11	2.900	2.610	11	2.900	2.610
12	2.900	2.610	12	3.400	3.050	12	2.900	2.610
13	3.400	3.050	13	3.400	3.050	13	2.900	2.610
14	3.900	3.610	14	3.900	3.610	14	2.900	2.610
15	3.900	4.330	15	3.900	3.610	15	2.900	2.610
16	3.900	4.980	16	3.900	4.330	16	3.400	3.050
17	3.900	4.980	17	3.900	4.330	17	3.400	3.050
18	3.900	4.980	18	3.900	4.980	18	3.400	3.050
19	3.900	4.980	19	3.900	4.980	19	3.400	3.050
20	4.270	5.230	20	4.270	5.230	20	3.900	3.610
21	4.520	5.710	21	4.520	5.420	21	3.900	3.610
			22	4.950	5.710	22	3.900	3.610
			23	5.450	6.280	23	3.900	3.610
			24	6.050	6.760	24	3.900	3.610
			25	6.650	7.330	25	3.900	3.610
			26	7.260	7.900	26	3.900	4.330
			27	7.840	8.470	27	3.900	4.330
						28	3.900	4.330
						29	3.900	4.330
						30	3.900	4.330
						31	3.900	4.330
						32	3.900	4.980
						33	3.900	4.980
						34	3.900	4.980
						35	3.900	4.980
						36	3.900	4.980
						37	3.900	4.980
						38	4.270	5.230
						39	4.270	5.230
						40	4.270	5.230
						41	4.270	5.230
						42	4.520	5.420
						43	4.520	5.420
						44	4.520	5.420
						45	4.950	5.710
						46	4.950	5.710
						47	4.950	5.710
						48	4.950	5.710
						49	5.450	6.280
						50	5.450	6.280
						51	5.450	6.280
						52	5.450	6.280
						53	6.050	6.760
						54	6.050	6.760
						55	6.650	7.330
						56	6.650	7.330
						57	6.650	7.330
						58	6.650	7.330
						59	6.650	7.330
						60	7.260	7.900
						61	7.260	7.900
						62	7.840	8.470
						63	7.840	8.470
						64	7.840	8.470
						65	7.840	8.470
						66	7.840	8.470
						67	7.840	8.470
						68	7.840	8.470
						69	7.840	8.470
						70	7.840	8.470
						71	7.840	8.470
						72	7.840	8.470
						73	7.840	8.470
						74	7.840	8.470
						75	7.840	8.470

**Equity Insurance Company
Price New Symbols**

Arkansas

Effective: 05/01/2015

2011 and Newer Model Year				1989 and Prior Model Years		1990 - 2010 Model Years	
<u>Symbol</u>	<u>Range</u>		<u>Range</u>	<u>Symbol</u>	<u>Range</u>	<u>Symbol</u>	<u>Range</u>
1	\$1 - 3000	41	\$35001 - 36000	1	\$0-\$1,600	1	\$0-\$6,500
2	\$3001 - 5500	42	\$36001 - 37000	2	1,601-2,100	2	6,501-8,000
3	\$5501 - 8000	43	\$37001 - 38000	3	2,101-2,750	3	8,001-9,000
4	\$8001 - 9000	44	\$38001 - 39000	4	2,751-3700	4	9,001-10,000
5	\$9001 - 10000	45	\$39001 - 40000	5	3,701-5,000	5	10,001-11,250
6	\$10001 - 11000	46	\$40001 - 41250	6	5,001-6,500	6	11,250-12,500
7	\$11001 - 12000	47	\$41251 - 42500	7	6,501-8,000	7	12,501-13,750
8	\$12001 - 13000	48	\$42501 - 43750	8	8,001-10,000	8	13,751-15,000
10	\$13001 - 14000	49	\$43751 - 45000	10	10,001-12,500	10	15,001-16,250
11	\$14001 - 15000	50	\$45001 - 46250	11	12,501-15,000	11	16,251-17,500
12	\$15001 - 15625	51	\$46251 - 47500	12	15,001-17,500	12	17,501-18,750
13	\$15626 - 16250	52	\$47501 - 48750	13	17,501-20,000	13	18,751-20,000
14	\$16251 - 16875	53	\$48751 - 50000	14	20,001-24,000	14	20,001-22,000
15	\$16876 - 17500	54	\$50001 - 52500	15	24,001-28,000	15	22,001-24,000
16	\$17501 - 18125	55	\$52501 - 55000	16	28,001-33,000	16	24,001-26,000
17	\$18126 - 18750	56	\$55001 - 57500	17*	33,001-39,000	17	26,001-28,000
18	\$18751 - 19375	57	\$57501 - 60000	18*	39,001-46,000	18	28,001-30,000
19	\$19376 - 20000	58	\$60001 - 65000	19*	46,001-55,000	19	30,001-33,000
20	\$20001 - 20625	59	\$65001 - 70000	Not Eligible	55,001-65,000	20	33,001-36,000
21	\$20626 - 21250	60	\$70001 - 75000			21*	36,001-40,000
22	\$21251 - 21875	61	\$75001 - 80000			22*	40,001-45,000
23	\$21876 - 22500	62	\$80001 - 85000			23	45,001-50,000
24	\$22501 - 23125	63	\$85001 - 90000			Not Eligible	50,001-above
25	\$23126 - 23750	64	\$90001 - 95000				
26	\$23751 - 24375	65	\$95001 - 100000				
27	\$24376 - 25000	66	\$100001 - 110000				
28	\$25001 - 25625	67	\$110001 - 120000				
29	\$25626 - 26250	68	\$120001 - 130000				
30	\$26251 - 26875	69	\$130001 - 140000				
31	\$26876 - 27500	70	\$140001 - 150000				
32	\$27501 - 28125						
33	\$28126 - 28750	71	Rating Symbol Only (1)				
34	\$28751 - 29375	72					
35	\$29376 - 30000	73	Rating Symbol Only (1)				
36	\$30001 - 31000	74	Rating Symbol Only (1)				
37	\$31001 - 32000	75	Rating Symbol Only (1)				
38	\$32001 - 33000						
39	\$33001 - 34000	98	\$150000 and above (2)				
40	\$34001 - 35000						

The Price New Symbol assigned to each vehicle applies to both Comprehensive and Collision coverages

**Equity Insurance Company
Model Year**

Arkansas

Effective: 05/01/2015

<u>Model Year</u>	<u>OTC</u>	<u>COLL</u>
2020	1.796	1.796
2019	1.710	1.710
2018	1.629	1.629
2017	1.551	1.551
2016	1.477	1.477
2015	1.407	1.407
2014	1.340	1.340
2013	1.276	1.276
2012	1.216	1.216
2011	1.158	1.158
2010	1.103	1.103
2009	1.050	1.050
2008	1.000	1.000
2007	0.950	0.950
2006	0.903	0.903
2005	0.857	0.857
2004	0.815	0.815
2003	0.774	0.774
2002	0.735	0.735
2001	0.698	0.698
2000	0.663	0.663
1999	0.630	0.630
1998	0.599	0.599
1997	0.569	0.569
1996	0.550	0.550
1995	0.550	0.550
1994	0.550	0.550
1993	0.550	0.550
1992	0.550	0.550

**Equity Insurance Company
Fees**

Arkansas

Effective: 05/01/2015

	Fees	Amount
New Policy Fee		\$10
Rewrite Fee		\$10
Non-Sufficient Check and Denied Credit Card Fee		\$25
Installment Fee		
Regular Installment		\$8
EFT Installment		\$5
Convenience Fee		\$5
Renewal Fee		\$8
MINIMUM WRITTEN		\$40 PLUS FEES

**Equity Insurance Company
Term Factor**

Arkansas

Effective: 05/01/2015

	Term	Amount
6 Month		1.000



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*Underwriting Guidelines should remain confidential and therefore should **NOT** be shared with any third party.*

General Eligibility

A. Vehicle Type

Vehicle must be a private passenger auto:

Any 4-wheel private passenger automobile. This includes vehicles of the pickup van and truck type with a load capacity of one (1) ton (2000 lbs.) or less used for pleasure, driving to and from work, or farm use. (See Business Use)

- An insured must be the titled owner of the vehicle. Vehicles in the household that are not titled to the named insured or spouse must be submitted on a separate application.
- Leased vehicles are acceptable if there is a valid, written lease for six (6) months or longer.

B. Operators

- All known operators must have a valid U.S. driver's license.
- Operators with a learner's permit will be rated as an operator if age sixteen (16) and above. Policy must have another licensed operator age twenty one (21) or above to be eligible.
- International or Foreign license – must have Underwriting Approval
- If divorced for less than twelve (12) months, ex-spouse **must** be excluded.

Underwriting Guidelines

A. General Statement/Disclaimer

It is impossible to cover in an underwriting guide every aspect that might affect the acceptance of a risk. **The Company is the final authority on the acceptance or continuation of any risk.**

B. Unacceptable Risks

- Policies with two or more business use vehicles. **Refer to Acceptable Business Use.**
- Policies listing vehicles from more than one household.
- Policies where non-individuals, such as corporations, partnerships or other types of entities, are listed as the named insured. (See Additional Insured. Leased Vehicle under Coverages/Endorsements).
- Policies previously cancelled by the Company for three(3) NSF payments may not be eligible. Contact Underwriting for approval.

C. Unacceptable Drivers

- Operators with 21 or more points.
- Operators with Four or more Group 3 violations > *“for definitions*
- Operators with Two or more Group 1 violations > *see Violations*
- Operators with Two or more Group 4 violations > *“Surcharges”*
- Operators with any illegal drug related incident on driving record.
- Operators convicted of a criminal felony (such as, but not limited to manslaughter or homicide).
- Operators with two or more at fault accidents within the immediate preceding 18 months.
- Operators with three or more at fault accidents during the immediately preceding 36 months.
- Operators who are physically or mentally impaired who do not provide a physician’s statement in which the physician states that such person is capable of safely operating a motor vehicle. A Physicians Statement is required for all operators 75 and over.
- Any operator whose license has been suspended, revoked, or expired for more than 36 months.
- Any operator under the minimum state driving age, except those with a temporary permit/license. Requirement – there must be another fully licensed operator age 21 or older in household and listed as a driver.
- Operators who have had a policy cancelled or non-renewed by an Insurance Company for any reason other than failure to pay.

- Operators employed in occupations involving the use of an insured vehicle by drivers who are neither residents of the insured's household nor dependents of the insured. (see Business Use)
- Operators who have been convicted of insurance fraud.
- Operators - involved in an illegal enterprise or occupation.
- Any Professional athlete, entertainer or personality.
- Operators employed as a visiting home health care provider
- Operators self employed as a day care provider
- Operators self employed landscaping &/or lawn care provider

D. Unacceptable Vehicles

- Vehicles without an Arkansas garaging address. **Valid garaging addresses include rural route boxes but do not include P.O. Boxes.**
- Flat beds or Stake beds.
- Vehicles with a load capacity of over one ton.
- Baja, dune buggies, buses, mini-buses, camper vans, motor homes, ATV's, step vans or panel vans.
- Custom built vehicles. Kit Cars
- Vehicles not registered for street use.
- Vehicles leased or rented to other drivers by the applicant
- Vehicles regularly available to non-listed driver(s).
- Vehicles used for:
 1. Racing.
 2. Emergency services.
 3. Hauling operations. (Incidental, uncompensated hauling, not associated with landscaping or other commercial business, is eligible).
 4. Livery, taxi or limousine service. These include but are not limited to, vehicles used to transport nursery or school children, migrant workers, hotel or motel guests, patients or members of a van pool.
 5. Retail or wholesale delivery of magazines, newspapers, non U.S. Postal Service mail, pizza (or other food items), farm produce, and courier/escort service. Use for the delivery of the U.S. Postal Service mail or for incidental home sales, i.e., cosmetics, etc. is eligible.
- Vehicles equipped with:
 1. Altered suspensions includes but not limited to hydraulic suspensions, lowered suspensions and/or lift kits.
 2. Snow plows.
 3. Cooking equipment or bathrooms.
 4. Customized equipment that may be used for racing activities
- **The following vehicles are unacceptable for Physical Damage:**
 1. Vehicles over 20 years old.
 2. Salvage vehicles / rebuilt titles/branded titles
 3. Antique, Obsolete or Collector's items.
 4. Vehicles with more than \$5,000 of Special/Additional Equipment.

5. ISO symbol 20 or higher for 1989 and prior year models.
6. ISO symbol 24 or higher for 1990 and later year models.
7. Fiberglass body vehicles including but not limited to Chevrolet Corvette
8. Exotic vehicles including but not limited to i.e.:

Aston Martin	Lamborghini
Bentley	Maserati
Ferrari	McLaren
Hummer	Rolls Royce

E. Business Use

A 3 Point surcharge applies to all vehicles with Business use.

Acceptable Business Use

Includes, but not limited to:

- Vehicles used by sales or service representatives, or for consumer oriented direct home sales (e.g., Avon, Mary Kay, Tupperware);
- Vehicles used by insurance agents, lawyers, doctors, consultants, accountants, or other professional visiting multiple locations; or
- Vehicles used in a business for occasional errands, not to include routine deliveries to business customers.

Vehicles used to transport tools or other materials by the insured in a trade or business are acceptable if **all** of the following conditions are met:

- There is only one (1) vehicle in this category on the policy;
- The insured visits no more than two (2) job sites per day;
- The vehicle is owned or leased by an individual, **not** a corporation or partnership.
- The vehicle is operated solely by the named insured or other resident relative;
- The vehicle is not used to transport explosives, chemicals, flammable material.
- Vehicle with a load capacity of three quarter ($\frac{3}{4}$) ton or less.

Corporations or Partnerships **cannot** be listed as a named insured.

Unacceptable Business Use

All other business use including, but not limited to:

- Pickup or delivery of goods (including, but not limited to, newspaper, pizza, or other food items), limousine or taxi services, and livery conveyance, including not-for-hire livery, (see also Unacceptable Risks).
- Vehicles with a load capacity of one (1) ton or more.
- Landscaping / Lawn Care
- Home Health Care
- In Home Day Care
- Vehicle with ladder racks or supply storage racks above the roof or bed of a truck or van are unacceptable.

Note: The 801 Business/Delivery Exclusion is included on ALL policies. If Business Use is requested, a surcharge will apply and they must meet the guidelines listed above.

Coverages / Endorsements

Coverages

A. Deductibles - Physical Damage Coverage

<u>Collision Deductible</u>	<u>Other than Collision Deductible (OTC)</u>
\$250	\$250
\$500	\$500
\$1,000	\$1,000
\$1,500	\$1,500
\$2,000	\$2,000

Rules:

- Written with liability.
- Written with both Collision and Other than Collision (OTC).
- The model year of the vehicle is assigned by the manufacturer.
- Vehicles of a multi-car risk may have different deductibles.
- A vehicle inspection report is required when writing Collision and OTC.
- Age of vehicle changes October 1st each year.

- ISO symbol 19 and under for 1989 and prior year models.
- ISO symbol 23 and under for 1990 and later year models.
- Vehicle age 20 years old and under.

B. Extended Transportation Expense

<u>Per Day</u>	<u>Maximum per Occurrence</u>
\$30	\$900

May be written only when Collision and OTC are in effect.

C. Liability Coverage

BI & PD Limits
25/50/25

Bodily Injury (BI) and Property Damage (PD) coverage's written together are not available separately.

D. Medical Payments

Limits available are: \$500, \$1000, \$2000

- If selected, must be written for all vehicles on the policy at the same limits.
- May be purchased on a Non-Owner policy
- Medical Payments coverage is not available if Personal Injury Protection (PIP) Medical coverage is purchased.

E. Optional/Custom Equipment Coverage – \$5000

Maximum value per vehicle for the optional coverage(s) listed below is \$5000 individually or combined.

Audio, Visual & Data Electronic Equipment

Maximum Value - \$1,500

- Personal Auto policy does not afford coverage for customization on vans, mini-vans, pickups or sport utility vehicles. Collision and OTC coverage's for the value of customization must be purchased on an itemized stated value basis for customized vehicles and a premium must be collected. Custom painting is not covered and cannot be added.

- Coverage applies only if equipment is permanently installed in the covered auto at time of loss and a premium is collected.
- Make, model and serial numbers **must be submitted** with declared value.
- Applies only if installed in existing dash or console openings for such equipment if permanently installed, but not in existing openings, a premium will be charged on a stated amount basis.
- Values over \$1000 require photo of all equipment.

Customized Vehicles

- Personal Auto policy does not afford coverage for customization vehicles. Collision and OTC coverage's for the value of the customization must be purchased.

If applicant has a vehicle that is believed to be "customized" (not a classic or antique), itemize the customization on the application on a stated value basis.

Customization includes non-standard equipment added after the vehicle has left the factory. Look for: Outward appearance of the car being altered (i.e. suspension has been altered; special wheels or tires; special paint jobs or murals; ground effects; excessive sound reproduction equipment).

The value of the customization must be itemized and submitted with application or endorsement.

Photos are required if equipment is valued at \$1,000 or more.

Custom painting is not covered and can not be added.

- Vehicles cannot be used as living quarters.
- Vehicles equipped with a stove or a bathroom is ineligible.
- Vehicles not symbolized by ISO are required to have a minimum of \$5,000 coverage for the customized equipment.

Ordinarily, vans, mini-vans, pickups or sport utility vehicles will be subject to customization. Customization includes non-standard equipment added after the vehicle has left the factory. However, carpeted floor, four or fewer cloth captain's chairs, a bench seat in the back or minimal accent tape on the outside would not be considered customization.

The name of the Custom Package must be included on the application. Customization will include: TV, rear radio with ear phones, CD/DVD player, leather seats, console between the front seats, insulation all around (i.e. fiberglass, etc.) special windows or cutouts, special drapes or blinds, game table, special paint or tape (murals, paintings, graphics)

running boards, special wheels, carpeting on walls or special paneling/woodwork on walls or dash, height extending roofs, ground effects, spoilers, wheel flares, ladder, excessive sound reproduction equipment, cab extensions and tonneau cover.

Pickup Toppers

The Personal Auto Policy affords optional coverage for pickup toppers to be used with a pick-up truck, provided a premium is collected.

- Liability and Medical Payments coverage is extended without additional charge, provided it exists on the primary policy.
- Physical Damage – Pickup toppers must be shown on the application. There is a separate charge for pickup toppers based on stated value.
- Pickup Toppers cannot be used as living quarters.

Trailers (Not self-propelled)

Coverage for trailers only if designed to be used with a private passenger auto, pickup, or van, as well as farm implements.

Ineligible if:

- Written as a stand-alone policy
- Over 20 years old
- Used as an office, store display or otherwise used commercially (including a mobile chapter)
- Rented/loaned to others (except the immediate family)
- Used primarily for travel by salesmen, missionaries, evangelists or workers
- Used as living quarters
- Homemade

In order for Optional/Custom Equipment Coverage to apply, the insured must purchase Collision and Other than Collision (OTC) coverage.

F. Personal Injury Protection (PIP)

- Automobile Medical Payments Coverage - \$5000
- Work Loss Coverage -
Income Earner -70% of gross income, not to exceed \$140 per week, 52 week maximum.
Non-Income Earner – a sum not to exceed \$70 per week or pro-rata for a lesser period, 52 week maximum.
- Accidental Death Benefit - \$5000

Coverage may be rejected in writing, completely or in part by the named insured.

G. Towing & Labor

Limit

\$50 maximum per occurrence

- Coverage available only when Collision and OTC is provided.

H. Uninsured Motorists

Limit

25/50/25

Bodily Injury (UM BI)

- The UM selection / rejection form must be completed.
- If the insured does not complete the UM coverage section on the application, UM coverage will be issued at the same limits as Liability BI.
- May be purchased on a Non-Owner policy.

Property Damage (UM PD)

- Available only when UMBI is purchased.
- May be rejected in writing by the named insured

Underinsured Motorist (UIM)

- Available only when UMBI is purchased
- Must be included whenever Liability is purchased unless rejected in writing by the named insured.

Endorsements

A. Additional Insured

Available only for a leased vehicle, the Additional Insured must be a licensed leasing institution, not an individual.

Leased Vehicle

- If there is a written lease for 6 months or longer and the applicant is to be held responsible for damages, we will provide the same coverages that apply to an owned vehicle.
- A leasing company may be listed as an additional insured and/or loss payee on the policy.

B. Loss Payee

Loss payee must be:

- a licensed lending institution
- individual only if a lien is filed with the State of Arkansas

C. Named Driver(s) Exclusion

Excludes coverage for designated operators

- The named insured may not be excluded.
- Must be signed and dated by the Named Insured

D. Named Non- Owner Policy

- Will not be issued for more than one person. All residents of the household must be excluded.
- Coverage available: BI/PD Liability, UM, PIP and Medical related coverages only.
- Only Renewal, College Graduate and Defensive Driving Course discounts apply.
- The applicant may not have regular access to any one vehicle, including vehicles of other household residents.
- Coverage applies to non-owned vehicles and only to the person listed on the declarations. There is no coverage for any other person. Permissive use is not included.
- Business use is not acceptable.

Note: Ineligible if car is furnished for regular use.

E. SR-22 – Proof of Financial Responsibility

SR-22 filings may only be made in states in which the Company is licensed.

The following filing types are available:

- **“Owners”** – restricts to named, newly acquired vehicle(s) and/or replacement vehicle(s), if notified within 30 days of acquisition. (Vehicle must be private passenger).
- **“Operators”** – restricts to all types of motor vehicles not owned by operator.

Deadline to the state: we are committed to process the SR-22 on a priority basis but we can not guarantee that the SR-22 will make it to the state before the deadline. Without the case number SR-22 filing may be delayed.

Discounts & Surcharges

Discounts

If acceptable proof of eligibility for discounts is not available when the application is completed, quote the policy and collect the down payment based on the undiscounted premium. If acceptable proof on any discount is not received with the application, the policy will be issued without the discount, resulting in an increased premium to the insured. If the acceptable proof is received by the Company within 30 days past the policy inception date, the discount will be effective as of the policy effective date. If applicable proof is received more than 30 days past the policy inception date, the discount will be endorsed onto the policy effective the date the acceptable proof is received.

A. College Graduate Discount

- Applies to all premiums
- Unmarried operator under the age of 25
- College Graduate with proof of a grade transcript showing:
 1. a “B” grade average or higher; and
 2. on a four point scale, a three point average

B. Homeowners Discount

Named Insured is the owner of the home and lives in that home. Condominiums, townhouses, duplexes and mobile homes qualify.

C. Motor Vehicle Accident Prevention Course

- Proof of successful *voluntary* completion of a state approved course within past 36 months must be submitted.
- Vehicle is classified and rated as a private passenger auto.
- Applies to all premiums on the vehicle the eligible person is rated on.
- Applies for a 36-month period after course completion.

Discount does not apply if approved course was taken pursuant to a court order resulting from a motor vehicle violation or an alcohol/drug related offense.

D. Multi-Car Discount

Applies to all premiums on all vehicles when 2 or more vehicles are insured by a named insured or family member. (Family member = person related by blood, marriage or adoption residing in same household.)

E. Paid-in-Full Discount

Applies to policies for which the total quoted premium is paid with the application, renewal or rewrite.

F. Renewal Discount

Discount is earned at the completion of each 6 month period. Maximum renewal discount earned after 4 periods meeting the above criteria. Applies to all premiums, providing there are no at-fault liability and/or collision claims paid in previous 6-month period.

G. Transfer Discount

Applies to all premiums for policyholders meeting the requirement of 6 months prior coverage (immediately preceding the effective date of the application). Acceptable proof of prior insurance is a copy of the declarations or a copy of a company issued insurance ID card.

Up to a 30-day lapse in coverage is allowable.

H. Affiliation Discount

A discount applies for policyholders belonging to one of the affiliated companies or organizations listed in the rate manual.

I. Violation/Accident Surcharges

Based on:

- Vehicle use
- Preceding 36-month driving record – use violation or accident date.
- If a single occurrence results in more than one CONVICTION, charge only for the CONVICTION with the highest point value.

Violations/Accidents	
Cause	POINTS
AT-FAULT ACCIDENTS	First 3
All accidents are chargeable unless proof of no fault is furnished that exonerated the applicant(s).	Each Additional 6
CONVICTIONS	First 6
Group 1	Additional 12
<ul style="list-style-type: none"> Felony with a motor vehicle Fleeing or attempting to elude a police officer Hit and run (leaving the scene) Homicide, manslaughter, or assault with a motor vehicle Racing Reckless driving or equivalent violations 	
Group 2	Each Conviction 4
<ul style="list-style-type: none"> Driving too fast for conditions Driving on the wrong side of the road (failed to yield ½ of road) Improper/Illegal Passing Passing a stopped school bus 	
Group 3	Each Conviction 3
<ul style="list-style-type: none"> Careless/Negligent Driving Driving under suspension, revocation, or without valid Failure to have vehicle under control Following too close Illegal/Improper Lane Change Illegal/Improper or Prohibited Turn Unlawful crossing of medians (Left of Center) 	
Group 4	First 2
Alcohol Related Violations	Additional last 3 years Unacceptable

<p>Group 5</p> <p>All speeding convictions in excess of one (do not include 1st)</p> <p>All other violations (such as obstructed view, Wrong way on one way street, allow unlicensed Operator to driver or unsafe backing Failure to yield/stop sign/traffic control device)</p>	Each Conviction 1
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Additional Surcharges

Applicable as follows:

Other Surcharges		
Category	Condition	
Record Unverifiable	Driving record not verifiable for previous 36 months except youthful age 18 and under. (Policy subject to cancellation.) Internantional/Foreign license may be written with prior approval, surcharge does not apply.	2
Expired/ Suspended/ Revoked Drivers License	Operator's license suspended/revoked and/or expired for all of the most recent 18 months. (Policy subject to cancellation.)	5
Business Use	Individually owned vehicles used for business purposes are eligible subject to surcharge points. Vehicles used for transportation purposes only. Taxi or other livery conveyances are not eligible. Pickups and vans used to transport tools, equipment and incidental supplies are eligible as long as the vehicle is parked at the job location for the majority of the working day.	3
Inexperienced Operator	Applies to all drivers who have a United States drivers license/permit for less than 3 years and are greater than 18 years of age.	5

Procedures

Binding Authority

- Coverage may not be bound earlier than the time and date application is signed by both the agent and applicant and payment is made.
- Coverage may be bound if acceptable documentation is sent within 72 hours of the requested effective date.
- Coverage effective date cannot be backdated.
- No other person can sign for the applicant or agent unless power of attorney is submitted
- Binding Authority is suspended on new or increased Comprehensive or Collision coverage in counties where the National Weather Service has issued a hurricane, tornado, flood, hail, windstorm or other similar natural disaster watch or warning.
- Use **Equity Agents****eLINK** to send all requests that are eligible for upload.

New Applications

A. Processing the Application

Acceptable Applications

- Complete the entire application – make sure it is complete and legible.
- Vehicles in the household that are not titled to the named insured or spouse should be submitted on a separate application.
- All persons in household age 13 and older must be listed whether licensed or not.
- Application must be signed by the agent and applicant.
- Collect the full down payment and applicable fees from insured.
- Send application, down payment and required documentation to the Company within 72 hours of binding via **Equity Agents****eLINK** or fax.
If Mailing: item must be postmarked within 72 hours of binding.
If postmarked after that period of time, coverage will be bound the day after the postmark date.
- The application must comply with the underwriting rules, regulations and general eligibility requirements.

B. Rating

Marital Status

- Single – Unmarried; divorced; widowed; married - separated living in separate households. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Married – Living in the same household with a valid, state recognized marriage certificate. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Common Law – Rate as **married**.

C. Vehicle Assignment

The highest rated driver is assigned to the highest rated vehicle. If there are more vehicles than drivers, the additional vehicles are rated at the lowest rated driver on the policy with no points applied.

D. Vehicle Inspection

All Vehicles with Collision and Other than Collision (OTC) coverages must be inspected prior to submission. A vehicle inspection report can be found on Equity Agents elink

If the vehicle is damaged:

- Submit inspection report with photo or estimates of damage.
- Cost to repair over \$1,000 – do not bind physical damage until repaired **submit estimate of damage with application to company for approval prior to binding**. You may fax your request for approval.
- If hail damage, submit with estimate of damages.
- Explanation of how damage occurred is required if there is not an accident listed on the application.
- If damage interferes with the safe operation of the vehicle, **DO NOT SUBMIT**

Premiums/Payments

A. Minimum Premiums

- The minimum premium earned is \$25 plus fees. If cancelled by the company, minimum premium will be adjusted on a prorata basis. Fees are fully earned.

B. Payments/Remittances

- Methods of payment:
 1. Remit on *Equity Agents*eLINK
 2. Personal check
 3. Money Order
 4. Credit Card/Debit Card (MasterCard, VISA)
 5. Electronic Funds Transfer (EFT) – available as long as the named insured is the account holder
- Remit full amount collected (do not deduct commissions).
- Include policy number and amounts to be applied to each policy.
- All eligible payments should be uploading using *Equity Agents*eLINK

C. Fee(s)

Policy Fee(s)

- \$10 policy fee will apply to all new policies
- \$10 policy fee will apply to all rewrites.

Installment Fee(s)

- EFT policy \$5
- Non EFT policy \$8

Miscellaneous Fee(s)

- \$5 Convenience payment fee will be applied to all credit/debit card and ACH transactions.

- \$25 Insufficient Funds Fee (NSF) will be applied to all returned checks and electronic fund transfers.

D. Post-Dated Checks

Do not accept post-dated checks.

E. Payment Plans – New Business

Please use Equity's rating software for payment plans and amounts.

- If Down Payment is less than minimum required, the shortage will be added to the first installment billing.
- Payments less than the minimum amount billed will be returned to the agent.

Renewals/Rewrites

A. Renewals

- Renewal Quotes are sent 30 days prior to expiration.
- If renewal premium is received before the renewal date, coverage is continuous and a renewal policy is mailed to Insured.
- If the renewal premium is not received before the renewal date, coverage will lapse as of 12:01 a.m. on the expiration date.
- **A New** Application is required on the 60th day of the lapse.

B. Rewrite

- Policies can be rewritten within 59 days of the lapse date.
- Use **Equity Agents**[eLINK](#) for eligibility and payment amount.
- Current rates and MVR will be used (including applicable discounts, if any). Policies will be underwritten using ages and points as of the effective date of coverage. Existing discounts will be honored as long as the Insured qualified according to these guidelines. A \$10.00 rewrite fee will apply. (Note: This fee is not the NSF fee)
- Policies with an outstanding balance must be paid in full prior to issuance of rewrite policy. (Note: Agents are not notified of balances due).
- There will be a lapse in coverage between the last day of coverage on the cancelled policy and first day of coverage on the re-written policy.

- Policies previously cancelled by the company for three(3) NSF payments may not be eligible—contact Underwriting for approval.

Policy Changes

All policy changes must be requested through *Equity AgentsLINK*. Exceptions to this rule which must be signed by the named insured are;

- UM selection/rejection form
- Named Driver Exclusion form
- Request to increase OTC and collision deductible
- Request to lower all other coverages
- PIP selection/rejection form

These changes should be submitted by fax, 800-352-8193.

- If the change is requested through *Equity AgentsLINK*, or faxed **DO NOT MAIL**
- Company forms are available on *Equity AgentsLINK*

Note: Any policy change(s) must be reported to the company within the agent's binding authority.

A. Additional Operators

When adding additional operators, the following information is required:

- Full name (as shown on license)
- Complete date of birth
- Driver's License Number and State
- List all accidents and violations
- Occupation
- Marital Status

B. Address Change

When making an address change, the following information is required:

- If changing the mailing address to a PO Box, include the Physical location/garaging address of the insured vehicle.
- If moving from Arkansas to a state where Company is licensed:
 1. The current policy will be cancelled or non-renewed
 2. The insured may re-apply for coverage. A new application and down payment will be required. Any renewal credits may transfer to the new policy.

- If moving from Arkansas to a state where Company is not licensed:

The policy will be cancelled or non-renewed.

C. Agent Change

Request must be accompanied by an “agent of record” letter, signed by the Named Insured. Change will be made on the next renewal or rewrite.

D. Marital Status Change

- The company must be notified of any change in marital status.
- If the change is due to separation or divorce, please submit a Named Driver Exclusion on the individual that is being removed.

E. Named Insured Change

- A Named Insured **cannot** be removed without their written consent.
- If removing a Named Insured, all named insureds must sign the request before the request will be processed
- A change of named insured may require new application to be completed and signed.

F. Vehicle Changes/Additions

When adding or substituting a vehicle, the company must be notified within the agent’s binding authority. Please provide the following information:

- Vehicle Ownership
- Year, Make and VIN
- Use
- Cost New
- Coverages
- Loss Payee (if applicable and physical damage coverage requested)
- Discounts

G. Cancellation Procedures

1. Named Insured Request - Submit cancel request.

- Cancellation at insured's request must be submitted in writing and include the policy number and insured's signature.
- The refund of any unearned premium will be calculated on a pro-rata basis.
- If the "Cancel Date" is missing, the cancellation date will be the date the request is received by Company.
- If the request is received more than 15 days after the requested "cancel date", the effective date of the cancellation, will be the date the request is received by the Company.
- Return premium checks will be mailed after 10 working days.
- Flat cancellations are not permitted except for duplicate coverage or NSF payments

2. Company Request Cancellation:

- The Company will notify policyholder, agent and loss payee.
- Refund is figured on a prorata basis.
- Cancellations with a balance due will be billed as earned premium. Payment of balance due will not reinstate coverage.

A. Returned Checks

- A policy will be flat cancelled when the payment check, credit card, or electronic funds transfer or withdrawal is returned due to non-sufficient funds (NSF) or a stop payment. No coverage will exist.
- If the Company receives a non-sufficient funds (NSF) check or electronic funds transfer as an installment payment, then the policy will be cancelled effective on the cancellation date on the installment billing notice. A replacement payment will not be accepted to void the policy cancellation.
- A \$25 NSF fee will be charged for returned checks and electronic funds transfers.
- In order for agent to be reimbursed, for an uploaded NSF fee, fax a copy of the Bank charge.

B. Declined Credit Cards.

- If the credit card payment is declined on a new application, rewrite, or renewal, no coverage is afforded.
- If the credit card payment is declined for an installment, the policy will cancel effective on the cancellation date shown on the installment notice.

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/

Filing Company: Equity Insurance Company

Supporting Document Schedules

Satisfied - Item:	A-1 Private Passenger Auto Abstract
Comments:	Please see attached.
Attachment(s):	A-1 (5.1.2015).pdf
Item Status:	Filed
Status Date:	04/09/2015

Satisfied - Item:	APCS-Auto Premium Comparison Survey
Comments:	Per objection dated 4.2.15, zeros have been added to the blank spaces.
Attachment(s):	PPA_Survey_FORM_APCS2012.xls PPA_Survey_FORM_APCS2012.pdf
Item Status:	Filed
Status Date:	04/09/2015

Satisfied - Item:	NAIC loss cost data entry document
Comments:	Please see attached.
Attachment(s):	Industry Rates Loss Cost Data Entry - Form RF1.pdf
Item Status:	Filed
Status Date:	04/09/2015

Bypassed - Item:	NAIC Loss Cost Filing Document for OTHER than Workers' Comp
Bypass Reason:	N/A
Attachment(s):	
Item Status:	Filed
Status Date:	04/09/2015

Satisfied - Item:	Actuarial Indications
Comments:	Please see attached.

SERFF Tracking #:

HMSG-129903107

State Tracking #:

Company Tracking #:

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

Equity Insurance Company

TOI/Sub-TOI:

19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)

Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

Attachment(s):	Appendix A.pdf Appendix B.pdf Appendix C.pdf Appendix D.pdf Appendix E.pdf Appendix F.pdf Exhibit A.pdf Exhibit B.pdf Exhibit C.pdf Exhibit D.pdf Exhibit H (AR Rates & Factors 5.01.2015).pdf Exhibit E.pdf Exhibit F (Cat Load).pdf Exhibit G (Terr Analysis).pdf Arkansas Underwriting Guidelines Eff 05012015 - Marked.pdf
Item Status:	Filed
Status Date:	04/09/2015

SERFF Tracking #:

HMSG-129903107

State Tracking #:

Company Tracking #:

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

Equity Insurance Company

TOI/Sub-TOI:

19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)

Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

Attachment PPA_Survey_FORM_APCS2012.xls is not a PDF document and cannot be reproduced here.

ARKANSAS INSURANCE DEPARTMENT

FORM A-1 PRIVATE PASSENGER AUTOMOBILE ABSTRACT

Instructions: All questions must be answered. If the answer is "none" or "Not applicable, so state. If all questions are not answered, the filing will not be accepted for review by the Department. Use a separate abstract for each company if filing for a group. Subsequent private passenger auto rate/rule submissions that do not alter the information contained herein need not include this form.

Company Name _____

NAIC # (including group #) _____

- 1. Are there any areas in the State of Arkansas in which your company will not write automobile insurance?
[] Yes [] No

If yes, list the areas:

- 2. Do you furnish a market for young drivers? [] Yes [] No
3. Do require collateral business to support a youthful driver? [] Yes [] No
4. Do you insure drivers with an international or foreign driver's license? [] Yes [] No

5. Specify the percentage you allow in credit or discounts for the following:

- a. Driver over 55 _____ %
b. Good Student Discount _____ %
c. Multi-car Discount _____ %
d. Accident Free Discount* _____ %

Please Specify Qualification for Discount:

- e. Anti-Theft Discount _____ %
f. Other (specify) _____ %

_____ %

_____ %

- 6. Do you have an installment payment plan for automobile insurance? [] Yes [] No
If so, what is the fee for installment payments?

- 7. Does your company utilize a tiered rating plan? [] Yes [] No

If so, list the programs and percentage difference and current volume for each plan:

Table with 3 columns: Program, Percentage Difference, Volume. Includes four rows of blank lines for data entry.

THE INFORMATION PROVIDED IS CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Signature

Printed Name

Title

Telephone Number

Email address

AID PC A-1 (1/06)

NAIC LOSS COST DATA ENTRY DOCUMENT

1.	This filing transmittal is part of Company Tracking # EIC.AR.PA.Rates.05.01.15	EIC.AR.PA.Rates.05.01.15 SERFF: HMSG-129902132
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2.	If filing is an adoption of an advisory organization loss cost filing, give name of Advisory Organization and Reference/ Item Filing Number	N/A
----	---	-----

	Company Name		Company NAIC Number
3.	A. Equity Insurance Company	B.	28746

	Product Coding Matrix Line of Business (i.e., Type of Insurance)		Product Coding Matrix Line of Insurance (i.e., Sub-type of Insurance)
4.	A. 19.0 Personal Auto	B.	19.0001 Private Passenger Auto (PPA)

5.	(A)	(B)	(C)	FOR LOSS COSTS ONLY				
	COVERAGE (See Instructions)	Indicated % Rate Level Change	Requested % Rate Level Change	(D) Expected Loss Ratio	(E) Loss Cost Modification Factor	(F) Selected Loss Cost Multiplier	(G) Expense Constant (If Applicable)	(H) Co. Current Loss Cost Multiplier
	Bodily Injury	17.15%	1.3%					
	Property Damage	2.10%	2.1%					
	Comprehensive	0.72%	-2.3%					
	Collision	2.35%	-2.2%					
	PIP	1.42%	0.0%					
	Uninsured Motorist	3.24%	1.7%					
	TOTAL OVERALL EFFECT	9.87%	1.0%					

6.	5 Year History	Rate Change History						
	Year	Policy Count	% of Change	Effective Date	State Earned Premium (000)	Incurred Losses (000)	State Loss Ratio	Countrywide Loss Ratio
	2014	15,279	0.0		6,042	3,931	65.1%	64.2%
	2013	12,562	0.0		5,508	3,879	70.4%	72.1%
	2012	10,605	0.5	12/01/12	5,425	3,589	66.2%	72.0%
	2011	10,293	0.0		5,553	3,634	65.4%	73.4%
	2010	11,819	-3.3	09/01/10	6,145	3,772	61.4%	70.3%

7.	Expense Constants	Selected Provisions
	A. Total Production Expense	14.5
	B. General Expense	8.0
	C. Taxes, License & Fees	2.7
	D. Underwriting Profit & Contingencies	4.9 / 5.0
	E. Other (explain) (OAE)	3.9
	F. TOTAL	34.0 / 34.1

8. No Apply Lost Cost Factors to Future filings? (Y or N)

9. 5.5% Estimated Maximum Rate Increase for any Insured (%). Territory (if applicable): _____ 21 _____

10. -2.5% Estimated Maximum Rate Decrease for any Insured (%) Territory (if applicable): _____ 31 _____

Equity Insurance Company

Appendix A
Sheet 1

Calculation of Profit Provision

	All Lines Combined	Liability	Physical Damage
1. Direct Earned premium	81,544,709	60,446,632	21,098,077
2. Mean Unearned Premium Reserve			
a. Direct UEP as of 12/31/13	25,410,623	18,270,046	7,140,577
b. Direct UEP as of 12/31/12	26,696,694	20,430,997	6,265,697
c. Mean [(a)+(b)]/2	26,053,659	20,430,997	6,265,697
3. Deduction for delayed remission of premium			
a. Direct Agents balances as of 12/31/13	20,007,533		
b. Direct Agents balances as of 12/31/12	21,804,879		
c. Mean [(a)+(b)]/2	20,906,206		
d. Ratio [(c) / (2c)]	80.2%		
e. UEP after deduction (2c) x [1.0 - (3d)]		4,036,577	1,237,921
4. Deduction for prepaid expenses			
a. Commission and brokerage	0.142		
b. 50% other acq	0.018		
c. 50% general	0.037		
d. Taxes, Licenses and fees	0.027		
e. Total prepaid	0.224		
5. UEP available for investment (3e) x [1.0 - (4e)]		3,134,402	961,246
6. Expected Incurred Losses			
a. Permissible loss and LAE ratio (See Exhibits 2 through 5, 7 & 8, Sheet 1)		0.692	0.688
b. Expected Incurred loss and LAE [1.0 x (6a)]		41,829,069	14,515,477
7. Expected mean loss reserves			
a. Incurred losses for calendar year 2013		43,268,114	14,817,465
b. Incurred losses for calendar year 2012		54,262,334	10,970,797
c. Loss reserves as of 12/31/13		30,536,662	2,000,101
d. Loss reserves as of 12/31/12		30,227,306	1,867,514
e. Mean loss reserve		30,381,984	1,933,808
f. Ratio (e) / (a)		0.560	0.176
8. Expected mean loss and LAE reserve			
a. LAE reserves as of 12/31/13		4,532,977	286,555
b. LAE reserves as of 12/31/12		4,774,070	294,724
c. Mean [(a)+(b)]/2		4,653,524	290,640
d. Incurred LAE for calendar year 2013		4,405,065	1,110,353
e. Ratio of LAE reserves to loss reserves (c) / (7e)		0.153	0.150
f. Ratio of incurred LAE to incurred losses (d) / (7a)		0.081	0.101
g. Loss and LAE reserve ratio {(7f) x [1.0+(e)]} / [1.0 + (f)]		0.597	0.184
h. Expected mean loss and LAE reserve (g) x (6b)		24,979,847	2,672,669
9. Total net subject to investment (5) + (8h)		28,114,249	3,633,914
10. Pre-tax rate of return			
a. Net investment income earned excl realized capital gains for CY 2013	1,163,295		
b. Asset available for investment at 12/31/13	50,306,850		
c. Asset available for investment at 12/31/12	47,280,984		
d. Mean [(b)+(c)]/2	48,793,917		
e. Pre-tax rate of return (a) / (d)	0.024		
11. Investment earnings on total net subject to investment (9) x (10e)		670,271	86,636
12. Average rate of return as a percent of direct earned premium (11) / (1)		0.011	0.004
13. Effective federal tax rate (See Exhibit 11, Sheet 3)	0.150		
14. Average rate of return as a percent of direct earned premium after federal income tax (12) x [1.0 - (13)]		0.009	0.003
15. Target operating return after tax		0.043	0.043
16. Target underwriting profit, after tax		0.033	0.039
17. Target underwriting profit, before tax		0.039	0.046
18. Contingency		-	0.010
19. Profit and Contingency (min of 17 +18, .050)		0.039	0.050

Equity Insurance Company

**Appendix A
Sheet 2**

Calculation of Earned Investment Income &
Effective Federal Income Tax Rate

	Earned Investment Income	Federal Income Tax Rate
1 US Government Bonds	104,237	0.340
1.1 Bond Exempt from US tax	1,273,508	-
1.2 Other Bonds	-	0.340
1.3 Bonds of Affiliates	-	
2.2 Common Stocks	-	0.142
Real Estate	-	0.340
Cash on Hand	811	0.340
Other Short term Investments	-	0.340
Aggregate Write in	-	0.340
	1,378,556	0.026
Deductions	-	0.350
Net Investment Income Earned	1,378,556	0.026

Equity Insurance Company
Arkansas
Private Passenger Auto Liability
LAE
Bodily Injury
As of December 31, 2014

Accident Year	Evaluation Age in Months											
	12	24	33	45	57	69	81	105	117	129	141	153
2003	64,349	72,030	110,709	167,868	204,215	237,846	260,620	275,565	281,235	281,235	281,235	281,235
2004	86,414	126,449	153,051	159,549	171,943	172,541	174,253	174,298	174,298	174,298	174,298	-
2005	48,681	61,431	74,173	89,158	101,407	127,651	151,890	154,743	154,743	154,743	-	-
2006	39,344	60,283	67,582	71,462	83,998	88,483	88,483	88,538	88,538	-	-	-
2007	51,778	64,042	99,188	108,156	117,056	118,310	118,310	118,310	-	-	-	-
2008	97,053	136,527	161,591	184,965	203,312	208,626	230,209	-	-	-	-	-
2009	57,345	72,991	75,881	84,049	84,049	-	-	-	-	-	-	-
2010	67,049	90,869	111,240	138,119	148,083	-	-	-	-	-	-	-
2011	58,497	83,065	92,668	124,428	-	-	-	-	-	-	-	-
2012	66,573	122,449	161,094	-	-	-	-	-	-	-	-	-
2013	52,738	104,269	-	-	-	-	-	-	-	-	-	-
2014	38,307	-	-	-	-	-	-	-	-	-	-	-

Incurred Loss Development
As of December 31, 2014

Accident Year	Age Link Factors in Months											
	12 - 24	24 - 33	33 - 45	45 - 57	57 - 69	69 - 81	81 - 105	105 - 117	117 - 129	129 - 141	141 - 153	153 - Ult
2003	1.119	1.537	1.516	1.217	1.165	1.096	1.057	1.021	1.000	1.000	1.000	1.000
2004	1.463	1.210	1.042	1.078	1.003	1.010	1.000	1.000	1.000	1.000	1.000	1.000
2005	1.262	1.207	1.202	1.137	1.259	1.190	1.019	1.000	1.000	1.000	1.000	1.000
2006	1.532	1.121	1.057	1.175	1.053	1.000	1.001	1.000	1.000	1.000	1.000	1.000
2007	1.237	1.549	1.090	1.082	1.011	1.000	1.000	1.000	1.000	1.000	1.000	1.000
2008	1.407	1.184	1.145	1.099	1.026	1.103	1.000	1.000	1.000	1.000	1.000	1.000
2009	1.273	1.040	1.108	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
2010	1.355	1.224	1.242	1.072	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
2011	1.420	1.116	1.343	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
2012	1.839	1.316	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
2013	1.977	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Average	1.444	1.250	1.194	1.108	1.074	1.067	1.015	1.005	1.000	1.000	1.000	1.000
Volume Weighted Average	1.410	1.264	1.198	1.113	1.081	1.069	1.018	1.006	1.000	1.000	1.000	1.000
3 Year Average	1.745	1.218	1.231	1.057	1.012	1.034	1.006	1.000	1.000	1.000	1.000	1.000
3 Year Volume Weighted	1.746	1.218	1.223	1.058	1.013	1.036	1.008	1.000	1.000	1.000	1.000	1.000
Average Excluding High/Low	1.421	1.239	1.170	1.107	1.052	1.052	1.007	1.000	1.000	1.000	1.000	1.000
Selected	1.746	1.218	1.170	1.107	1.013	1.036	1.008	1.000	1.000	1.000	1.000	1.000
Cumulative	2.914	1.669	1.370	1.171	1.058	1.044	1.008	1.000	1.000	1.000	1.000	1.000

Equity Insurance Company

Arkansas

Summary of Indicated Rate Level Changes

Rate Level Indications for Policies Effective 05/01/2015

Exhibit A**Sheet 1**

Coverage	2014 PPR	Selected Rate Change	Premium Impact
(1)	(2)	(3)	(4)
Bodily Injury	2,091,557	1.3%	26,772
Property Damage	2,422,280	2.1%	50,868
BI & PD	4,513,837	1.7%	77,640
Personal Injury Protection	38,289	0.0%	0
Uninsured Motorists	295,366	1.7%	5,021
Total Liability	4,847,492	1.7%	82,661
Other than Collision	381,240	-2.3%	-8,692
Collision	779,977	-2.2%	-16,770
Total Physical Damage	1,161,218	-2.2%	-25,462
TOTAL AUTO	6,008,710	1.0%	57,199

Notes:

(2) From Exhibit A, Sheet 2, item (11).

(3) From Exhibit A, Sheet 2, item (10).

(4) (2) x (3).

Equity Insurance Company
Arkansas
Rate Level Indications for Policies Effective 05/01/2015
Private Passenger Auto Liability

Exhibit A
Sheet 2

Item	Bodily Injury	Property Damage	Personal Injury	Uninsured Motorist	Liability Subtotal
(1) Loss Ratios					
Most Recent	86.00%	78.05%	65.65%	68.33%	80.79%
All Years	82.89%	67.18%	82.27%	89.79%	75.72%
Last 3 Years	94.18%	74.01%	105.48%	108.43%	85.23%
(2) Selected Loss Ratio	86.00%	67.18%	65.65%	64.00%	
(3) Permissible Loss and Ratio	61.99%	61.99%	61.99%	61.99%	
(4) Indicated Rate Change Range	38.73%	8.38%	5.91%	3.24%	
(5) Credibility	42.01%	100.00%	8.60%	100.00%	
(6) Expected Annual Trend	0.75%	0.50%	0.50%	0.50%	
(7) Years Since Last Review	2.00	2.00	2.00	2.00	
(8) Expected Net Trend	101.51%	101.00%	101.00%	101.00%	
(9) Credibility Weighted Indication	17.15%	8.38%	1.42%	3.24%	11.79%
(10) Selected Rate Change	1.28%	2.10%	0.00%	1.70%	1.71%
(11) PPR	2,091,557	2,422,280	38,289	295,366	4,847,492

Notes:

- (1) From Exhibit A, Sheet 4, column (9).
- (3) From Exhibit E, Sheet 1.
- (4) [(2) / (3)] - 1.0.
- (5) From Exhibit A, Sheet 4, column (10).
- (6) From Exhibit D.
- (8) (1 + (6)) ^ (7)
- (9) [1 + (4)] * (5) + [1 - (5)] * (8)

Equity Insurance Company

Arkansas

Rate Level Indications for Policies Effective 05/01/2015

Private Passenger Auto Physical Damage

Exhibit A**Sheet 3**

Item	Other than Collision	Collision	Physical Dam. Subtotal
(1) Loss Ratios			
Most Recent	61.35%	72.44%	68.88%
All Years	44.48%	50.08%	48.27%
Last 3 Years	55.25%	60.89%	59.01%
(2) Selected Loss Ratio	55.25%	60.89%	
(2a) Cat Load	6.00%	0.00%	
(3) Permissible Loss and Ratio	60.42%	60.42%	
(4) Indicated Rate Change Range	1.38%	0.78%	
(5) Credibility	52.13%	70.51%	
(6) Expected Annual Trend	0.00%	3.00%	
(7) Years Since Last Review	2.00	2.00	
(8) Expected Net Trend	100.00%	106.09%	
(9) Credibility Weighted Indication	0.72%	2.35%	1.81%
(10) Selected Rate Change	-2.28%	-2.15%	-2.19%
(11) PPR	381,240	779,977	1,161,218

Notes:

(1) From Exhibit A, Sheet 5, column (9).

(3) From Exhibit E, Sheet 1.

(4) $[(2) + (2a)] / (3) - 1.0$.

(5) From Exhibit A, Sheet 5, column (10).

(6) From Exhibit D.

(8) $(1 + (6))^{(7)}$ (9) $[1 + (4)] * (5) + [1 - (5)] * (8)$

Calendar/ Accident Year	Earned Premium	Premium at Rates	Incurred Losses at 12/31/2014	Selected Developed Losses	Developed Loss Ratio	Loss Ratio Trend	Trended Ultimate Losses	Developed Paid LAE	Trended & Developed Loss Ratio	Incurred Claims	Credibility
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Bodily Injury											
2004	4,045,243	4,467,254	3,005,858	3,005,858	67.3%	1.124	3,377,798	174,298	79.5%	781	85.0%
2005	3,098,504	3,089,242	1,953,009	1,953,009	63.2%	1.113	2,173,372	154,743	75.4%	506	68.4%
2006	2,152,149	2,154,093	1,442,985	1,442,985	67.0%	1.102	1,590,217	88,538	77.9%	345	56.5%
2007	2,354,344	2,429,994	1,607,264	1,607,264	66.1%	1.091	1,754,067	118,310	77.1%	387	59.8%
2008	2,437,419	2,437,196	1,690,940	1,690,940	69.4%	1.081	1,827,477	232,010	84.5%	419	62.2%
2009	2,209,556	2,111,594	1,317,654	1,328,785	62.9%	1.070	1,422,142	87,101	71.5%	332	55.4%
2010	2,020,366	1,955,455	1,733,599	1,748,508	89.4%	1.060	1,853,193	149,964	102.4%	330	55.2%
2011	1,834,698	1,832,797	1,098,013	1,125,136	61.4%	1.050	1,180,926	137,785	72.0%	244	47.5%
2012	1,812,464	1,812,464	1,625,009	1,730,099	95.3%	1.039	1,798,263	186,400	109.6%	305	53.1%
2013	1,867,252	1,867,252	1,424,029	1,479,687	79.2%	1.029	1,523,059	127,028	88.4%	291	51.9%
2014	2,091,557	2,091,557	1,061,294	1,698,994	81.2%	1.019	1,731,823	66,902	86.0%	191	42.0%
Total	25,923,552	26,248,897	17,959,654	18,811,265	71.7%		20,232,337	1,525,079	82.9%	4,131	100.0%
Property Damage											
2004	4,944,554	4,480,193	2,546,286	2,546,286	56.8%	1.065	2,710,935	152,711	63.9%	1,947	100.0%
2005	3,787,980	3,427,384	1,811,482	1,811,482	52.9%	1.059	1,919,022	93,614	58.7%	1,326	100.0%
2006	2,630,859	2,389,708	1,483,010	1,483,010	62.1%	1.054	1,563,233	111,845	70.1%	947	93.6%
2007	2,877,960	2,695,723	1,601,194	1,601,194	59.4%	1.049	1,679,413	116,648	66.6%	1,126	100.0%
2008	2,859,524	2,698,875	1,694,473	1,694,473	62.8%	1.044	1,768,408	111,629	69.7%	1,139	100.0%
2009	2,467,697	2,394,911	1,465,508	1,465,508	61.2%	1.038	1,521,843	94,956	67.5%	1,025	97.3%
2010	2,286,357	2,243,302	1,307,613	1,307,613	59.3%	1.033	1,351,123	93,819	64.4%	895	90.9%
2011	2,091,874	2,110,854	1,212,288	1,212,288	57.4%	1.028	1,246,394	85,503	63.1%	843	100.0%
2012	2,067,905	2,088,439	1,170,014	1,172,482	56.1%	1.023	1,199,471	85,748	61.5%	829	87.5%
2013	2,157,180	2,160,895	1,643,369	1,635,772	75.7%	1.018	1,665,099	96,498	81.5%	897	91.1%
2014	2,422,280	2,422,280	1,765,639	1,781,114	73.5%	1.013	1,804,027	86,492	78.0%	999	96.1%
Total	30,594,170	29,112,563	17,700,902	17,711,223	60.8%		18,428,967	1,129,462	67.2%	11,973	100.0%
Bodily Injury & Property Damage											
2004	8,989,798	8,947,447	5,552,144	5,552,144	62.1%		6,088,732	327,009	71.7%	2,728	100.0%
2005	6,886,483	6,516,626	3,764,491	3,764,491	57.8%		4,092,394	248,356	66.6%	1,832	100.0%
2006	4,783,008	4,543,801	2,925,995	2,925,995	64.4%		3,153,450	200,383	73.8%	1,292	100.0%
2007	5,232,304	5,125,717	3,208,458	3,208,458	62.6%		3,433,481	234,958	71.6%	1,513	100.0%
2008	5,296,943	5,136,071	3,386,413	3,386,413	65.9%		3,596,885	343,640	76.7%	1,558	100.0%
2009	4,677,253	4,506,504	2,783,163	2,794,293	62.0%		2,943,985	182,057	69.4%	1,357	100.0%
2010	4,306,723	4,198,757	3,041,213	3,056,121	72.8%		3,204,316	243,782	82.1%	1,225	100.0%
2011	3,926,572	3,943,651	2,310,326	2,337,424	59.3%		2,427,320	223,288	67.2%	1,087	100.0%
2012	3,880,369	3,900,903	2,795,022	2,902,581	74.4%		2,997,734	274,148	83.9%	1,134	100.0%
2013	4,024,432	4,028,147	3,067,398	3,115,459	77.3%		3,188,158	223,526	84.7%	1,188	100.0%
2014	4,513,837	4,513,837	2,826,933	3,480,109	77.1%		3,535,850	153,394	81.7%	1,190	100.0%
Total	56,517,723	55,361,460	35,660,556	36,522,488	66.0%		38,661,304	2,654,541	74.6%	16,104	100.0%
Personal Injury Protection											
2004	115,413	147,387	83,231	83,231	56.5%	1.234	102,734	3,859	72.3%	72	25.8%
2005	84,501	97,941	29,754	29,754	30.4%	1.210	36,006	683	37.5%	35	18.0%
2006	96,183	65,374	47,474	47,474	72.8%	1.186	56,322	1,938	89.1%	50	21.5%
2007	57,210	68,646	49,870	49,870	72.6%	1.163	58,005	3,359	89.4%	34	17.7%
2008	50,475	60,424	41,524	41,524	68.7%	1.140	47,351	3,186	83.6%	20	13.6%
2009	36,886	43,865	49,161	49,161	112.1%	1.118	54,960	2,562	131.1%	22	14.3%
2010	37,687	44,862	33,123	33,123	73.8%	1.096	36,304	557	82.2%	12	10.5%
2011	40,101	48,109	32,842	32,842	68.3%	1.075	35,290	626	74.7%	16	12.2%
2012	42,417	50,830	59,301	59,292	116.6%	1.053	62,464	6,138	135.0%	26	15.5%
2013	41,675	42,917	43,043	43,275	100.8%	1.033	44,696	832	106.1%	30	16.7%
2014	38,289	38,289	21,399	24,611	64.3%	1.013	24,920	218	65.7%	8	8.6%
Total	600,837	708,643	490,720	494,156	69.7%		559,053	23,958	82.3%	325	54.8%
Uninsured Motorist											
2004	506,861	602,363	361,263	361,263	60.0%	1.234	445,916	11,635	76.0%	213	44.4%
2005	408,452	449,122	325,876	325,876	72.6%	1.210	394,350	11,089	90.3%	156	38.0%
2006	300,734	331,969	245,220	245,220	73.9%	1.186	290,929	15,280	92.2%	194	42.3%
2007	322,337	366,918	226,743	226,743	61.8%	1.163	263,732	17,620	76.7%	170	39.6%
2008	355,086	385,361	324,776	324,776	84.3%	1.140	370,351	15,438	100.1%	173	40.0%
2009	330,207	327,236	302,198	302,198	92.3%	1.118	337,848	15,681	108.0%	135	35.3%
2010	311,476	308,982	196,576	196,394	63.6%	1.096	215,256	22,954	77.1%	122	33.6%
2011	315,290	315,211	153,959	153,816	48.8%	1.075	165,284	13,312	56.7%	112	32.2%
2012	311,037	311,037	461,401	448,483	144.2%	1.053	472,471	33,771	162.8%	151	37.4%
2013	279,242	279,242	202,238	227,036	81.3%	1.033	234,489	17,785	90.3%	113	32.3%
2014	295,366	295,366	186,301	188,748	63.9%	1.013	191,122	10,704	68.3%	114	32.5%
Total	3,736,088	3,972,806	2,986,552	3,000,553	75.5%		3,381,748	185,269	89.8%	1,653	100.0%
Total Liability											
2004	9,612,071	9,697,197	5,996,637	5,996,637	61.8%		6,637,382	342,502	72.0%	3,013	100.0%
2005	7,379,436	7,063,688	4,120,121	4,120,121	58.3%		4,522,750	260,129	67.7%	2,023	100.0%
2006	5,139,925	4,941,144	3,218,689	3,218,689	65.1%		3,500,701	217,600	75.3%	1,536	100.0%
2007	5,611,851	5,561,280	3,485,070	3,485,070	62.7%		3,755,218	255,937	72.1%	1,717	100.0%
2008	5,702,505	5,581,856	3,751,713	3,751,713	67.2%		4,013,586	362,264	78.4%	1,751	100.0%
2009	5,044,347	4,877,605	3,134,522	3,145,652	64.5%		3,336,793	200,300	72.5%	1,514	100.0%
2010	4,655,886	4,552,601	3,270,911	3,285,637	72.2%		3,455,876	267,294	81.8%	1,359	100.0%
2011	4,281,963	4,306,970	2,497,127	2,524,082	58.6%		2,627,894	237,226	66.5%	1,215	100.0%
2012	4,233,824	4,262,770	3,315,724	3,410,357	80.0%		3,532,668	314,057	90.2%	1,311	100.0%
2013	4,345,349	4,350,305	3,312,679	3,385,770	77.8%		3,467,343	242,144	85.3%	1,331	100.0%
2014	4,847,492	4,847,492	3,034,634	3,693,467	76.2%		3,751,892	164,316	80.8%	1,312	100.0%
Total	60,854,648	60,042,909	39,137,828	40,017,197	66.6%		42,602,105	2,863,769	75.7%	18,082	100.0%

Notes:

- (3) From Exhibit B, Sheet 1, item (3).
- (5) From Exhibit C, Sheet 1, column (2).
- (6) (5) / (3).
- (7) From Exhibit D, Sheet 1, item (3).
- (8) (5) x (7).
- (10) (8+9) / (3).
- (12) ((11)/1082)*0.5

Equity Insurance Company
Arkansas
Trended & Developed Loss Ratios
Private Passenger Auto Physical Damage
Based On Accident Year Experience

Exhibit A
Sheet 5

Calendar/ Accident Year	Earned Premium	Premium at Present Rates	Incurred Losses at 12/31/2014	Selected Developed Losses	Developed Loss Ratio	Loss Ratio Trend	Trended Ultimate Losses	Developed Paid LAE	Trended & Developed Loss Ratio	Incurred Claims	Credibility
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Other Than Collision											
2004	1,491,716	1,459,217	763,523	763,523	52.3%	0.819	625,456	34,724	45.2%	495	67.6%
2005	1,203,194	1,347,650	483,759	483,759	35.9%	0.830	401,628	37,904	32.6%	366	58.2%
2006	842,918	1,091,236	354,334	354,334	32.5%	0.841	298,145	30,327	30.1%	348	56.7%
2007	837,081	788,337	434,878	434,878	55.2%	0.853	370,853	35,400	50.9%	237	46.8%
2008	787,549	796,894	534,934	534,934	67.1%	0.864	462,334	34,583	62.5%	289	51.7%
2009	609,873	776,507	235,329	235,329	30.3%	0.876	206,135	24,684	31.0%	201	43.1%
2010	493,365	603,756	294,611	294,906	48.8%	0.888	261,806	17,980	47.5%	165	39.1%
2011	421,257	502,755	324,634	324,797	64.6%	0.900	292,232	18,238	61.7%	148	37.0%
2012	392,477	429,623	231,410	231,526	53.9%	0.912	211,123	12,377	53.4%	100	30.4%
2013	381,240	393,817	205,878	205,570	52.2%	0.924	189,983	12,030	51.4%	100	30.4%
2014	387,477	381,240	220,551	236,872	62.1%	0.937	221,865	13,009	61.4%	94	29.5%
Total	7,848,147	8,571,033	4,083,842	4,100,426	47.8%		3,541,561	271,256	44.5%	2,543	100.0%
Collision											
2004	3,298,550	3,151,347	1,794,633	1,794,633	56.9%	0.884	1,586,206	82,833	53.0%	868	89.6%
2005	2,550,844	3,034,976	1,504,338	1,504,338	49.6%	0.896	1,347,600	68,746	46.7%	614	75.3%
2006	1,757,531	2,356,179	986,875	986,875	41.9%	0.908	896,001	52,217	40.2%	433	63.3%
2007	1,735,823	1,674,058	1,023,362	1,023,362	61.1%	0.920	941,688	48,304	59.1%	465	65.6%
2008	1,647,617	1,655,157	874,534	874,534	52.8%	0.933	815,616	49,236	52.3%	391	60.1%
2009	1,258,144	1,570,945	718,793	718,793	45.8%	0.945	679,429	40,826	45.8%	315	54.0%
2010	995,741	1,204,428	491,046	490,880	40.8%	0.958	470,269	30,250	41.6%	238	46.9%
2011	849,995	984,733	445,989	445,732	45.3%	0.971	432,789	20,431	46.0%	187	41.6%
2012	797,794	841,553	438,760	437,781	52.0%	0.984	430,815	21,648	53.8%	192	42.1%
2013	779,977	796,397	445,196	444,371	55.8%	0.997	443,211	16,799	57.8%	160	38.5%
2014	804,898	779,977	566,428	533,575	68.4%	1.011	539,376	25,639	72.4%	186	41.5%
Total	16,476,912	18,049,750	9,289,954	9,254,872	51.3%		8,583,000	456,929	50.1%	4,049	100.0%
Total Physical Damage											
2004	4,790,266	4,610,564	2,558,156	2,558,156	55.5%		2,211,663	117,557	50.5%	1,363	100.0%
2005	3,754,038	4,382,626	1,988,097	1,988,097	45.4%		1,749,228	103,470	42.3%	980	95.2%
2006	2,600,449	3,447,415	1,341,208	1,341,208	38.9%		1,194,146	82,544	37.0%	781	85.0%
2007	2,572,903	2,462,395	1,458,239	1,458,239	59.2%		1,312,541	83,704	56.7%	702	80.5%
2008	2,435,166	2,452,051	1,409,468	1,409,468	57.5%		1,277,950	83,819	55.5%	680	79.3%
2009	1,868,017	2,347,452	954,122	954,122	40.6%		885,564	65,510	40.5%	516	69.1%
2010	1,489,106	1,808,184	785,658	785,786	43.5%		732,075	48,230	43.2%	403	61.0%
2011	1,271,252	1,487,488	770,624	770,528	51.8%		725,021	38,669	51.3%	335	55.6%
2012	1,190,270	1,271,176	670,170	669,307	52.7%		641,938	34,025	53.2%	292	51.9%
2013	1,161,218	1,190,214	651,074	649,941	54.6%		633,195	28,829	55.6%	260	49.0%
2014	1,192,375	1,161,218	786,979	770,446	66.3%		761,241	38,648	68.9%	280	50.9%
Total	24,325,059	26,620,783	13,373,795	13,355,298	50.2%		12,124,561	725,005	48.3%	6,592	100.0%

Notes:

- (3) From Exhibit B, Sheet 1, item (3).
- (4) OTC losses are net of catastrophe losses.
- (5) From Exhibit C, Sheet 2, column (2).
- (6) (5) / (3).
- (7) From Exhibit D, Sheet 1, item (3).
- (9) (5) x (6).
- (10) (8+9) / (3).
- (12) ((11)/1082)^0.5

Calendar Year	Bodily Injury	Property Damage	Personal Injury Protection	Uninsured Motorist	Liability Subtotal	Other Than Collision	Collision	Phys. Dam. Subtotal	Total
(1) Earned Premium									
2004	4,045,243	4,944,554	115,413	506,861	9,612,071	1,491,716	3,298,550	4,790,266	14,402,337
2005	3,098,504	3,787,980	84,501	408,452	7,379,436	1,203,194	2,550,844	3,754,038	11,133,473
2006	2,152,149	2,630,859	56,183	300,734	5,139,925	842,918	1,757,531	2,600,449	7,740,374
2007	2,354,344	2,877,960	57,210	322,337	5,611,851	837,081	1,735,823	2,572,903	8,184,755
2008	2,437,419	2,859,524	50,475	355,086	5,702,505	787,549	1,647,617	2,435,166	8,137,671
2009	2,209,556	2,467,697	36,886	330,207	5,044,347	609,873	1,258,144	1,868,017	6,912,364
2010	2,020,366	2,286,357	37,687	311,476	4,655,886	493,365	995,741	1,489,106	6,144,992
2011	1,834,698	2,091,874	40,101	315,290	4,281,963	421,257	849,995	1,271,252	5,553,215
2012	1,812,464	2,067,905	42,417	311,037	4,233,824	392,477	797,794	1,190,270	5,424,094
2013	1,867,252	2,157,180	41,675	279,242	4,345,349	381,240	779,977	1,161,218	5,506,567
2014	2,091,557	2,422,280	38,289	295,366	4,847,492	387,477	804,898	1,192,375	6,039,867
Total	25,923,552	30,594,170	600,837	3,736,088	60,854,648	7,848,147	16,476,912	24,325,059	85,179,707

(2) PPR Factors									
2004	1.104	0.906	1.277	1.188		0.978	0.955		
2005	0.997	0.905	1.159	1.100		0.903	0.920		
2006	1.001	0.908	1.164	1.104		0.907	0.924		
2007	1.032	0.937	1.200	1.138		0.935	0.953		
2008	1.000	0.944	1.197	1.085		0.952	0.954		
2009	0.956	0.971	1.189	0.991		0.986	0.953		
2010	0.968	0.981	1.190	0.992		0.990	0.957		
2011	0.999	1.009	1.200	1.000		1.019	0.989		
2012	1.000	1.010	1.198	1.000		1.020	0.990		
2013	1.000	1.002	1.030	1.000		1.003	0.998		
2014	1.000	1.000	1.000	1.000		1.000	1.000		

(3) Premium at Present Rates									
2004	4,467,254	4,480,193	147,387	602,363	9,697,197	1,459,217	3,151,347	4,610,564	14,307,761
2005	3,089,242	3,427,384	97,941	449,122	7,063,688	1,347,650	3,034,976	4,382,626	11,446,314
2006	2,154,093	2,389,708	65,374	331,969	4,941,144	1,091,236	2,356,179	3,447,415	8,388,559
2007	2,429,994	2,695,723	68,646	366,918	5,561,280	788,337	1,674,058	2,462,395	8,023,675
2008	2,437,196	2,698,875	60,424	385,361	5,581,856	796,894	1,655,157	2,452,051	8,033,907
2009	2,111,594	2,394,911	43,865	327,236	4,877,605	776,507	1,570,945	2,347,452	7,225,057
2010	1,955,455	2,243,302	44,862	308,982	4,552,601	603,756	1,204,428	1,808,184	6,360,785
2011	1,832,797	2,110,854	48,109	315,211	4,306,970	502,755	984,733	1,487,488	5,794,458
2012	1,812,464	2,088,439	50,830	311,037	4,262,770	429,623	841,553	1,271,176	5,533,946
2013	1,867,252	2,160,895	42,917	279,242	4,350,305	393,817	796,397	1,190,214	5,540,520
2014	2,091,557	2,422,280	38,289	295,366	4,847,492	381,240	779,977	1,161,218	6,008,710
Total	26,248,897	29,112,563	708,643	3,972,806	60,042,909	8,571,033	18,049,750	26,620,783	86,663,692

Notes:

(2) Based on rate changes summarized in Sheet 2. Assumes all policies have 6 month term.

(3) (1) x (2).

Equity Insurance Company
Arkansas
Rate History

Exhibit B
Sheet 2

Effective Date	BI	PD	PIP	UM	OTC	Coll
12/1/2014	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
12/1/2013	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
12/1/2012	0.00%	1.00%	20.00%	0.00%	2.00%	-1.00%
9/1/2012	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
9/1/2011	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
9/1/2010	-3.60%	-3.20%	-0.90%	-0.90%	-3.30%	-3.70%
2/1/2010	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
2/1/2009	-2.55%	-2.17%	0.00%	0.00%	-0.11%	0.03%
6/1/2008	9.98%	-1.97%	1.00%	14.98%	-4.98%	-0.02%
9/1/2007	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
9/1/2006	-3.50%	-3.50%	-3.50%	-3.50%	-3.50%	-3.50%
6/21/2006	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
6/21/2005	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
6/21/2004	15.90%	0.20%	15.00%	11.80%	12.10%	5.50%
6/26/2003	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
6/26/2002	5.00%	5.00%	0.00%	0.00%	10.00%	10.00%

Notes:

Indicates non-filings used for computational purposes

Equity Insurance Company
Arkansas
Summary of Selected Loss
As of 12/31/2014
Private Passenger Auto Liability

Exhibit C
Sheet 1

Accident Year	Selected Ultimate Loss
(1)	(2)
<u>Bodily Injury</u>	
2003	3,005,858
2004	1,953,009
2005	1,442,985
2006	1,607,264
2007	1,690,940
2008	1,328,785
2009	1,748,508
2010	1,125,136
2011	1,730,099
2012	1,479,687
2013	1,698,994
Total	18,811,265
<u>Property Damage</u>	
2003	2,546,286
2004	1,811,482
2005	1,483,010
2006	1,601,194
2007	1,694,473
2008	1,465,508
2009	1,307,613
2010	1,212,288
2011	1,172,482
2012	1,635,772
2013	1,781,114
Total	17,711,223
<u>Personal Injury Protection</u>	
2003	83,231
2004	29,754
2005	47,474
2006	49,870
2007	41,524
2008	49,161
2009	33,123
2010	32,842
2011	59,292
2012	43,275
2013	24,611
Total	494,156

Equity Insurance Company
 Arkansas
 Summary of Selected Loss
 As of 12/31/2014
 Private Passenger Auto Liability

Exhibit C
Sheet 1

Accident Year	(1)	Selected Ultimate Loss	(2)
<u>Uninsured Motorist</u>			
	2003		361,263
	2004		325,876
	2005		245,220
	2006		226,743
	2007		324,776
	2008		302,198
	2009		196,394
	2010		153,816
	2011		448,483
	2012		227,036
	2013		188,748
	Total		3,000,553
<u>Total Liability</u>			
	2003		5,996,637
	2004		4,120,121
	2005		3,218,689
	2006		3,485,070
	2007		3,751,713
	2008		3,145,652
	2009		3,285,637
	2010		2,524,082
	2011		3,410,357
	2012		3,385,770
	2013		3,693,467
	Total		40,017,197

Notes:

(2) From Exhibit C, Sheet 3, Column (8).

Equity Insurance Company
 Arkansas
 Summary of Selected Loss
 As of 12/31/2014
 Private Passenger Auto Physical Damage

Exhibit C
Sheet 2

Accident Year	Selected Ultimate Loss
(1)	(2)
<u>Other Than Collision</u>	
2003	763,523
2004	483,759
2005	354,334
2006	434,878
2007	534,934
2008	235,329
2009	294,906
2010	324,797
2011	231,526
2012	205,570
2013	236,872
Total	4,100,426
<u>Collision</u>	
2003	1,794,633
2004	1,504,338
2005	986,875
2006	1,023,362
2007	874,534
2008	718,793
2009	490,880
2010	445,732
2011	437,781
2012	444,371
2013	533,575
Total	9,254,872
<u>Total Physical Damage</u>	
2003	2,558,156
2004	1,988,097
2005	1,341,208
2006	1,458,239
2007	1,409,468
2008	954,122
2009	785,786
2010	770,528
2011	669,307
2012	649,941
2013	770,446
Total	13,355,298

Notes:

(2) From Exhibit C, Sheet 4, Column (8).

Equity Insurance Company

Arkansas

Projected Ultimate Losses Using Development Technique

On Paid and Incurred Losses As of 12/31/2014

Private Passenger Auto Liability

Exhibit C

Sheet 3

Accident Year	Paid Losses	Incurred Losses	Development Factor to Ultimate		Projected Ultimate Loss Based On		Selected Ultimate Loss
			Paid	Incurred	Paid	Incurred	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
<u>Bodily Injury</u>							
2004	3,005,858	3,005,858	1.000	1.000	3,005,858	3,005,858	3,005,858
2005	1,953,009	1,953,009	1.000	1.000	1,953,009	1,953,009	1,953,009
2006	1,442,985	1,442,985	1.000	1.000	1,442,985	1,442,985	1,442,985
2007	1,607,264	1,607,264	1.000	1.000	1,607,264	1,607,264	1,607,264
2008	1,649,940	1,690,940	1.000	1.000	1,649,940	1,690,940	1,690,940
2009	1,317,654	1,317,654	1.003	1.008	1,321,629	1,328,785	1,328,785
2010	1,733,599	1,733,599	1.003	1.009	1,738,829	1,748,508	1,748,508
2011	1,035,013	1,098,013	1.021	1.025	1,056,948	1,125,136	1,125,136
2012	1,486,130	1,625,009	1.086	1.065	1,613,333	1,730,099	1,730,099
2013	1,113,942	1,424,029	1.225	1.120	1,365,055	1,594,319	1,479,687
2014	336,129	1,061,294	3.154	1.601	1,059,999	1,698,994	1,698,994
Total	16,681,524	17,959,654			17,814,848	18,925,897	18,811,265
<u>Property Damage</u>							
2004	2,546,286	2,546,286	1.000	1.000	2,546,286	2,546,286	2,546,286
2005	1,811,482	1,811,482	1.000	1.000	1,811,482	1,811,482	1,811,482
2006	1,483,010	1,483,010	1.000	1.000	1,483,010	1,483,010	1,483,010
2007	1,601,194	1,601,194	1.000	1.000	1,601,194	1,601,194	1,601,194
2008	1,694,473	1,694,473	1.000	1.000	1,694,473	1,694,473	1,694,473
2009	1,465,508	1,465,508	1.000	1.000	1,465,508	1,465,508	1,465,508
2010	1,307,613	1,307,613	1.000	1.000	1,307,613	1,307,613	1,307,613
2011	1,212,314	1,212,314	1.000	1.000	1,212,314	1,212,262	1,212,288
2012	1,166,524	1,170,014	1.005	1.003	1,171,817	1,173,147	1,172,482
2013	1,591,206	1,643,369	1.024	1.000	1,628,710	1,642,834	1,635,772
2014	1,334,420	1,765,639	1.289	1.044	1,719,637	1,842,592	1,781,114
Total	17,214,030	17,700,902			17,642,044	17,780,401	17,711,223
<u>Personal Injury Protection</u>							
2004	83,231	83,231	1.000	1.000	83,231	83,231	83,231
2005	29,754	29,754	1.000	1.000	29,754	29,754	29,754
2006	47,474	47,474	1.000	1.000	47,474	47,474	47,474
2007	49,870	49,870	1.000	1.000	49,870	49,870	49,870
2008	41,524	41,524	1.000	1.000	41,524	41,524	41,524
2009	49,161	49,161	1.000	1.000	49,161	49,161	49,161
2010	33,123	33,123	1.000	1.000	33,123	33,123	33,123
2011	32,842	32,842	1.000	1.000	32,842	32,842	32,842
2012	59,301	59,301	1.000	1.000	59,292	59,292	59,292
2013	43,043	43,043	1.005	1.005	43,275	43,275	43,275
2014	21,399	21,399	1.376	0.924	29,440	19,781	24,611
Total	490,720	490,720			498,985	489,326	494,156

Equity Insurance Company

Arkansas

Projected Ultimate Losses Using Development Technique

On Paid and Incurred Losses As of 12/31/2014

Private Passenger Auto Liability

Exhibit C**Sheet 3**

Accident Year	Paid Losses	Incurred Losses	Development Factor to Ultimate		Projected Ultimate Loss Based On		Selected Ultimate Loss
			Paid	Incurred	Paid	Incurred	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Uninsured Motorist							
2004	361,263	361,263	1.000	1.000	361,263	361,263	361,263
2005	325,876	325,876	1.000	1.000	325,876	325,876	325,876
2006	245,220	245,220	1.000	1.000	245,220	245,220	245,220
2007	226,743	226,743	1.000	1.000	226,743	226,743	226,743
2008	324,776	324,776	1.000	1.000	324,776	324,776	324,776
2009	302,198	302,198	1.000	1.000	302,198	302,198	302,198
2010	196,576	196,576	0.999	0.999	196,394	196,394	196,394
2011	153,959	153,959	0.999	0.999	153,816	153,816	153,816
2012	436,401	461,401	0.999	0.999	435,995	460,972	448,483
2013	188,238	202,238	1.205	1.123	226,864	227,208	227,036
2014	79,669	186,301	2.096	1.130	166,965	210,532	188,748
Total	2,840,920	2,986,552			2,966,110	3,034,997	3,000,553
Total Liability							
2004	5,996,637	5,996,637			5,996,637	5,996,637	5,996,637
2005	4,120,121	4,120,121			4,120,121	4,120,121	4,120,121
2006	3,218,689	3,218,689			3,218,689	3,218,689	3,218,689
2007	3,485,070	3,485,070			3,485,070	3,485,070	3,485,070
2008	3,710,713	3,751,713			3,710,713	3,751,713	3,751,713
2009	3,134,522	3,134,522			3,138,497	3,145,652	3,145,652
2010	3,270,911	3,270,911			3,275,958	3,285,637	3,285,637
2011	2,434,127	2,497,127			2,455,919	2,524,056	2,524,082
2012	3,148,355	3,315,724			3,280,437	3,423,510	3,410,357
2013	2,936,428	3,312,679			3,263,904	3,507,636	3,385,770
2014	1,771,618	3,034,634			2,976,041	3,771,899	3,693,467
Total	37,227,194	39,137,828			38,921,988	40,230,622	40,017,197

Notes:

(4) Based on development patterns in Appendix B, Sheets 1-4.

(5) Based on development patterns in Appendix C, Sheets 1-4.

(6) (2) x (4).

(7) (3) x (5).

Equity Insurance Company

Exhibit C

Arkansas

Sheet 4

Projected Ultimate Losses Using Development Technique

On Paid and Incurred Losses As of 12/31/2014

Private Passenger Auto Physical Damage

Accident Year	Paid Losses	Incurred Losses	Development Factor to Ultimate		Projected Ultimate Loss Based On		Selected Ultimate Loss
			Paid	Incurred	Paid	Incurred	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Other Than Collision							
2004	763,523	763,523	1.000	1.000	763,523	763,523	763,523
2005	483,759	483,759	1.000	1.000	483,759	483,759	483,759
2006	354,334	354,334	1.000	1.000	354,334	354,334	354,334
2007	434,878	434,878	1.000	1.000	434,878	434,878	434,878
2008	534,934	534,934	1.000	1.000	534,934	534,934	534,934
2009	235,329	235,329	1.000	1.000	235,329	235,329	235,329
2010	294,611	294,611	1.000	1.001	294,611	294,906	294,906
2011	324,634	324,634	1.000	1.001	324,634	324,959	324,797
2012	231,410	231,410	1.000	1.001	231,410	231,642	231,526
2013	205,878	205,878	0.998	0.999	205,467	205,672	205,570
2014	194,689	220,551	1.127	1.074	219,414	236,872	236,872
Total	4,057,980	4,083,842			4,082,293	4,100,807	4,100,426
Collision							
2004	1,794,633	1,794,633	1.000	1.000	1,794,633	1,794,633	1,794,633
2005	1,504,338	1,504,338	1.000	1.000	1,504,338	1,504,338	1,504,338
2006	986,875	986,875	1.000	1.000	986,875	986,875	986,875
2007	1,023,362	1,023,362	1.000	1.000	1,023,362	1,023,362	1,023,362
2008	874,534	874,534	1.000	1.000	874,534	874,534	874,534
2009	718,793	718,793	1.000	1.000	718,793	718,793	718,793
2010	491,046	491,046	1.000	1.000	490,880	490,880	490,880
2011	445,989	445,989	0.999	0.999	445,732	445,732	445,732
2012	438,760	438,760	0.998	0.998	437,780	437,781	437,781
2013	445,196	445,196	0.998	0.998	444,371	444,371	444,371
2014	446,173	566,428	1.085	1.030	484,005	583,144	533,575
Total	9,169,698	9,289,954			9,205,302	9,304,442	9,254,872
Total Physical Damage							
2004	2,558,156	2,558,156			2,558,156	2,558,156	2,558,156
2005	1,988,097	1,988,097			1,988,097	1,988,097	1,988,097
2006	1,341,208	1,341,208			1,341,208	1,341,208	1,341,208
2007	1,458,239	1,458,239			1,458,239	1,458,239	1,458,239
2008	1,409,468	1,409,468			1,409,468	1,409,468	1,409,468
2009	954,122	954,122			954,122	954,122	954,122
2010	785,658	785,658			785,491	785,786	785,786
2011	770,624	770,624			770,366	770,691	770,528
2012	670,170	670,170			669,191	669,423	669,307
2013	651,074	651,074			649,837	650,044	649,941
2014	640,861	786,979			703,419	820,016	770,446
Total	13,227,678	13,373,795			13,287,595	13,405,249	13,355,298

Notes:

(4) Based on development patterns in Appendix C, Sheets 5&6.

(5) Based on development patterns in Appendix C, Sheets 5&6.

(6) (2) x (4).

(7) (3) x (5).

Equity Insurance Company
Arkansas
Loss Ratio Trend Factors

Exhibit D
Sheet 1

Accident Period	BI	PD	PIP	UM	Comp	Coll
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(1) Loss Trend Factors to 2/1/2016

2003	1.124	1.065	1.234	1.234	1.159	1.251
2004	1.113	1.059	1.210	1.210	1.142	1.233
2005	1.102	1.054	1.186	1.186	1.125	1.215
2006	1.091	1.049	1.163	1.163	1.109	1.197
2007	1.081	1.044	1.140	1.140	1.092	1.179
2008	1.070	1.038	1.118	1.118	1.076	1.162
2009	1.060	1.033	1.096	1.096	1.061	1.145
2010	1.050	1.028	1.075	1.075	1.045	1.128
2011	1.039	1.023	1.053	1.053	1.030	1.111
2012	1.029	1.018	1.033	1.033	1.015	1.095
2013	1.019	1.013	1.013	1.013	1.000	1.079

(2) Premium Trend Factors to 11/1/2015

2003	1.000	1.000	1.000	1.000	1.415	1.415
2004	1.000	1.000	1.000	1.000	1.376	1.376
2005	1.000	1.000	1.000	1.000	1.337	1.338
2006	1.000	1.000	1.000	1.000	1.300	1.300
2007	1.000	1.000	1.000	1.000	1.264	1.264
2008	1.000	1.000	1.000	1.000	1.229	1.229
2009	1.000	1.000	1.000	1.000	1.195	1.195
2010	1.000	1.000	1.000	1.000	1.162	1.162
2011	1.000	1.000	1.000	1.000	1.129	1.129
2012	1.000	1.000	1.000	1.000	1.098	1.098
2013	1.000	1.000	1.000	1.000	1.067	1.067

(3) Loss Ratio Trend Factors

2003	1.124	1.065	1.234	1.234	0.819	0.884
2004	1.113	1.059	1.210	1.210	0.830	0.896
2005	1.102	1.054	1.186	1.186	0.841	0.908
2006	1.091	1.049	1.163	1.163	0.853	0.920
2007	1.081	1.044	1.140	1.140	0.864	0.933
2008	1.070	1.038	1.118	1.118	0.876	0.945
2009	1.060	1.033	1.096	1.096	0.888	0.958
2010	1.050	1.028	1.075	1.075	0.900	0.971
2011	1.039	1.023	1.053	1.053	0.912	0.984
2012	1.029	1.018	1.033	1.033	0.924	0.997
2013	1.019	1.013	1.013	1.013	0.937	1.011

Notes:

(1) Exhibit D, Sheet 2.

(2) Based on model year and symbol trend selected in Exhibit D, Sheets 4 & 5.

(3) (1)/(2)

Expected rate change date of 5/1/2015.

Equity Insurance Company
Arkansas
Derivation of Loss Trend Factors

Exhibit D
Sheet 2

Accident Year	BI		PD		PIP		UM		OTC		COLL	
	Past	Future										

Selected Trend Rate:

Frequency	-1.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-0.50%	0.00%	-0.50%	0.00%
Severity	2.00%	0.50%	0.50%	0.50%	2.00%	0.50%	2.00%	0.50%	2.00%	0.00%	2.00%	3.00%	
Pure Premium	0.98%	0.75%	0.50%	0.50%	2.00%	0.50%	2.00%	0.50%	1.49%	0.00%	1.49%	3.00%	

Trend Factor to 2/1/2016

2003	1.124		1.065		1.234		1.234		1.159		1.251	
2004	1.113		1.059		1.210		1.210		1.142		1.233	
2005	1.102		1.054		1.186		1.186		1.125		1.215	
2006	1.091		1.049		1.163		1.163		1.109		1.197	
2007	1.081		1.044		1.140		1.140		1.092		1.179	
2008	1.070		1.038		1.118		1.118		1.076		1.162	
2009	1.060		1.033		1.096		1.096		1.061		1.145	
2010	1.050		1.028		1.075		1.075		1.045		1.128	
2011	1.039		1.023		1.053		1.053		1.030		1.111	
2012	1.029		1.018		1.033		1.033		1.015		1.095	
2013	1.019		1.013		1.013		1.013		1.000		1.079	

Notes:

Selected in Exhibit D, Sheet 3.

Prior trend applied to numbers prior to 7/1/2013. Future trend to numbers after that date.

Year Ending		Frequency				Severity							
		Bodily Injury	Property Damage	Comp	Collision	Bodily Injury	Property Damage	Comp	Collision				
Year	Quarter	(2)	(3)	(4)	(5)	(2)	(3)	(4)	(5)				
(1a)	(1b)												
2004	2	1.66	3.37	10.19	5.98	8,595	2,587	979	2,768				
2004	3	1.55	3.28	8.86	5.97	8,890	2,607	728	2,872				
2004	4	1.57	3.12	7.88	5.37	8,988	2,547	921	2,938				
2005	1	1.49	3.48	9.39	6.23	9,011	2,639	819	2,976				
2005	2	1.55	3.29	9.69	5.81	9,595	2,604	778	2,898				
2005	3	1.45	3.26	9.35	5.81	9,903	2,651	750	2,867				
2005	4	1.38	3.06	8.83	5.42	10,082	2,797	1,086	3,106				
2006	1	1.36	3.21	9.03	5.71	10,126	2,708	1,178	2,934				
2006	2	1.40	3.11	11.73	5.57	10,802	2,716	1,371	3,000				
2006	3	1.32	3.08	7.92	5.71	9,472	2,830	881	2,935				
2006	4	1.39	3.17	7.28	5.54	10,304	2,781	1,135	3,118				
2007	1	1.27	3.21	6.96	5.81	9,221	2,751	1,068	3,145				
2007	2	1.33	3.15	7.15	5.63	9,312	2,784	944	2,891				
2007	3	1.31	3.10	7.08	5.69	9,971	2,842	917	2,951				
2007	4	1.37	3.13	7.00	5.49	10,059	2,833	1,171	3,139				
2008	1	1.24	3.01	7.50	5.66	10,772	2,819	1,299	3,358				
2008	2	1.27	2.94	15.38	5.42	10,914	2,861	2,134	3,093				
2008	3	1.18	2.92	7.37	5.60	10,509	2,853	1,187	2,941				
2008	4	1.25	2.89	6.76	5.31	9,890	2,862	1,423	3,182				
2009	1	1.17	2.94	7.37	5.69	11,332	2,874	1,314	3,204				
2009	2	1.28	3.04	8.02	5.57	10,642	2,867	1,320	3,017				
2009	3	1.25	2.99	9.55	5.74	10,336	3,014	1,542	2,921				
2009	4	1.30	3.10	7.71	5.60	9,738	2,999	1,400	3,120				
2010	1	1.20	3.10	7.78	5.79	10,268	2,945	1,224	3,261				
2010	2	1.29	3.04	8.33	5.58	10,241	2,908	1,046	2,951				
2010	3	1.24	3.00	7.52	5.68	11,008	3,009	931	2,999				
2010	4	1.25	2.93	7.65	5.33	10,579	3,004	1,342	3,188				
2011	1	1.18	2.92	6.65	5.43	18,533	2,990	1,046	3,542				
2011	2	1.25	2.94	13.48	5.14	11,032	2,952	2,059	3,194				
2011	3	1.25	2.96	9.07	5.30	10,940	3,028	1,305	3,186				
2011	4	1.31	3.01	7.35	5.19	10,702	3,114	1,474	3,496				
2012	1	1.28	3.02	6.66	5.35	10,563	2,955	1,197	3,247				
2012	2	1.24	3.03	6.76	5.11	10,888	3,125	1,121	3,286				
2012	3	1.22	3.02	7.45	5.22	11,561	2,951	1,140	3,124				
2012	4	1.28	3.02	7.03	5.03	11,728	3,143	1,350	3,465				
2013	1	1.24	3.03	6.39	5.28	10,652	3,231	1,251	3,567				
2013	2	1.29	3.02	6.53	5.26	11,071	3,203	1,136	3,382				
2013	3	1.21	3.02	6.58	5.10	11,248	3,238	1,119	3,417				
2013	4	1.29	3.02	6.41	5.10	11,311	3,340	1,431	3,682				
2014	1	1.14	3.03	6.05	5.64	11,262	3,265	1,317	3,631				
2014	2	1.28	3.02	7.34	5.23	10,291	3,357	1,539	3,572				
Annualized Trends: (6)													
6 Points		-1.68%	-0.08%	5.10%	1.86%	-1.31%	3.26%	21.26%	3.43%				
12 Points		-1.28%	0.37%	-6.78%	0.46%	0.28%	4.08%	2.77%	4.18%				
All Points		-2.07%	-0.89%	-3.03%	-1.21%	2.26%	2.31%	3.82%	2.04%				
Equity Direct Business		Frequency					Severity						
Year Ending		Bodily Injury	Property Damage	Comp	Collision	PIP	UM	Bodily Injury	Property Damage	Comp	Collision	PIP	UM
		(2)	(3)	(4)	(5)	(6)	(7)	(2)	(3)	(4)	(5)	(6)	(7)
2003		4.10	5.23	6.10	9.74	4.78	2.42	5,843	2,578	2,158	3,137	1,790	2,879
2004		3.88	5.26	6.49	9.80	5.08	2.37	6,198	2,404	2,019	3,046	1,699	2,490
2005		3.23	4.65	6.11	8.94	2.96	2.25	6,220	2,481	1,749	3,659	1,488	2,626
2006		2.90	4.62	8.45	8.89	7.74	3.61	5,866	2,701	1,739	3,289	1,249	1,862
2007		3.05	4.64	5.64	9.18	5.33	2.70	6,065	2,723	2,360	3,400	1,781	2,006
2008		3.45	4.88	8.53	8.64	2.70	2.87	6,051	2,853	2,672	3,424	3,460	3,246
2009		3.16	5.21	7.69	10.32	4.58	2.59	5,513	2,679	2,079	3,223	3,512	3,083
2010		3.30	4.88	7.58	9.01	2.92	2.45	7,357	2,674	2,236	3,076	3,680	2,112
2011		2.55	4.43	8.26	8.13	3.67	2.21	7,265	2,839	3,013	3,656	2,737	2,535
2012		3.21	4.28	6.08	9.13	5.80	3.03	8,659	2,820	2,853	3,563	2,965	5,630
2013		2.87	4.31	5.06	7.75	4.23	2.34	8,298	3,118	3,099	4,071	2,154	3,001
Trend		-2.70%	-1.56%	-0.18%	-1.42%	-1.40%	0.81%	15.37%	1.78%	4.73%	1.58%	7.11%	2.93%
Selected Prior		-1.00%	0.00%	-0.50%	-0.50%	0.00%	0.00%	2.00%	0.50%	2.00%	2.00%	2.00%	2.00%
Selected Future		0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%	0.50%	0.00%	3.00%	0.50%	0.50%

Notes:

Selected Trend for Liability Frequency is based upon years prior to 2006. There was a change in claims reporting on the EIC systems in 2006 which resulted in the appearance of lower frequency.

Model Year	Age Factor	MYR Factor	Number of Vehicles In-Force at																
			12/31/2003	Age Weighted	12/31/2004	Age Weighted	12/31/2005	Age Weighted	12/31/2006	Age Weighted	12/31/2007	Age Weighted	12/31/2008	12/31/2009	12/31/2010	12/31/2011	12/31/2012	12/31/2013	
Prior	0.55	0.550	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
1983	0.55	0.550	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
1984	0.55	0.550	3	2	1	1	1	1	2	1	1	1	1	1	0	0	0	0	
1985	0.55	0.550	1	1	1	1	2	1	3	2	1	1	0	0	0	0	0	0	
1986	0.55	0.550	3	2	6	3	4	2	2	1	0	0	0	0	0	0	0	0	
1987	0.55	0.550	4	2	5	3	1	1	0	0	0	0	0	0	0	0	0	0	
1988	0.55	0.550	9	5	16	9	10	6	5	3	3	2	1	1	0	0	0	0	
1989	0.55	0.550	9	5	16	9	15	8	10	6	4	2	2	1	1	0	0	0	
1990	0.55	0.550	23	13	21	12	19	10	9	5	2	1	1	1	0	0	0	0	
1991	0.55	0.550	51	28	50	28	25	14	7	4	10	6	3	5	1	0	0	0	
1992	0.55	0.550	62	34	87	48	50	28	24	13	14	8	11	6	4	2	2	2	
1993	0.55	0.550	91	50	101	56	68	37	34	19	29	16	15	8	4	2	1	1	
1994	0.55	0.550	195	107	184	101	93	51	56	31	40	22	25	14	13	10	5	5	
1995	0.55	0.550	211	116	306	168	147	81	98	54	67	37	47	26	35	15	9	9	
1996	0.55	0.550	257	141	390	215	176	97	118	65	84	46	50	28	31	14	15	15	
1997	0.55	0.550	540	297	575	316	325	179	203	112	146	80	87	48	68	33	33	16	
1998	0.55	0.599	427	235	665	366	415	228	273	150	190	105	116	64	78	43	31	22	
1999	0.55	0.630	456	319	699	384	464	255	342	188	243	134	144	79	115	55	55	43	
2000	0.55	0.663	210	168	638	447	537	295	425	234	320	176	227	125	167	72	72	53	
2001	0.55	0.698	228	182	493	394	440	308	399	219	390	215	245	135	182	95	79	58	
2002	0.55	0.735	142	135	345	276	317	254	332	232	380	209	284	156	227	115	81	77	
2003	0.55	0.774	145	145	270	257	221	177	262	210	288	202	239	131	184	129	100	91	
2004	0.55	0.815	16	16	246	246	218	207	236	189	269	215	238	131	177	113	129	119	
2005	0.55	0.857			37	37	169	169	186	177	201	161	175	96	163	138	129	113	
2006	0.55	0.903					17	17	142	142	130	124	136	75	117	124	138	107	
2007	0.55	0.950							29	29	146	146	133	73	134	109	98	107	
2008	0.55	1.000									19	19	87	61	89	75	80	82	
2009	0.70	1.050											7	6	33	45	41	52	
2010	0.80	1.103													3	59	53	65	
2011	0.80	1.158													5	34	42	40	
2012	0.95	1.216														9	35	66	
2013	1.00	1.276															8	49	
2014	1.00	1.340																9	
Weighted Factor				0.650		0.655		0.649		0.652		0.646	0.746	0.749	0.765	0.823	0.845	0.892	
Annual Change				-1.1%		0.8%		-0.8%		0.4%		-0.8%	15.4%	0.4%	2.1%	9.9%	10.6%	8.3%	
Selected MYR Trend																		4.49%	

Note: EIC used Vehicle Age rather than Model Year as a rating factor until 2008. As a result, to compute the MYR Trend factor, the number of vehicles had to be weighted by the age factor.

Equity Insurance Company

Arkansas

Rate Order of Calculation

Effective: 05/01/2015

Step	Rating Component	BI	PD	MED	COLL	COMP	PIP	UMBI	UMPD	RR	TL	SPEC EQUIP
1	Base Rate	+	+	+	+	+	+	+	+	+	+	+
2	Model Year Factor				x (5)	x (5)						
3	Vehicle Symbol Factor				x (5)	x (5)						
4	Territory Factor	x (5)	x (5)		x (5)	x (5)		x (5)	x (5)			
5	Driver Class Factor	x (5)	x (5)		x (5)	x (5)		x (5)	x (5)			
6	Point Factor	x (5)	x (5)		x (5)	x (5)						
7	Limit Factor	x (0)	x (0)	x (0)			x (0)	x (0)	x (0)	x (0)	x (0)	x (0)
8	Deductible Factor				x (0)	x (0)						
10	Discount (General)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)			
10a	Homeowner Discount	+	+	+	+	+	+	+	+			
10b	Renewal Discount	+	+	+	+	+	+	+	+			
10c	Transfer Discount	+	+	+	+	+	+	+	+			
10d	Multi-Car Discount	+	+	+	+	+	+	+	+			
10e	Driver Training Discount	+	+	+	+	+	+	+	+			
10f	Good Student Discount	+	+	+	+	+	+	+	+			
10g	Maximum Discount	40%	40%	40%	40%	40%	40%	40%	40%			
11a	Affiliation Discount	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)			
11b	Paid in Full Discount	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)	x (2)			
12	Developed Premium											

Total Policy Premium = Sum of Developed Premiums + Fees + Assessments

+ means to add numbers

x (0) : multiply then round to whole dollars

x (2) : multiply then round to cents

x (5) : multiply then round to five decimal places

To compute Discount (10), add together 10a - 10f. Select the lower of the sum or 10g.

**Equity Insurance Company
Base Rates**

Arkansas

Effective: 05/01/2015

Limits	Coverage	Limit	6 Month Rate
BI		\$25,000/\$50,000	\$175.59
PD		\$25,000	\$203.53
MP		\$500	\$18.00
UM/UIM BI		\$25,000/\$50,000	\$56.85
UM PD		\$25,000	\$28.73
OTC			\$94.94
COLL			\$188.08
Towing/Labor		\$50 per day	\$12.00 (per auto)
Rental Reimbursement	\$30 per day, up to 30 days		\$30.00 (per auto)
Special Equipment			\$6.00 (per \$100 value)
No Fault Injury Protection (PIP)			
Medical/Hospital		\$5,000	\$73.59
Work Loss		70%	\$27.62
Accidental Death		\$5,000	\$20.11

**Equity Insurance Company
Limits and Deductibles**

Arkansas

Effective: 05/01/2015

Limits			Deductibles	
Coverage	Limits	Factor	OTC	Factor
BI	25,000/50,000	1.000	\$200	1.152
PD	25,000	1.000	\$250	1.000
			\$500	0.800
UM/UIM BI	25,000/50,000	1.000	\$1,000	0.504
			\$1,500	0.456
UM PD	25,000 w/ \$200 Deductible	1.000	\$2,000	0.400
Medical Payment	500	1.000	COLL	Factor
	1000	1.333	\$200	N/A
	2000	1.750	\$250	1.200
			\$500	1.000
Towing & Labor	50	1.000	\$1,000	0.700
			\$1,500	0.600
Rental Reimbursement	\$30 per day, up to 30 days	1.000	\$2,000	0.500
Special Equipment	(per \$100 value)	1.000		
No Fault Injury Protection				
Medical/Hospital	5000	1.000		
Work Loss	70%	1.000		
Accidental Death	5000	1.000		

**Equity Insurance Company
Discounts & Surcharges**

Arkansas

Effective: 05/01/2015

Discounts

Paid In Full	0.95
Multi Car	0.80
Defensive Driver	0.95
Home Owner	0.95
College Graduate	0.95
Transfer	0.85
Renewal	
6 Month	0.90
12 Month	0.90
18 Month	0.85
24 Month	0.80
Affiliation Discount	
State of Arkansas	0.97

**Equity Insurance Company
Class Factors**

Arkansas

Effective: 05/01/2015

<u>Age</u>	<u>MM</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	2.420	2.420	1.000	1.322	2.365	1.000	1.000
16-18	2.420	2.420	1.000	1.322	2.365	1.000	1.000
19-20	1.782	1.782	1.000	1.322	1.870	1.000	1.000
21-22	1.248	1.248	1.000	1.322	1.376	1.000	1.000
23-24	1.196	1.196	1.000	1.150	1.201	1.000	1.000
25-29	0.922	0.922	1.000	1.100	0.970	1.000	1.000
30-34	0.853	0.853	1.000	1.100	0.870	1.000	1.000
35-39	0.853	0.853	1.000	1.000	0.870	1.000	1.000
40-44	0.810	0.810	1.000	0.903	0.827	1.000	1.000
45-49	0.853	0.853	1.000	0.950	0.870	1.000	1.000
50-54	0.853	0.853	1.000	0.950	0.835	1.000	1.000
55-59	0.820	0.820	1.000	0.900	0.835	1.000	1.000
60-64	0.820	0.820	1.000	0.900	0.835	1.000	1.000
65-69	0.900	0.900	1.000	0.900	0.870	1.000	1.000
70-74	1.200	1.200	1.000	0.900	1.210	1.000	1.000
75&Older	1.200	1.200	1.000	0.900	1.210	1.000	1.000

<u>Age</u>	<u>MF</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	2.035	2.035	1.000	1.322	1.969	1.000	1.000
16-18	2.035	2.035	1.000	1.322	1.969	1.000	1.000
19-20	1.276	1.276	1.000	1.322	1.331	1.000	1.000
21-22	1.040	1.040	1.000	1.150	1.050	1.000	1.000
23-24	1.000	1.000	1.000	1.150	1.019	1.000	1.000
25-29	0.900	0.900	1.000	1.100	0.988	1.000	1.000
30-34	0.852	0.852	1.000	1.100	0.835	1.000	1.000
35-39	0.820	0.820	1.000	1.000	0.835	1.000	1.000
40-44	0.818	0.818	1.000	0.903	0.793	1.000	1.000
45-49	0.900	0.900	1.000	0.950	0.835	1.000	1.000
50-54	0.900	0.900	1.000	0.950	0.912	1.000	1.000
55-59	0.900	0.900	1.000	0.900	0.912	1.000	1.000
60-64	0.900	0.900	1.000	0.900	0.912	1.000	1.000
65-69	0.936	0.936	1.000	0.900	0.912	1.000	1.000
70-74	1.125	1.125	1.000	0.900	1.114	1.000	1.000
75&Older	1.160	1.160	1.000	0.900	1.114	1.000	1.000

<u>Age</u>	<u>SM</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	3.881	3.881	1.000	1.454	3.867	1.000	1.000
16-18	3.881	3.881	1.000	1.454	3.867	1.000	1.000
19-20	2.646	2.646	1.000	1.415	2.584	1.000	1.000
21-22	1.620	1.620	1.000	1.322	1.718	1.000	1.000
23-24	1.528	1.528	1.000	1.388	1.593	1.000	1.000
25-29	1.172	1.172	1.000	1.155	1.181	1.000	1.000
30-34	1.000	1.000	1.000	1.100	1.050	1.000	1.000
35-39	0.970	0.970	1.000	1.000	1.050	1.000	1.000
40-44	0.970	0.970	1.000	0.950	1.050	1.000	1.000
45-49	0.970	0.970	1.000	0.950	1.050	1.000	1.000
50-54	0.970	0.970	1.000	0.950	1.008	1.000	1.000
55-59	0.970	0.970	1.000	0.900	1.008	1.000	1.000
60-64	0.970	0.970	1.000	0.900	1.008	1.000	1.000
65-69	1.040	1.040	1.000	0.900	1.082	1.000	1.000
70-74	1.248	1.248	1.000	0.900	1.210	1.000	1.000
75&Older	1.248	1.248	1.000	0.900	1.260	1.000	1.000

<u>Age</u>	<u>SF</u>						
	<u>BI</u>	<u>PD</u>	<u>UMBI</u>	<u>OTC</u>	<u>COLL</u>	<u>UMPD</u>	<u>PIP</u>
16 & under	2.530	2.530	1.000	1.322	2.472	1.000	1.000
16-18	2.530	2.530	1.000	1.322	2.472	1.000	1.000
19-20	2.064	2.064	1.000	1.322	1.975	1.000	1.000
21-22	1.404	1.404	1.000	1.322	1.424	1.000	1.000
23-24	1.292	1.292	1.000	1.208	1.349	1.000	1.000
25-29	1.060	1.060	1.000	1.100	1.110	1.000	1.000
30-34	1.000	1.000	1.000	1.100	1.050	1.000	1.000
35-39	1.050	1.050	1.000	1.000	1.050	1.000	1.000
40-44	1.020	1.020	1.000	0.950	1.050	1.000	1.000
45-49	0.970	0.970	1.000	0.950	1.000	1.000	1.000
50-54	0.873	0.873	1.000	0.950	0.912	1.000	1.000
55-59	0.873	0.873	1.000	0.900	0.912	1.000	1.000
60-64	0.873	0.873	1.000	0.900	0.912	1.000	1.000
65-69	0.900	0.900	1.000	0.900	0.912	1.000	1.000
70-74	1.164	1.164	1.000	0.900	1.210	1.000	1.000
75&Older	1.200	1.200	1.000	0.900	1.386	1.000	1.000

More cars than drivers: Rate at the **LOWEST** rated driver on the policy.

**Equity Insurance Company
Territory Factors**

Arkansas

Effective: 05/01/2015

Territory	BI	PD	UMBI	UMPD	OTC	COLL
1	1.122	1.061	1.010	1.030	1.152	0.949
3	0.565	0.646	0.909	1.030	0.833	0.883
5	0.636	0.635	0.927	1.030	1.117	0.803
6	0.742	0.703	0.909	1.030	0.950	0.939
8	0.882	0.815	1.010	1.030	0.876	1.002
9	0.736	0.728	0.909	1.030	1.022	0.774
10	0.687	0.654	0.909	1.030	0.875	0.694
11	0.622	0.626	0.864	1.030	0.947	0.836
21	0.641	0.634	0.864	1.030	1.022	0.761
31	0.611	0.605	0.864	1.030	1.103	0.742
32	0.719	0.679	1.295	1.030	1.366	0.801
33	0.613	0.633	0.909	1.030	0.795	0.762
91	1.141	1.170	1.010	1.030	0.998	1.089
96	0.863	0.829	0.954	1.030	1.050	0.886

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72002	1	Alexander
72053	1	College Station
72065	1	Hensley
72076	1	Jacksonville
72078	1	Jacksonville
72099	1	Little Rock Air Force Base
72103	1	Mabelvale
72113	1	Maumelle
72114	1	North Little Rock
72115	1	North Little Rock
72116	1	North Little Rock
72117	1	North Little Rock
72118	1	North Little Rock
72119	1	North Little Rock
72120	1	Sherwood
72124	1	North Little Rock
72135	1	Roland
72142	1	Scott
72164	1	Sweet Home
72180	1	Woodson
72183	1	Wrightsville
72190	1	North Little Rock
72199	1	North Little Rock
72203	1	Little Rock
72205	1	Little Rock
72207	1	Little Rock
72209	1	Little Rock
72210	1	Little Rock
72211	1	Little Rock
72212	1	Little Rock
72214	1	Little Rock
72215	1	Little Rock
72216	1	Little Rock
72217	1	Little Rock
72219	1	Little Rock
72221	1	Little Rock
72223	1	Little Rock
72225	1	Little Rock
72227	1	Little Rock
72231	1	Little Rock
72260	1	Little Rock
72295	1	Little Rock
72711	3	Avoca
72712	3	Bentonville
72714	3	Bella Vista
72715	3	Bella Vista
72716	3	Bentonville
72717	3	Canehill
72718	3	Cave Springs
72719	3	Centerton
72722	3	Decatur
72727	3	Elkins
72728	3	Elm Springs
72729	3	Evansville
72730	3	Farmington
72732	3	Garfield
72733	3	Gateway
72734	3	Gentry
72735	3	Goshen
72736	3	Gravette
72737	3	Greenland
72739	3	Hiwasse

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72741	3	Johnson
72744	3	Lincoln
72745	3	Lowell
72747	3	Maysville
72749	3	Morrow
72751	3	Pea Ridge
72753	3	Prairie Grove
72756	3	Rogers
72757	3	Rogers
72758	3	Rogers
72761	3	Siloam Springs
72762	3	Springdale
72764	3	Springdale
72765	3	Springdale
72766	3	Springdale
72768	3	Sulphur Springs
72769	3	Summers
72770	3	Tontitown
72774	3	West Fork
72301	5	West Memphis
72303	5	West Memphis
72310	5	Armored
72313	5	Bassett
72315	5	Blytheville
72316	5	Blytheville
72319	5	Gosnell
72321	5	Burdette
72325	5	Clarkedale
72327	5	Crawfordsville
72329	5	Driver
72330	5	Dyess
72331	5	Earle
72332	5	Edmondson
72338	5	Frenchmans Bayou
72339	5	Gilmore
72350	5	Joiner
72351	5	Keiser
72358	5	Luxora
72364	5	Marion
72370	5	Osceola
72376	5	Proctor
72384	5	Turrell
72391	5	West Ridge
72395	5	Wilson
72426	5	Dell
72428	5	Etowah
72438	5	Leachville
72442	5	Manila
71611	6	Pine Bluff
71612	6	Pine Bluff
71613	6	Pine Bluff
71659	6	Moscow
72004	6	Alzheimer
72007	6	Austin
72011	6	Bauxite
72015	6	Benton
72018	6	Benton
72019	6	Benton
72022	6	Bryant
72023	6	Cabot
72024	6	Carlisle
72032	6	Conway

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72033	6	Conway
72034	6	Conway
72035	6	Conway
72037	6	Coy
72039	6	Damascus
72046	6	England
72047	6	Enola
72057	6	Grapevine
72058	6	Greenbrier
72061	6	Guy
72072	6	Humnoke
72083	6	Keo
72084	6	Leola
72086	6	Lonoke
72089	6	Bryant
72106	6	Mayflower
72107	6	Menifee
72111	6	Mount Vernon
72122	6	Paron
72128	6	Poyen
72129	6	Prattsville
72133	6	Reydell
72150	6	Sheridan
72167	6	Traskwood
72173	6	Vilonia
72175	6	Wabbaseka
72176	6	Ward
72181	6	Wooster
71901	8	Hot Springs National Park
71902	8	Hot Springs National Park
71903	8	Hot Springs National Park
71909	8	Hot Springs Village
71910	8	Hot Springs Village
71913	8	Hot Springs National Park
71914	8	Hot Springs National Park
71949	8	Jessieville
71951	8	Hot Springs National Park
71956	8	Mountain Pine
71964	8	Pearcy
71968	8	Royal
72087	8	Lonsdale
72105	8	Jones Mill
72401	9	Jonesboro
72402	9	Jonesboro
72403	9	Jonesboro
72404	9	Jonesboro
72411	9	Bay
72414	9	Black Oak
72416	9	Bono
72417	9	Brookland
72419	9	Caraway
72421	9	Cash
72427	9	Egypt
72437	9	Lake City
72447	9	Monette
72450	9	Paragould
72451	9	Paragould
72467	9	State University
72901	10	Fort Smith
72902	10	Fort Smith
72903	10	Fort Smith
72904	10	Fort Smith

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72905	10	Fort Smith
72906	10	Fort Smith
72908	10	Fort Smith
72913	10	Fort Smith
72914	10	Fort Smith
72916	10	Fort Smith
72917	10	Fort Smith
72918	10	Fort Smith
72921	10	Alma
72923	10	Barling
72930	10	Cecil
72932	10	Cedarville
72933	10	Charleston
72934	10	Chester
72935	10	Dyer
72936	10	Greenwood
72937	10	Hackett
72938	10	Hartford
72940	10	Huntington
72941	10	Lavaca
72945	10	Midland
72946	10	Mountainsburg
72947	10	Mulberry
72948	10	Natural Dam
72952	10	Rudy
72955	10	Uniontown
72956	10	Van Buren
72957	10	Van Buren
72959	10	Winslow
72005	11	Amagon
72006	11	Augusta
72010	11	Bald Knob
72012	11	Beebe
72013	11	Bee Branch
72014	11	Beedeville
72017	11	Biscoe
72020	11	Bradford
72021	11	Brinkley
72027	11	Center Ridge
72028	11	Choctaw
72030	11	Clinton
72031	11	Clinton
72036	11	Cotton Plant
72040	11	Des Arc
72043	11	Diaz
72044	11	Edgemont
72045	11	El Paso
72051	11	Fox
72052	11	Garner
72059	11	Gregory
72060	11	Griffithville
72063	11	Hattievile
72066	11	Hickory Plains
72067	11	Higden
72068	11	Higginson
72075	11	Jacksonport
72080	11	Jerusalem
72081	11	Judsonia
72082	11	Kensett
72085	11	Letona
72088	11	Fairfield Bay
72101	11	Mc Crory

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72102	11	Mc Rae
72112	11	Newport
72121	11	Pangburn
72123	11	Patterson
72130	11	Prim
72131	11	Quitman
72136	11	Romance
72137	11	Rose Bud
72139	11	Russell
72141	11	Scotland
72143	11	Searcy
72145	11	Searcy
72149	11	Searcy
72153	11	Shirley
72156	11	Solgohachia
72157	11	Springfield
72165	11	Thida
72169	11	Tupelo
72178	11	West Point
72179	11	Wilburn
72314	11	Birdeye
72322	11	Caldwell
72324	11	Cherry Valley
72326	11	Colt
72347	11	Hickory Ridge
72354	11	Lepanto
72365	11	Marked Tree
72372	11	Palestine
72373	11	Parkin
72377	11	Rivervale
72386	11	Tyronza
72387	11	Vanndale
72392	11	Wheatley
72396	11	Wynne
72410	11	Alicia
72412	11	Beech Grove
72413	11	Biggers
72415	11	Black Rock
72422	11	Corning
72424	11	Datto
72425	11	Delaplaine
72429	11	Fisher
72430	11	Greenway
72431	11	Grubbs
72432	11	Harrisburg
72433	11	Hoxie
72434	11	Imboden
72435	11	Knobel
72436	11	Lafe
72439	11	Light
72440	11	Lynn
72441	11	McDougal
72443	11	Marmaduke
72444	11	Maynard
72445	11	Minturn
72449	11	Okean
72453	11	Peach Orchard
72454	11	Piggott
72455	11	Pocahontas
72456	11	Pollard
72457	11	Portia
72458	11	Powhatan

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72459	11	Ravenden
72460	11	Ravenden Springs
72461	11	Rector
72462	11	Reyno
72464	11	Saint Francis
72465	11	Sedgwick
72466	11	Smithville
72469	11	Strawberry
72470	11	Success
72471	11	Swifton
72472	11	Trumann
72473	11	Tuckerman
72474	11	Walcott
72475	11	Waldenburg
72476	11	Walnut Ridge
72478	11	Warm Springs
72479	11	Weiner
72482	11	Williford
72501	11	Batesville
72503	11	Batesville
72512	11	Horseshoe Bend
72513	11	Ash Flat
72515	11	Bexar
72517	11	Brockwell
72519	11	Calico Rock
72520	11	Camp
72521	11	Cave City
72522	11	Charlotte
72523	11	Concord
72524	11	Cord
72525	11	Cherokee Village
72526	11	Cushman
72527	11	Desha
72528	11	Dolph
72529	11	Cherokee Village
72530	11	Drasco
72531	11	Elizabeth
72532	11	Evening Shade
72533	11	Fifty Six
72534	11	Floral
72536	11	Franklin
72537	11	Gamaliel
72538	11	Gepp
72539	11	Glencoe
72540	11	Guion
72542	11	Hardy
72543	11	Heber Springs
72544	11	Henderson
72546	11	Ida
72550	11	Locust Grove
72553	11	Magness
72554	11	Mammoth Spring
72555	11	Marcella
72556	11	Melbourne
72560	11	Mountain View
72561	11	Mount Pleasant
72562	11	Newark
72564	11	Oil Trough
72565	11	Oxford
72566	11	Pineville
72567	11	Pleasant Grove
72568	11	Pleasant Plains

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72569	11	Poughkeepsie
72571	11	Rosie
72572	11	Saffell
72573	11	Sage
72575	11	Salado
72576	11	Salem
72577	11	Sidney
72578	11	Sturkie
72579	11	Sulphur Rock
72581	11	Tumbling Shoals
72583	11	Viola
72584	11	Violet Hill
72585	11	Wideman
72587	11	Wiseman
72601	11	Harrison
72602	11	Harrison
72610	11	Alco
72611	11	Alpena
72613	11	Beaver
72615	11	Bergman
72616	11	Berryville
72617	11	Big Flat
72619	11	Bull Shoals
72623	11	Clarkridge
72624	11	Compton
72626	11	Cotter
72628	11	Deer
72629	11	Dennard
72630	11	Diamond City
72631	11	Eureka Springs
72632	11	Eureka Springs
72633	11	Everton
72634	11	Flippin
72635	11	Gassville
72636	11	Gilbert
72638	11	Green Forest
72639	11	Harriet
72640	11	Hasty
72641	11	Jasper
72642	11	Lakeview
72644	11	Lead Hill
72645	11	Leslie
72648	11	Marble Falls
72650	11	Marshall
72651	11	Midway
72653	11	Mountain Home
72654	11	Mountain Home
72655	11	Mount Judea
72657	11	Timbo
72658	11	Norfolk
72659	11	Norfolk
72660	11	Oak Grove
72661	11	Oakland
72662	11	Omaha
72663	11	Onia
72666	11	Parthenon
72668	11	Peel
72669	11	Pindall
72670	11	Ponca
72672	11	Pyatt
72675	11	Saint Joe
72677	11	Summit

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72679	11	Tilly
72680	11	Timbo
72682	11	Valley Springs
72683	11	Vendor
72685	11	Western Grove
72686	11	Witts Springs
72687	11	Yellville
72721	11	Combs
72738	11	Hindsville
72740	11	Huntsville
72742	11	Kingston
72752	11	Pettigrew
72760	11	Saint Paul
72773	11	Wesley
72776	11	Witter
72830	11	Clarksville
72837	11	Dover
72839	11	Hagarville
72843	11	Hector
72846	11	Lamar
72847	11	London
72852	11	Oark
72854	11	Ozone
72856	11	Pelsor
72949	11	Ozark
71820	21	Alleene
71822	21	Ashdown
71823	21	Ben Lomond
71825	21	Blevins
71831	21	Columbus
71832	21	De Queen
71833	21	Dierks
71836	21	Foreman
71838	21	Fulton
71841	21	Gillham
71842	21	Horatio
71844	21	Laneburg
71846	21	Lockesburg
71847	21	McCaskill
71851	21	Mineral Springs
71852	21	Nashville
71853	21	Ogden
71855	21	Ozan
71859	21	Saratoga
71862	21	Washington
71865	21	Wilton
71866	21	Winthrop
71920	21	Alpine
71921	21	Amity
71922	21	Antoine
71929	21	Bismarck
71932	21	Board Camp
71933	21	Bonnerdale
71935	21	Caddo Gap
71937	21	Cove
71940	21	Delight
71943	21	Glenwood
71944	21	Grannis
71945	21	Hatfield
71950	21	Kirby
71952	21	Langley
71953	21	Mena

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
71957	21	Mount Ida
71958	21	Murfreesboro
71959	21	Newhope
71960	21	Norman
71961	21	Oden
71962	21	Okolona
71965	21	Pencil Bluff
71966	21	Oden
71969	21	Sims
71970	21	Story
71971	21	Umpire
71972	21	Vandervoort
71973	21	Wickes
72001	21	Adona
72016	21	Bigelow
72025	21	Casa
72070	21	Houston
72074	21	Hunter
72110	21	Morrilton
72125	21	Perry
72126	21	Perryville
72127	21	Plumerville
72801	21	Russellville
72802	21	Russellville
72811	21	Russellville
72812	21	Russellville
72820	21	Alix
72821	21	Altus
72823	21	Atkins
72824	21	Belleville
72826	21	Blue Mountain
72827	21	Bluffton
72828	21	Briggsville
72829	21	Centerville
72832	21	Coal Hill
72833	21	Danville
72834	21	Dardanelle
72835	21	Delaware
72838	21	Gravelly
72840	21	Hartman
72841	21	Harvey
72842	21	Havana
72845	21	Knoxville
72851	21	New Blaine
72853	21	Ola
72855	21	Paris
72857	21	Plainview
72858	21	Pottsville
72860	21	Rover
72863	21	Scranton
72865	21	Subiaco
72926	21	Boles
72927	21	Booneville
72928	21	Branch
72943	21	Magazine
72944	21	Mansfield
72950	21	Parks
72951	21	Ratcliff
72958	21	Waldron
71630	31	Arkansas City
71631	31	Banks
71635	31	Crossett

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
71638	31	Dermott
71640	31	Eudora
71642	31	Fountain Hill
71643	31	Gould
71644	31	Grady
71646	31	Hamburg
71647	31	Hermitage
71651	31	Jersey
71652	31	Kingsland
71653	31	Lake Village
71654	31	McGehee
71655	31	Monticello
71656	31	Monticello
71657	31	Monticello
71658	31	Montrose
71660	31	New Edinburg
71661	31	Parkdale
71662	31	Pickens
71663	31	Portland
71665	31	Rison
71666	31	McGehee
71667	31	Star City
71670	31	Tillar
71671	31	Warren
71675	31	Wilmar
71676	31	Wilmot
71677	31	Winchester
71678	31	Yorktown
71701	31	Camden
71711	31	Camden
71720	31	Bearden
71721	31	Beirne
71722	31	Bluff City
71724	31	Calion
71725	31	Carthage
71726	31	Chidester
71728	31	Curtis
71730	31	El Dorado
71731	31	El Dorado
71740	31	Emerson
71742	31	Fordyce
71743	31	Gurdon
71744	31	Hampton
71745	31	Harrell
71747	31	Huttig
71748	31	Ivan
71749	31	Junction City
71750	31	Lawson
71751	31	Louann
71752	31	McNeil
71753	31	Magnolia
71754	31	Magnolia
71758	31	Mount Holly
71759	31	Norphlet
71762	31	Smackover
71763	31	Sparkman
71764	31	Stephens
71765	31	Strong
71766	31	Thornton
71769	31	Village
71770	31	Waldo
71772	31	Whelen Springs

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
71801	31	Hope
71802	31	Hope
71826	31	Bradley
71827	31	Buckner
71828	31	Cale
71834	31	Doddridge
71835	31	Emmet
71837	31	Fouke
71839	31	Garland City
71840	31	Genoa
71845	31	Lewisville
71854	31	Texarkana
71857	31	Prescott
71858	31	Rosston
71860	31	Stamps
71861	31	Taylor
71864	31	Willisville
71923	31	Arkadelphia
71941	31	Donaldson
71942	31	Friendship
71998	31	Arkadelphia
71999	31	Arkadelphia
72104	31	Malvern
71639	32	Dumas
71674	32	Watson
72003	32	Almyra
72026	32	Casscoe
72029	32	Clarendon
72038	32	Crocketts Bluff
72041	32	De Valls Bluff
72042	32	De Witt
72048	32	Ethel
72055	32	Gillett
72064	32	Hazen
72069	32	Holly Grove
72073	32	Humphrey
72108	32	Monroe
72134	32	Roe
72140	32	Saint Charles
72160	32	Stuttgart
72166	32	Tichnor
72170	32	Ulm
72311	32	Aubrey
72312	32	Barton
72320	32	Brickeys
72328	32	Crumrod
72333	32	Elaine
72335	32	Forrest City
72336	32	Forrest City
72340	32	Goodwin
72341	32	Haynes
72342	32	Helena
72346	32	Heth
72348	32	Hughes
72352	32	La Grange
72353	32	Lambrook
72355	32	Lexa
72359	32	Madison
72360	32	Marianna
72366	32	Marvell
72367	32	Mellwood
72368	32	Moro

Equity Insurance Company
Zip Code to Territory

Arkansas

Effective:

Zip Code	Territories	City
72369	32	Oneida
72374	32	Poplar Grove
72379	32	Snow Lake
72389	32	Wabbaseka
72390	32	West Helena
72394	32	Widener
72701	33	Fayetteville
72702	33	Fayetteville
72703	33	Fayetteville
72704	33	Fayetteville
72201	91	Little Rock
72202	91	Little Rock
72204	91	Little Rock
72206	91	Little Rock
71601	96	Pine Bluff
71602	96	Pine Bluff
71603	96	Pine Bluff
72079	96	Jefferson
72132	96	Redfield
72152	96	Sherrill
72168	96	Tucker
72182	96	Wright

**Equity Insurance Company
Points**

Arkansas

Effective: 05/01/2015

Points	BI	PD	OTC	COLL
0	1.000	1.000	1.000	1.000
1	1.050	1.050	1.000	1.050
2	1.090	1.090	1.000	1.090
3	1.290	1.290	1.000	1.290
4	1.290	1.290	1.000	1.290
5	1.500	1.500	1.000	1.500
6	1.500	1.500	1.000	1.500
7	1.670	1.670	1.000	1.670
8	1.670	1.670	1.000	1.670
9	1.840	1.840	1.000	1.840
10	1.840	1.840	1.000	1.840
11	2.000	2.000	1.000	2.000
12	2.000	2.000	1.000	2.000
13	2.200	2.200	1.000	2.300
14	2.200	2.200	1.000	2.300
15	2.500	2.500	1.000	2.700
16	2.500	2.500	1.000	2.700
17	2.900	2.900	1.000	3.100
18	2.900	2.900	1.000	3.100
19	3.140	3.140	1.000	3.240
20	3.140	3.140	1.000	3.240
21	3.140	3.140	1.000	3.240
22	3.380	3.380	1.000	3.380
23	3.380	3.380	1.000	3.380
24	3.380	3.380	1.000	3.380
25	3.620	3.620	1.000	3.520
26	3.620	3.620	1.000	3.520
27	3.620	3.620	1.000	3.520
28	3.860	3.860	1.000	3.760
29	3.860	3.860	1.000	3.760
30	3.860	3.860	1.000	3.760

**Equity Insurance Company
Symbols**

Arkansas

Effective: 05/01/2015

1989 & Prior Model Years

Symbol	OTC	COLL
1	1.150	1.150
2	1.150	1.150
3	1.150	1.150
4	1.150	1.150
5	1.150	1.150
6	1.300	1.300
7	1.500	1.600
8	1.800	1.800
10	2.100	2.100
11	2.500	2.360
12	2.900	2.610
13	3.400	3.050
14	3.900	3.610
15	3.900	4.330
16	3.900	4.980
17	3.900	4.980
18	3.900	4.980
19	3.900	4.980
20	4.270	5.230
21	4.520	5.710

1990 - 2010 Model Years

Symbol	OTC	COLL
1	1.300	1.300
2	1.500	1.600
3	1.800	1.800
4	1.800	1.800
5	2.100	2.100
6	2.100	2.100
7	2.500	2.360
8	2.500	2.360
10	2.900	2.610
11	2.900	2.610
12	3.400	3.050
13	3.400	3.050
14	3.900	3.610
15	3.900	3.610
16	3.900	4.330
17	3.900	4.330
18	3.900	4.980
19	3.900	4.980
20	4.270	5.230
21	4.520	5.420
22	4.950	5.710
23	5.450	6.280
24	6.050	6.760
25	6.650	7.330
26	7.260	7.900
27	7.840	8.470

2011 & Subsequent Model Years

Symbol	COMP	COLL
1	1.300	1.300
2	1.300	1.300
3	1.500	1.600
4	1.800	1.800
5	1.800	1.800
6	2.100	2.100
7	2.100	2.100
8	2.100	2.100
10	2.500	2.360
11	2.900	2.610
12	2.900	2.610
13	2.900	2.610
14	2.900	2.610
15	2.900	2.610
16	3.400	3.050
17	3.400	3.050
18	3.400	3.050
19	3.400	3.050
20	3.900	3.610
21	3.900	3.610
22	3.900	3.610
23	3.900	3.610
24	3.900	3.610
25	3.900	3.610
26	3.900	4.330
27	3.900	4.330
28	3.900	4.330
29	3.900	4.330
30	3.900	4.330
31	3.900	4.330
32	3.900	4.980
33	3.900	4.980
34	3.900	4.980
35	3.900	4.980
36	3.900	4.980
37	3.900	4.980
38	4.270	5.230
39	4.270	5.230
40	4.270	5.230
41	4.270	5.230
42	4.520	5.420
43	4.520	5.420
44	4.520	5.420
45	4.950	5.710
46	4.950	5.710
47	4.950	5.710
48	4.950	5.710
49	5.450	6.280
50	5.450	6.280
51	5.450	6.280
52	5.450	6.280
53	6.050	6.760
54	6.050	6.760
55	6.650	7.330
56	6.650	7.330
57	6.650	7.330
58	6.650	7.330
59	6.650	7.330
60	7.260	7.900
61	7.260	7.900
62	7.840	8.470
63	7.840	8.470
64	7.840	8.470
65	7.840	8.470
66	7.840	8.470
67	7.840	8.470
68	7.840	8.470
69	7.840	8.470
70	7.840	8.470
71	7.840	8.470
72	7.840	8.470
73	7.840	8.470
74	7.840	8.470
75	7.840	8.470

**Equity Insurance Company
Price New Symbols**

Arkansas

Effective: 05/01/2015

2011 and Newer Model Year				1989 and Prior Model Years		1990 - 2010 Model Years	
<u>Symbol</u>	<u>Range</u>		<u>Range</u>	<u>Symbol</u>	<u>Range</u>	<u>Symbol</u>	<u>Range</u>
1	\$1 - 3000	41	\$35001 - 36000	1	\$0-\$1,600	1	\$0-\$6,500
2	\$3001 - 5500	42	\$36001 - 37000	2	1,601-2,100	2	6,501-8,000
3	\$5501 - 8000	43	\$37001 - 38000	3	2,101-2,750	3	8,001-9,000
4	\$8001 - 9000	44	\$38001 - 39000	4	2,751-3700	4	9,001-10,000
5	\$9001 - 10000	45	\$39001 - 40000	5	3,701-5,000	5	10,001-11,250
6	\$10001 - 11000	46	\$40001 - 41250	6	5,001-6,500	6	11,250-12,500
7	\$11001 - 12000	47	\$41251 - 42500	7	6,501-8,000	7	12,501-13,750
8	\$12001 - 13000	48	\$42501 - 43750	8	8,001-10,000	8	13,751-15,000
10	\$13001 - 14000	49	\$43751 - 45000	10	10,001-12,500	10	15,001-16,250
11	\$14001 - 15000	50	\$45001 - 46250	11	12,501-15,000	11	16,251-17,500
12	\$15001 - 15625	51	\$46251 - 47500	12	15,001-17,500	12	17,501-18,750
13	\$15626 - 16250	52	\$47501 - 48750	13	17,501-20,000	13	18,751-20,000
14	\$16251 - 16875	53	\$48751 - 50000	14	20,001-24,000	14	20,001-22,000
15	\$16876 - 17500	54	\$50001 - 52500	15	24,001-28,000	15	22,001-24,000
16	\$17501 - 18125	55	\$52501 - 55000	16	28,001-33,000	16	24,001-26,000
17	\$18126 - 18750	56	\$55001 - 57500	17*	33,001-39,000	17	26,001-28,000
18	\$18751 - 19375	57	\$57501 - 60000	18*	39,001-46,000	18	28,001-30,000
19	\$19376 - 20000	58	\$60001 - 65000	19*	46,001-55,000	19	30,001-33,000
20	\$20001 - 20625	59	\$65001 - 70000	Not Eligible	55,001-65,000	20	33,001-36,000
21	\$20626 - 21250	60	\$70001 - 75000			21*	36,001-40,000
22	\$21251 - 21875	61	\$75001 - 80000			22*	40,001-45,000
23	\$21876 - 22500	62	\$80001 - 85000			23	45,001-50,000
24	\$22501 - 23125	63	\$85001 - 90000			Not Eligible	50,001-above
25	\$23126 - 23750	64	\$90001 - 95000				
26	\$23751 - 24375	65	\$95001 - 100000				
27	\$24376 - 25000	66	\$100001 - 110000				
28	\$25001 - 25625	67	\$110001 - 120000				
29	\$25626 - 26250	68	\$120001 - 130000				
30	\$26251 - 26875	69	\$130001 - 140000				
31	\$26876 - 27500	70	\$140001 - 150000				
32	\$27501 - 28125						
33	\$28126 - 28750	71	Rating Symbol Only (1)				
34	\$28751 - 29375	72					
35	\$29376 - 30000	73	Rating Symbol Only (1)				
36	\$30001 - 31000	74	Rating Symbol Only (1)				
37	\$31001 - 32000	75	Rating Symbol Only (1)				
38	\$32001 - 33000						
39	\$33001 - 34000	98	\$150000 and above (2)				
40	\$34001 - 35000						

The Price New Symbol assigned to each vehicle applies to both Comprehensive and Collision coverages

**Equity Insurance Company
Model Year**

Arkansas

Effective: 05/01/2015

<u>Model Year</u>	<u>OTC</u>	<u>COLL</u>
2020	1.796	1.796
2019	1.710	1.710
2018	1.629	1.629
2017	1.551	1.551
2016	1.477	1.477
2015	1.407	1.407
2014	1.340	1.340
2013	1.276	1.276
2012	1.216	1.216
2011	1.158	1.158
2010	1.103	1.103
2009	1.050	1.050
2008	1.000	1.000
2007	0.950	0.950
2006	0.903	0.903
2005	0.857	0.857
2004	0.815	0.815
2003	0.774	0.774
2002	0.735	0.735
2001	0.698	0.698
2000	0.663	0.663
1999	0.630	0.630
1998	0.599	0.599
1997	0.569	0.569
1996	0.550	0.550
1995	0.550	0.550
1994	0.550	0.550
1993	0.550	0.550
1992	0.550	0.550

**Equity Insurance Company
Fees**

Arkansas

Effective: 05/01/2015

	Fees	Amount
New Policy Fee		\$10
Rewrite Fee		\$10
Non-Sufficient Check and Denied Credit Card Fee		\$25
Installment Fee		
Regular Installment		\$8
EFT Installment		\$5
Convenience Fee		\$5
Renewal Fee		\$8
MINIMUM WRITTEN		\$40 PLUS FEES

**Equity Insurance Company
Term Factor**

Arkansas

Effective: 05/01/2015

	Term	Amount
6 Month		1.000

Equity Insurance Company

Permissible Loss Ratio

Item	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Average	Selected
(1)	(2a)	(2b)	(2c)	(2d)	(2e)	(2f)	(2g)	(2h)	(2i)	(2j)	(2l)	(5)	(6)
Commission & Brokerage	13.4%	13.5%	16.6%	15.9%	16.2%	15.2%	14.6%	15.5%	15.6%	14.5%	14.2%	15.0%	14.5%
Other Acquisition Expenses	2.9%	3.4%	2.9%	2.1%	3.3%	4.2%	4.4%	4.4%	4.4%	4.2%	3.6%	3.7%	3.9%
General Expenses	5.4%	6.3%	6.2%	3.8%	6.4%	6.3%	5.7%	8.3%	9.0%	8.7%	7.3%	6.7%	8.0%
Taxes, Licenses & Fees	3.0%	3.0%	2.6%	2.0%	3.0%	3.0%	2.7%	3.1%	2.6%	2.7%	2.7%	2.7%	2.7%
Total Underwriting Expenses	24.6%	26.2%	28.3%	23.8%	28.9%	28.7%	27.4%	31.3%	31.6%	30.1%	27.8%	28.2%	29.1%

- (7) Underwriting Expenses
- (8) Underwriting Profit
- (9) Total
- (10) Permissible Loss & LAE Ratio
- (11) AOE as % of Loss
- (12) Permissible Loss Ratio

Selected Expense & Profit Targets		
	<u>Liability</u>	<u>Phys. Dam.</u>
(7)	29.1%	29.1%
(8)	4.9%	5.0%
(9)	34.0%	34.1%
(10)	66.0%	65.9%
(11)	6.4%	9.0%
(12)	62.0%	60.4%

Notes:

- (2a) - (2j) Based on Insurance Expense Exhibit.
 - (5) Averages are standard except OA and TLF which exclude outliers
 - (7) From Column (6), Total Underwriting Expenses.
 - (8) From Appendix A.
 - (9) (7) + (8)
 - (10) 1 - (9).
 - (11) From Exhibit E, Sheet 2.
 - (12) (10)/[1.0 + (11)].
- Selection of Premium Tax is actual taxes, licenses and fees for Oklahoma only for 2010.

Equity Insurance Company

Exhibit E
Sheet 2

Calculation of AOE as % of Loss
Private Passenger Auto Liability

Accident Year	Paid Losses	Paid DCC	Case Loss Reserves	Case DCC Reserves	Bulk + IBNR	DCC IBNR	Total Incurred Loss & DCC	Paid AOE	AOE Reserves	Total Incurred AOE	Ratio of AOE to Loss & DCC
1995	11,190	758	0	0	0	0	11,948	335	0	335	0.0280
1996	4,940	318	0	0	0	0	5,258	361	0	361	0.0687
1997	5,776	535	0	0	0	0	6,311	431	0	431	0.0683
1998	592	130	0	0	0	0	722	95	0	95	0.1316
1999	1,091	167	0	0	0	0	1,258	102	0	102	0.0811
2000	3,725	268	0	0	0	0	3,993	146	0	146	0.0366
2001	10,277	519	0	0	0	0	10,796	954	0	954	0.0884
2002	16,915	927	0	0	0	0	17,842	2,447	0	2,447	0.1371
2003	19,747	1,139	0	0	0	0	20,886	2,774	0	2,774	0.1328
2004	18,364	1,162	0	0	0	0	19,526	3,252	0	3,252	0.1665
2005	20,050	1,414	0	0	0	0	21,464	2,895	0	2,895	0.1349
2006	34,968	3,612	0	5	0	0	38,585	3,417	0	3,417	0.0886
2007	26,995	3,386	1	4	12	0	30,398	2,902	0	2,902	0.0955
2008	17,746	1,678	24	6	13	17	19,484	3,015	17	3,032	0.1556
2009	20,383	1,543	47	12	54	14	22,053	2,911	14	2,925	0.1326
2010	36,341	3,424	176	354	337	10	40,642	2,680	10	2,690	0.0662
2011	43,445	5,406	668	479	1,295	179	51,472	2,936	179	3,115	0.0605
2012	38,601	4,646	2,622	651	3,613	391	50,524	2,701	391	3,092	0.0612
2013	20,721	3,597	10,681	1,615	10,994	796	48,404	2,105	796	2,901	0.0599
Total							421,566			37,866	9.0%
5 yr average							213,095			14,723	6.9%
3 yr average							150,400			9,108	6.1%
Selected											6.40%

Notes:
Schedule P - Part 1B

Equity Insurance Company

**Exhibit E
Sheet 3**

Calculation of AOE as % of Loss
Private Passenger Auto Physical Damage

Accident Year	Paid Losses	Paid DCC	Case Loss Reserves	Case DCC Reserves	Bulk + IBNR	DCC IBNR	Total Incurred Loss & DCC	Paid AOE	AOE Reserves	Total Incurred AOE	Ratio of AOE to Loss & DCC
2005	8,754	451	0	0	0	0	9,205	1,255	0	1,255	0.1363
2006	11,253	902	0	0	0	0	12,155	1,405	0	1,405	0.1156
2007	10,323	757	0	0	0	0	11,080	1,428	0	1,428	0.1289
2008	8,918	471	0	0	0	0	9,389	1,442	0	1,442	0.1536
2009	7,976	469	0	0	0	0	8,445	1,307	0	1,307	0.1548
2010	10,151	598	3	2	3	39	10,796	1,247	46	1,293	0.1198
2011	11,664	991	8	8	23	31	12,725	1,373	36	1,409	0.1107
2012	12,988	1,058	886	153	944	62	16,091	1,292	72	1,364	0.0848
2013	13,415	1,043	1,041	185	940	58	16,682	1,330	84	1,414	0.0848
Total							106,568			12,317	11.6%
5 yr average							64,739			6,787	10.5%
3 yr average							45,498			4,187	9.2%
Selected											9.00%

Notes:
2004 Schedule P - Part 1J

Equity Insurance Company
Arkansas
Catastrophe Load Calculation

Exhibit F
Sheet 1

Year	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Catastrophe Losses	23,717	7,702	141,196	1,850	138,309	109,848	487	48,997	2,506	0	175
Earned Exposures	6,009	4,597	3,374	3,278	2,953	2,160	1,742	1,501	1,348	1,303	1,323
Severity	3.95	1.68	41.84	0.56	46.84	50.86	0.28	32.65	1.86	0.00	0.13
EP	1,491,716	1,203,194	842,918	837,081	787,549	609,873	493,365	421,257	392,477	381,240	387,477
Cat Loss Ratio	1.6%	0.6%	16.8%	0.2%	17.6%	18.0%	0.1%	11.6%	0.6%	0.0%	0.0%
Average Severity	18.05										
Linear Projection	17.35										
Premium Weighted Average	16.91										
Gross Severity	16.79										
Average Loss Ratio	6.71%										
Median Loss Ratio	1.1%										
Gross Cat Loss Ratio	6.4%										
Selected Cat Load											6.0%

Notes:

Equity Insurance Company
Territory Analysis

Arkansas

Effective Date: May 1, 2015

All Coverages

TERR	EP	IL	LR	Impact	Change Territory	BI	PD	UMBI	UMPD	OTC	COLL
1	281,352	179,950	63.96%	0.87%	1	1.020	1.010	1.010	1.030	0.950	0.950
3	1,568,979	1,194,513	76.13%	2.15%	3	0.980	1.060	1.010	1.030	0.950	1.030
5	322,599	206,834	64.11%	0.77%	5	1.030	1.000	1.010	1.030	1.010	0.950
6	331,431	136,531	41.19%	-0.71%	6	1.000	1.000	1.010	1.030	1.000	0.950
8	304,215	243,594	80.07%	2.44%	8	1.030	1.030	1.010	1.030	0.950	1.030
9	779,026	430,331	55.24%	0.22%	9	1.020	1.000	1.010	1.030	0.950	0.950
10	891,163	527,200	59.16%	0.35%	10	1.020	1.010	1.010	1.030	0.950	0.950
11	3,273,799	1,862,894	56.90%	0.05%	11	1.010	1.010	1.010	1.030	0.950	0.970
21	852,980	850,877	99.75%	3.88%	21	1.050	1.060	1.010	1.030	1.000	1.000
31	1,020,690	498,461	48.84%	-1.10%	31	1.000	1.000	1.010	1.030	1.000	0.950
32	751,638	728,932	96.98%	2.39%	32	1.050	1.020	1.010	1.030	1.000	1.000
33	60,801	90,964	149.61%	-0.25%	33	1.000	1.000	1.010	1.030	0.950	1.000
91	88,586	67,132	75.78%	2.95%	91	1.050	1.025	1.010	1.030	0.950	0.980
96	541,389	354,948	65.56%	0.71%	96	1.000	1.010	1.010	1.030	1.030	1.000
Total	11,068,649	7,373,162	66.61%	0.87%		1.28%	2.10%	1.00%	3.00%	-2.28%	-2.15%

TERR	BI EP	IL	LR	PD EP	IL	LR	EP	MP IL	LR	PIP EP	IL	LR
1	116,216.69	69,642.79	59.92%	128,370.86	73,517.05	57.27%	276.51	-	0.00%	958.24	10,737.00	1120.49%
3	592,415.10	291,156.99	49.15%	724,796.79	742,189.09	102.40%	528.78	-	0.00%	5,020.30	6,263.57	124.76%
5	116,741.11	86,871.20	74.41%	139,084.01	80,466.24	57.85%	-	-	0.00%	412.90	-	0.00%
6	113,849.31	36,736.67	32.27%	125,388.04	49,794.57	39.71%	34.00	-	0.00%	2,303.32	-	0.00%
8	110,111.53	96,345.82	87.50%	118,289.16	110,259.28	93.21%	-	-	0.00%	909.52	-	0.00%
9	293,782.20	243,304.02	82.82%	343,578.79	143,892.47	41.88%	(30.00)	-	0.00%	3,501.71	-	0.00%
10	334,214.49	234,572.25	70.19%	372,405.30	218,506.82	58.67%	158.80	-	0.00%	2,612.73	-	0.00%
11	1,120,496.91	631,735.90	56.38%	1,301,368.90	831,968.45	63.93%	137.43	-	0.00%	30,794.70	8,267.69	26.85%
21	277,435.70	305,382.61	110.07%	315,724.72	371,973.24	117.82%	315.63	-	0.00%	3,990.38	-	0.00%
31	275,510.56	117,180.89	42.53%	315,554.32	159,237.50	50.46%	82.28	-	0.00%	11,737.47	21,484.85	183.04%
32	236,578.54	285,740.04	120.78%	268,696.73	177,821.72	66.18%	-	-	0.00%	10,377.31	16,422.02	158.25%
33	21,251.91	34,886.27	164.16%	25,508.80	48,070.84	188.45%	-	-	0.00%	323.47	-	0.00%
91	34,427.24	40,951.49	118.95%	41,690.08	23,601.37	56.61%	10.40	-	0.00%	442.20	-	0.00%
96	146,476.83	48,328.05	32.99%	162,350.10	84,554.25	52.08%	257.61	6,136.46	2382.07%	3,863.65	11,485.21	297.26%
Total	3,789,508	2,522,835	66.57%	4,382,807	3,115,853	71.09%	1,771	6,136	346.41%	77,248	74,660	96.65%

TERR	UM EP	IL	LR	COMP EP	IL	LR	EP	COLL IL	LR	OPT EP	IL	LR
1	10,160.41	25,008.58	246.14%	8,048.66	-	0.00%	17,320.36	1,044.86	6.03%	75.00	-	0.00%
3	44,678.41	13,674.64	30.61%	55,838.32	24,297.44	43.51%	145,701.47	116,931.57	80.25%	-	-	0.00%
5	24,193.18	28,306.16	117.00%	13,901.06	6,755.84	48.60%	28,267.14	4,434.65	15.69%	412.00	-	0.00%
6	18,218.59	559.52	3.07%	20,686.04	32,549.75	157.35%	50,951.57	16,890.45	33.15%	-	-	#DIV/0!
8	15,605.78	1,956.75	12.54%	17,036.41	1,882.52	11.05%	42,262.89	33,149.79	78.44%	-	-	0.00%
9	46,270.96	16,523.45	35.71%	32,613.52	7,857.51	24.09%	59,309.31	18,753.39	31.62%	-	-	#DIV/0!
10	30,614.92	12,286.69	40.13%	48,781.70	13,305.97	27.28%	102,374.90	48,528.38	47.40%	-	-	0.00%
11	157,829.65	80,231.73	50.83%	207,748.47	60,982.30	29.35%	455,422.79	249,708.01	54.83%	285.40	-	0.00%
21	24,293.95	35,017.12	144.14%	79,001.21	41,279.31	52.25%	152,218.40	97,224.86	63.87%	-	-	#DIV/0!
31	51,187.52	13,822.33	27.00%	132,646.70	97,144.10	73.24%	233,971.32	89,591.14	38.29%	231.61	-	0.00%
32	72,701.46	132,791.62	182.65%	61,338.27	58,265.69	94.99%	101,946.11	57,890.81	56.79%	-	-	0.00%
33	2,305.86	-	0.00%	3,450.06	-	0.00%	7,960.66	8,006.67	100.58%	-	-	0.00%
91	5,103.25	781.39	15.31%	1,964.83	-	0.00%	4,947.91	1,797.69	36.33%	-	-	0.00%
96	48,201.94	74,790.07	155.16%	57,428.74	58,972.01	102.69%	122,809.81	70,682.16	57.55%	33.40	-	0.00%
Total	551,366	435,750	79.03%	740,484	403,292	54.46%	1,525,465	814,634	53.40%	1,037	0	0.00%



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*Underwriting Guidelines should remain confidential and therefore should **NOT** be shared with any third party.*

General Eligibility

A. Vehicle Type

Vehicle must be a private passenger auto:

Any 4-wheel private passenger automobile. This includes vehicles of the pickup van and truck type with a load capacity of one (1) ton (2000 lbs.) or less used for pleasure, driving to and from work, or farm use. (See Business Use)

- An insured must be the titled owner of the vehicle. Vehicles in the household that are not titled to the named insured or spouse must be submitted on a separate application.
- Leased vehicles are acceptable if there is a valid, written lease for six (6) months or longer.

B. Operators

- All known operators must have a valid U.S. driver's license.
- Operators with a learner's permit will be rated as an operator if age sixteen (16) and above. Policy must have another licensed operator age twenty one (21) or above to be eligible.
- International or Foreign license – must have Underwriting Approval
- If divorced for less than twelve (12) months, ex-spouse **must** be excluded.

Underwriting Guidelines

A. General Statement/Disclaimer

It is impossible to cover in an underwriting guide every aspect that might affect the acceptance of a risk. **The Company is the final authority on the acceptance or continuation of any risk.**

B. Unacceptable Risks

- Policies with two or more business use vehicles. **Refer to Acceptable Business Use.**
- Policies listing vehicles from more than one household.
- Policies where non-individuals, such as corporations, partnerships or other types of entities, are listed as the named insured. (See Additional Insured. Leased Vehicle under Coverages/Endorsements).
- Policies previously cancelled by the Company for three(3) NSF payments may not be eligible. Contact Underwriting for approval.

C. Unacceptable Drivers

- Operators with 21 or more points.
- Operators with Four or more Group 3 violations > *“for definitions*
- Operators with Two or more Group 1 violations > *see Violations*
- Operators with Two or more Group 4 violations > *“Surcharges”*
- Operators with any illegal drug related incident on driving record.
- Operators convicted of a criminal felony (such as, but not limited to manslaughter or homicide).
- Operators with two or more at fault accidents within the immediate preceding 18 months.
- Operators with three or more at fault accidents during the immediately preceding 36 months.
- Operators who are physically or mentally impaired who do not provide a physician’s statement in which the physician states that such person is capable of safely operating a motor vehicle. A Physicians Statement is required for all operators 75 and over.
- Any operator whose license has been suspended, revoked, or expired for more than 36 months.
- Any operator under the minimum state driving age, except those with a temporary permit/license. Requirement – there must be another fully licensed operator age 21 or older in household and listed as a driver.
- Operators who have had a policy cancelled or non-renewed by an Insurance Company for any reason other than failure to pay.

- Operators employed in occupations involving the use of an insured vehicle by drivers who are neither residents of the insured's household nor dependents of the insured. (see Business Use)
- Operators who have been convicted of insurance fraud.
- Operators - involved in an illegal enterprise or occupation.
- Any Professional athlete, entertainer or personality.
- Operators employed as a visiting home health care provider
- Operators self employed as a day care provider
- Operators self employed landscaping &/or lawn care provider

D. Unacceptable Vehicles

- Vehicles without an Arkansas garaging address. **Valid garaging addresses include rural route boxes but do not include P.O. Boxes.**
- Flat beds or Stake beds.
- Vehicles with a load capacity of over one ton.
- Baja, dune buggies, buses, mini-buses, camper vans, motor homes, ATV's, step vans or panel vans.
- Custom built vehicles. Kit Cars
- Vehicles not registered for street use.
- Vehicles leased or rented to other drivers by the applicant
- Vehicles regularly available to non-listed driver(s).
- Vehicles used for:
 1. Racing.
 2. Emergency services.
 3. Hauling operations. (Incidental, uncompensated hauling, not associated with landscaping or other commercial business, is eligible).
 4. Livery, taxi or limousine service. These include but are not limited to, vehicles used to transport nursery or school children, migrant workers, hotel or motel guests, patients or members of a van pool.
 5. Retail or wholesale delivery of magazines, newspapers, non U.S. Postal Service mail, pizza (or other food items), farm produce, and courier/escort service. Use for the delivery of the U.S. Postal Service mail or for incidental home sales, i.e., cosmetics, etc. is eligible.
- Vehicles equipped with:
 1. Altered suspensions includes but not limited to hydraulic suspensions, lowered suspensions and/or lift kits.
 2. Snow plows.
 3. Cooking equipment or bathrooms.
 4. Customized equipment that may be used for racing activities
- **The following vehicles are unacceptable for Physical Damage:**
 1. Vehicles over 20 years old.
 2. Salvage vehicles / rebuilt titles/branded titles
 3. Antique, Obsolete or Collector's items.
 4. Vehicles with more than \$5,000 of Special/Additional Equipment.

5. ISO symbol 20 or higher for 1989 and prior year models.
6. ISO symbol 24 or higher for 1990 and later year models.
7. Fiberglass body vehicles including but not limited to Chevrolet Corvette
8. Exotic vehicles including but not limited to i.e.:

Aston Martin	Lamborghini
Bentley	Maserati
Ferrari	McLaren
Hummer	Rolls Royce

E. Business Use

A 3 Point surcharge applies to all vehicles with Business use.

Acceptable Business Use

Includes, but not limited to:

- Vehicles used by sales or service representatives, or for consumer oriented direct home sales (e.g., Avon, Mary Kay, Tupperware);
- Vehicles used by insurance agents, lawyers, doctors, consultants, accountants, or other professional visiting multiple locations; or
- Vehicles used in a business for occasional errands, not to include routine deliveries to business customers.

Vehicles used to transport tools or other materials by the insured in a trade or business are acceptable if **all** of the following conditions are met:

- There is only one (1) vehicle in this category on the policy;
- The insured visits no more than two (2) job sites per day;
- The vehicle is owned or leased by an individual, **not** a corporation or partnership.
- The vehicle is operated solely by the named insured or other resident relative;
- The vehicle is not used to transport explosives, chemicals, flammable material.
- Vehicle with a load capacity of three quarter ($\frac{3}{4}$) ton or less.

Corporations or Partnerships **cannot** be listed as a named insured.

Unacceptable Business Use

All other business use including, but not limited to:

- Pickup or delivery of goods (including, but not limited to, newspaper, pizza, or other food items), limousine or taxi services, and livery conveyance, including not-for-hire livery, (see also Unacceptable Risks).
- Vehicles with a load capacity of one (1) ton or more.
- Landscaping / Lawn Care
- Home Health Care
- In Home Day Care
- Vehicle with ladder racks or supply storage racks above the roof or bed of a truck or van are unacceptable.

Note: The 801 Business/Delivery Exclusion is included on ALL policies. If Business Use is requested, a surcharge will apply and they must meet the guidelines listed above.

Coverages / Endorsements

Coverages

A. Deductibles - Physical Damage Coverage

<u>Collision Deductible</u>	<u>Other than Collision Deductible (OTC)</u>
\$250	\$250
\$500	\$500
\$1,000	\$1,000
\$1,500	\$1,500
\$2,000	\$2,000

Rules:

- Written with liability.
- Written with both Collision and Other than Collision (OTC).
- The model year of the vehicle is assigned by the manufacturer.
- Vehicles of a multi-car risk may have different deductibles.
- A vehicle inspection report is required when writing Collision and OTC.
- Age of vehicle changes October 1st each year.

- ISO symbol 19 and under for 1989 and prior year models.
- ISO symbol 23 and under for 1990 and later year models.
- Vehicle age 20 years old and under.

B. Extended Transportation Expense

<u>Per Day</u>	<u>Maximum per Occurrence</u>
\$30	\$900

May be written only when Collision and OTC are in effect.

C. Liability Coverage

BI & PD Limits
25/50/25

Bodily Injury (BI) and Property Damage (PD) coverage's written together are not available separately.

D. Medical Payments

Limits available are: \$500, \$1000, \$2000

- If selected, must be written for all vehicles on the policy at the same limits.
- May be purchased on a Non-Owner policy
- Medical Payments coverage is not available if Personal Injury Protection (PIP) Medical coverage is purchased.

E. Optional/Custom Equipment Coverage – \$5000

Maximum value per vehicle for the optional coverage(s) listed below is \$5000 individually or combined.

Audio, Visual & Data Electronic Equipment

Maximum Value - \$1,500

- Personal Auto policy does not afford coverage for customization on vans, mini-vans, pickups or sport utility vehicles. Collision and OTC coverage's for the value of customization must be purchased on an itemized stated value basis for customized vehicles and a premium must be collected. Custom painting is not covered and cannot be added.

- Coverage applies only if equipment is permanently installed in the covered auto at time of loss and a premium is collected.
- Make, model and serial numbers **must be submitted** with declared value.
- Applies only if installed in existing dash or console openings for such equipment if permanently installed, but not in existing openings, a premium will be charged on a stated amount basis.
- Values over \$1000 require photo of all equipment.

Customized Vehicles

- Personal Auto policy does not afford coverage for customization vehicles. Collision and OTC coverage's for the value of the customization must be purchased.

If applicant has a vehicle that is believed to be "customized" (not a classic or antique), itemize the customization on the application on a stated value basis.

Customization includes non-standard equipment added after the vehicle has left the factory. Look for: Outward appearance of the car being altered (i.e. suspension has been altered; special wheels or tires; special paint jobs or murals; ground effects; excessive sound reproduction equipment).

The value of the customization must be itemized and submitted with application or endorsement.

Photos are required if equipment is valued at \$1,000 or more.

Custom painting is not covered and can not be added.

- Vehicles cannot be used as living quarters.
- Vehicles equipped with a stove or a bathroom is ineligible.
- Vehicles not symbolized by ISO are required to have a minimum of \$5,000 coverage for the customized equipment.

Ordinarily, vans, mini-vans, pickups or sport utility vehicles will be subject to customization. Customization includes non-standard equipment added after the vehicle has left the factory. However, carpeted floor, four or fewer cloth captain's chairs, a bench seat in the back or minimal accent tape on the outside would not be considered customization.

The name of the Custom Package must be included on the application. Customization will include: TV, rear radio with ear phones, CD/DVD player, leather seats, console between the front seats, insulation all around (i.e. fiberglass, etc.) special windows or cutouts, special drapes or blinds, game table, special paint or tape (murals, paintings, graphics)

running boards, special wheels, carpeting on walls or special paneling/woodwork on walls or dash, height extending roofs, ground effects, spoilers, wheel flares, ladder, excessive sound reproduction equipment, cab extensions and tonneau cover.

Pickup Toppers

The Personal Auto Policy affords optional coverage for pickup toppers to be used with a pick-up truck, provided a premium is collected.

- Liability and Medical Payments coverage is extended without additional charge, provided it exists on the primary policy.
- Physical Damage – Pickup toppers must be shown on the application. There is a separate charge for pickup toppers based on stated value.
- Pickup Toppers cannot be used as living quarters.

Trailers (Not self-propelled)

Coverage for trailers only if designed to be used with a private passenger auto, pickup, or van, as well as farm implements.

Ineligible if:

- Written as a stand-alone policy
- Over 20 years old
- Used as an office, store display or otherwise used commercially (including a mobile chapter)
- Rented/loaned to others (except the immediate family)
- Used primarily for travel by salesmen, missionaries, evangelists or workers
- Used as living quarters
- Homemade

In order for Optional/Custom Equipment Coverage to apply, the insured must purchase Collision and Other than Collision (OTC) coverage.

F. Personal Injury Protection (PIP)

- Automobile Medical Payments Coverage - \$5000
- Work Loss Coverage -
Income Earner -70% of gross income, not to exceed \$140 per week, 52 week maximum.
Non-Income Earner – a sum not to exceed \$70 per week or pro-rata for a lesser period, 52 week maximum.
- Accidental Death Benefit - \$5000

Coverage may be rejected in writing, completely or in part by the named insured.

G. Towing & Labor

Limit

\$50 maximum per occurrence

- Coverage available only when Collision and OTC is provided.

H. Uninsured Motorists

Limit

25/50/25

Bodily Injury (UM BI)

- The UM selection / rejection form must be completed.
- If the insured does not complete the UM coverage section on the application, UM coverage will be issued at the same limits as Liability BI.
- May be purchased on a Non-Owner policy.

Property Damage (UM PD)

- Available only when UMBI is purchased.
- May be rejected in writing by the named insured

Underinsured Motorist (UIM)

- Available only when UMBI is purchased
- Must be included whenever Liability is purchased unless rejected in writing by the named insured.

Endorsements

A. Additional Insured

Available only for a leased vehicle, the Additional Insured must be a licensed leasing institution, not an individual.

Leased Vehicle

- If there is a written lease for 6 months or longer and the applicant is to be held responsible for damages, we will provide the same coverages that apply to an owned vehicle.
- A leasing company may be listed as an additional insured and/or loss payee on the policy.

B. Loss Payee

Loss payee must be:

- a licensed lending institution
- individual only if a lien is filed with the State of Arkansas

C. Named Driver(s) Exclusion

Excludes coverage for designated operators

- The named insured may not be excluded.
- Must be signed and dated by the Named Insured

D. Named Non- Owner Policy

- Will not be issued for more than one person. All residents of the household must be excluded.
- Coverage available: BI/PD Liability, UM, PIP and Medical related coverages only.
- Only Renewal, College Graduate and Defensive Driving Course discounts apply.
- The applicant may not have regular access to any one vehicle, including vehicles of other household residents.
- Coverage applies to non-owned vehicles and only to the person listed on the declarations. There is no coverage for any other person. Permissive use is not included.
- Business use is not acceptable.

Note: Ineligible if car is furnished for regular use.

E. SR-22 – Proof of Financial Responsibility

SR-22 filings may only be made in states in which the Company is licensed.

The following filing types are available:

- **“Owners”** – restricts to named, newly acquired vehicle(s) and/or replacement vehicle(s), if notified within 30 days of acquisition. (Vehicle must be private passenger).
- **“Operators”** – restricts to all types of motor vehicles not owned by operator.

Deadline to the state: we are committed to process the SR-22 on a priority basis but we can not guarantee that the SR-22 will make it to the state before the deadline. Without the case number SR-22 filing may be delayed.

Discounts & Surcharges

Discounts

If acceptable proof of eligibility for discounts is not available when the application is completed, quote the policy and collect the down payment based on the undiscounted premium. If acceptable proof on any discount is not received with the application, the policy will be issued without the discount, resulting in an increased premium to the insured. If the acceptable proof is received by the Company within 30 days past the policy inception date, the discount will be effective as of the policy effective date. If applicable proof is received more than 30 days past the policy inception date, the discount will be endorsed onto the policy effective the date the acceptable proof is received.

A. College Graduate Discount

- Applies to all premiums
- Unmarried operator under the age of 25
- College Graduate with proof of a grade transcript showing:
 1. a “B” grade average or higher; and
 2. on a four point scale, a three point average

B. Homeowners Discount

Named Insured is the owner of the home and lives in that home. Condominiums, townhouses, duplexes and mobile homes qualify.

C. Motor Vehicle Accident Prevention Course

- Proof of successful *voluntary* completion of a state approved course within past 36 months must be submitted.
- Vehicle is classified and rated as a private passenger auto.
- Applies to all premiums on the vehicle the eligible person is rated on.
- Applies for a 36-month period after course completion.

Discount does not apply if approved course was taken pursuant to a court order resulting from a motor vehicle violation or an alcohol/drug related offense.

D. Multi-Car Discount

Applies to all premiums on all vehicles when 2 or more vehicles are insured by a named insured or family member. (Family member = person related by blood, marriage or adoption residing in same household.)

E. Paid-in-Full Discount

Applies to policies for which the total quoted premium is paid with the application, renewal or rewrite.

F. Renewal Discount

Discount is earned at the completion of each 6 month period. Maximum renewal discount earned after 4 periods meeting the above criteria. Applies to all premiums, providing there are no at-fault liability and/or collision claims paid in previous 6-month period.

G. Transfer Discount

Applies to all premiums for policyholders meeting the requirement of 6 months prior coverage (immediately preceding the effective date of the application). Acceptable proof of prior insurance is a copy of the declarations or a copy of a company issued insurance ID card.

Up to a 30-day lapse in coverage is allowable.

H. Affiliation Discount

A discount applies for policyholders belonging to one of the affiliated companies or organizations listed in the rate manual.

I. Violation/Accident Surcharges

Based on:

- Vehicle use
- Preceding 36-month driving record – use violation or accident date.
- If a single occurrence results in more than one CONVICTION, charge only for the CONVICTION with the highest point value.

Violations/Accidents	
Cause	POINTS
AT-FAULT ACCIDENTS	First 3
All accidents are chargeable unless proof of no fault is furnished that exonerated the applicant(s).	Each Additional 6
CONVICTIONS	First 6
Group 1	Additional 12
<ul style="list-style-type: none"> Felony with a motor vehicle Fleeing or attempting to elude a police officer Hit and run (leaving the scene) Homicide, manslaughter, or assault with a motor vehicle Racing Reckless driving or equivalent violations 	
Group 2	Each Conviction 4
<ul style="list-style-type: none"> Driving too fast for conditions Driving on the wrong side of the road (failed to yield ½ of road) Improper/Illegal Passing Passing a stopped school bus 	
Group 3	Each Conviction 3
<ul style="list-style-type: none"> Careless/Negligent Driving Driving under suspension, revocation, or without valid Failure to have vehicle under control Following too close Illegal/Improper Lane Change Illegal/Improper or Prohibited Turn Unlawful crossing of medians (Left of Center) 	
Group 4	First 2
Alcohol Related Violations	Additional last 3 years Unacceptable

<p>Group 5</p> <p>All speeding convictions in excess of one (do not include 1st)</p> <p>All other violations (such as obstructed view, Wrong way on one way street, allow unlicensed Operator to driver or unsafe backing Failure to yield/stop sign/traffic control device)</p>	Each Conviction 1
--	-------------------

Additional Surcharges

Applicable as follows:

Other Surcharges		
Category	Condition	
Record Unverifiable	Driving record not verifiable for previous 36 months except youthful age 18 and under. (Policy subject to cancellation.) Internantional/Foreign license may be written with prior approval, surcharge does not apply.	2
Expired/ Suspended/ Revoked Drivers License	Operator's license suspended/revoked and/or expired for all of the most recent 18 months. (Policy subject to cancellation.)	5
Business Use	Individually owned vehicles used for business purposes are eligible subject to surcharge points. Vehicles used for transportation purposes only. Taxi or other livery conveyances are not eligible. Pickups and vans used to transport tools, equipment and incidental supplies are eligible as long as the vehicle is parked at the job location for the majority of the working day.	3
Inexperienced Operator	Applies to all drivers who have a United States drivers license/permit for less than 3 years and are greater than 18 years of age.	5

Procedures

Binding Authority

- Coverage may not be bound earlier than the time and date application is signed by both the agent and applicant and payment is made.
- Coverage may be bound if acceptable documentation is sent within 72 hours of the requested effective date.
- Coverage effective date cannot be backdated.
- No other person can sign for the applicant or agent unless power of attorney is submitted
- Binding Authority is suspended on new or increased Comprehensive or Collision coverage in counties where the National Weather Service has issued a hurricane, tornado, flood, hail, windstorm or other similar natural disaster watch or warning.
- Use **Equity Agents****eLINK** to send all requests that are eligible for upload.

New Applications

A. Processing the Application

Acceptable Applications

- Complete the entire application – make sure it is complete and legible.
- Vehicles in the household that are not titled to the named insured or spouse should be submitted on a separate application.
- All persons in household age 13 and older must be listed whether licensed or not.
- Application must be signed by the agent and applicant.
- Collect the full down payment and applicable fees from insured.
- Send application, down payment and required documentation to the Company within 72 hours of binding via **Equity Agents****eLINK** or fax.
If Mailing: item must be postmarked within 72 hours of binding.
If postmarked after that period of time, coverage will be bound the day after the postmark date.
- The application must comply with the underwriting rules, regulations and general eligibility requirements.

B. Rating

Marital Status

- Single – Unmarried; divorced; widowed; married - separated living in separate households. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Married – Living in the same household with a valid, state recognized marriage certificate. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Common Law – Rate as **married**.

C. Vehicle Assignment

The highest rated driver is assigned to the highest rated vehicle. If there are more vehicles than drivers, the additional vehicles are rated at the lowest rated driver on the policy with no points applied.

D. Vehicle Inspection

All Vehicles with Collision and Other than Collision (OTC) coverages must be inspected prior to submission. A vehicle inspection report can be found on Equity Agents elink

If the vehicle is damaged:

- Submit inspection report with photo or estimates of damage.
- Cost to repair over \$1,000 – do not bind physical damage until repaired **submit estimate of damage with application to company for approval prior to binding**. You may fax your request for approval.
- If hail damage, submit with estimate of damages.
- Explanation of how damage occurred is required if there is not an accident listed on the application.
- If damage interferes with the safe operation of the vehicle, **DO NOT SUBMIT**

Premiums/Payments

A. Minimum Premiums

- The minimum premium earned is \$25 plus fees. If cancelled by the company, minimum premium will be adjusted on a prorata basis. Fees are fully earned.

B. Payments/Remittances

- Methods of payment:
 1. Remit on *Equity Agents*eLINK
 2. Personal check
 3. Money Order
 4. Credit Card/Debit Card (MasterCard, VISA)
 5. Electronic Funds Transfer (EFT) – available as long as the named insured is the account holder
- Remit full amount collected (do not deduct commissions).
- Include policy number and amounts to be applied to each policy.
- All eligible payments should be uploading using *Equity Agents*eLINK

C. Fee(s)

Policy Fee(s)

- \$10 policy fee will apply to all new policies
- \$10 policy fee will apply to all rewrites.

Installment Fee(s)

- EFT policy \$5
- Non EFT policy \$8

Miscellaneous Fee(s)

- \$5 Convenience payment fee will be applied to all credit/debit card and ACH transactions.

- \$25 Insufficient Funds Fee (NSF) will be applied to all returned checks and electronic fund transfers.

D. Post-Dated Checks

Do not accept post-dated checks.

E. Payment Plans – New Business

Please use Equity's rating software for payment plans and amounts.

- If Down Payment is less than minimum required, the shortage will be added to the first installment billing.
- Payments less than the minimum amount billed will be returned to the agent.

Renewals/Rewrites

A. Renewals

- Renewal Quotes are sent 30 days prior to expiration.
- If renewal premium is received before the renewal date, coverage is continuous and a renewal policy is mailed to Insured.
- If the renewal premium is not received before the renewal date, coverage will lapse as of 12:01 a.m. on the expiration date.
- **A New** Application is required on the 60th day of the lapse.

B. Rewrite

- Policies can be rewritten within 59 days of the lapse date.
- Use **Equity Agents**[eLINK](#) for eligibility and payment amount.
- Current rates and MVR will be used (including applicable discounts, if any). Policies will be underwritten using ages and points as of the effective date of coverage. Existing discounts will be honored as long as the Insured qualified according to these guidelines. A \$10.00 rewrite fee will apply. (Note: This fee is not the NSF fee)
- Policies with an outstanding balance must be paid in full prior to issuance of rewrite policy. (Note: Agents are not notified of balances due).
- There will be a lapse in coverage between the last day of coverage on the cancelled policy and first day of coverage on the re-written policy.

- Policies previously cancelled by the company for three(3) NSF payments may not be eligible—contact Underwriting for approval.

Policy Changes

All policy changes must be requested through *Equity AgentsLINK*. Exceptions to this rule which must be signed by the named insured are;

- UM selection/rejection form
- Named Driver Exclusion form
- Request to increase OTC and collision deductible
- Request to lower all other coverages
- PIP selection/rejection form

These changes should be submitted by fax, 800-352-8193.

- If the change is requested through *Equity AgentsLINK*, or faxed **DO NOT MAIL**
- Company forms are available on *Equity AgentsLINK*

Note: Any policy change(s) must be reported to the company within the agent's binding authority.

A. Additional Operators

When adding additional operators, the following information is required:

- Full name (as shown on license)
- Complete date of birth
- Driver's License Number and State
- List all accidents and violations
- Occupation
- Marital Status

B. Address Change

When making an address change, the following information is required:

- If changing the mailing address to a PO Box, include the Physical location/garaging address of the insured vehicle.
- If moving from Arkansas to a state where Company is licensed:
 1. The current policy will be cancelled or non-renewed
 2. The insured may re-apply for coverage. A new application and down payment will be required. Any renewal credits may transfer to the new policy.

- If moving from Arkansas to a state where Company is not licensed:

The policy will be cancelled or non-renewed.

C. Agent Change

Request must be accompanied by an “agent of record” letter, signed by the Named Insured. Change will be made on the next renewal or rewrite.

D. Marital Status Change

- The company must be notified of any change in marital status.
- If the change is due to separation or divorce, please submit a Named Driver Exclusion on the individual that is being removed.

E. Named Insured Change

- A Named Insured **cannot** be removed without their written consent.
- If removing a Named Insured, all named insureds must sign the request before the request will be processed
- A change of named insured may require new application to be completed and signed.

F. Vehicle Changes/Additions

When adding or substituting a vehicle, the company must be notified within the agent’s binding authority. Please provide the following information:

- Vehicle Ownership
- Year, Make and VIN
- Use
- Cost New
- Coverages
- Loss Payee (if applicable and physical damage coverage requested)
- Discounts

G. Cancellation Procedures

1. Named Insured Request - Submit cancel request.

- Cancellation at insured's request must be submitted in writing and include the policy number and insured's signature.
- The refund of any unearned premium will be calculated on a pro-rata basis.
- If the "Cancel Date" is missing, the cancellation date will be the date the request is received by Company.
- If the request is received more than 15 days after the requested "cancel date", the effective date of the cancellation, will be the date the request is received by the Company.
- Return premium checks will be mailed after 10 working days.
- Flat cancellations are not permitted except for duplicate coverage or NSF payments

2. Company Request Cancellation:

- The Company will notify policyholder, agent and loss payee.
- Refund is figured on a prorata basis.
- Cancellations with a balance due will be billed as earned premium. Payment of balance due will not reinstate coverage.

A. Returned Checks

- A policy will be flat cancelled when the payment check, credit card, or electronic funds transfer or withdrawal is returned due to non-sufficient funds (NSF) or a stop payment. No coverage will exist.
- If the Company receives a non-sufficient funds (NSF) check or electronic funds transfer as an installment payment, then the policy will be cancelled effective on the cancellation date on the installment billing notice. A replacement payment will not be accepted to void the policy cancellation.
- A \$25 NSF fee will be charged for returned checks and electronic funds transfers.
- In order for agent to be reimbursed, for an uploaded NSF fee, fax a copy of the Bank charge.

B. Declined Credit Cards.

- If the credit card payment is declined on a new application, rewrite, or renewal, no coverage is afforded.
- If the credit card payment is declined for an installment, the policy will cancel effective on the cancellation date shown on the installment notice.

State: Arkansas
TOI/Sub-TOI: 19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)
Product Name: EIC.AR.PA.Rates.05.01.15
Project Name/Number: EIC.AR.PA.Rates.05.01.15/
Filing Company: Equity Insurance Company

Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date	Schedule Item Status	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
03/24/2015	Filed 04/09/2015	Supporting Document	APCS-Auto Premium Comparison Survey	04/02/2015	PPA_Survey_FORM_APCS2012.xls (Superseded) PPA_Survey_FORM_APCS2012.pdf (Superseded)
03/10/2015	Filed 04/09/2015	Supporting Document	APCS-Auto Premium Comparison Survey	03/24/2015	PPA_Survey_FORM_APCS2012.xls (Superseded)
02/25/2015	Filed 04/09/2015	Supporting Document	APCS-Auto Premium Comparison Survey	03/10/2015	PPA_Survey_FORM_APCS2012-1 - v2.xls (Superseded)
02/11/2015	Filed 04/09/2015	Rate	Underwriting Guidelines	02/13/2015	Arkansas Underwriting Guidelines Eff 05012015.pdf (Superseded)
01/29/2015	Filed 04/09/2015	Supporting Document	APCS-Auto Premium Comparison Survey	02/25/2015	PPA_Survey_FORM_APCS2012.xls (Superseded)
01/29/2015	Filed 04/09/2015	Supporting Document	Actuarial Indications	02/13/2015	Appendix A.pdf Appendix B.pdf Appendix C.pdf Appendix D.pdf Appendix E.pdf Appendix F.pdf Exhibit A.pdf Exhibit B.pdf Exhibit C.pdf Exhibit D.pdf Exhibit E.pdf Exhibit F (Cat Load).pdf Exhibit G (Terr Analysis).pdf Exhibit H (AR Rates & Factors 5.01.2015).pdf Arkansas Underwriting Guidelines Eff 05012015 - markup.pdf (Superseded)

SERFF Tracking #:

HMSG-129903107

State Tracking #:

Company Tracking #:

EIC.AR.PA.RATES.05.01.15

State:

Arkansas

Filing Company:

Equity Insurance Company

TOI/Sub-TOI:

19.0 Personal Auto/19.0001 Private Passenger Auto (PPA)

Product Name:

EIC.AR.PA.Rates.05.01.15

Project Name/Number:

EIC.AR.PA.Rates.05.01.15/

Attachment PPA_Survey_FORM_APCS2012.xls is not a PDF document and cannot be reproduced here.

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*Underwriting Guidelines should remain confidential and therefore should **NOT** be shared with any third party.*

General Eligibility

A. Vehicle Type

Vehicle must be a private passenger auto:

Any 4-wheel private passenger automobile. This includes vehicles of the pickup van and truck type with a load capacity of one (1) ton (2000 lbs.) or less used for pleasure, driving to and from work, or farm use. (See Business Use)

- An insured must be the titled owner of the vehicle. Vehicles in the household that are not titled to the named insured or spouse must be submitted on a separate application.
- Leased vehicles are acceptable if there is a valid, written lease for six (6) months or longer.

B. Operators

- All known operators must have a valid U.S. driver's license.
- Operators with a learner's permit will be rated as an operator if age sixteen (16) and above. Policy must have another licensed operator age twenty one (21) or above to be eligible.
- International or Foreign license – must have Underwriting Approval
- If divorced for less than twelve (12) months, ex-spouse **must** be excluded.

Underwriting Guidelines

A. General Statement/Disclaimer

It is impossible to cover in an underwriting guide every aspect that might affect the acceptance of a risk. **The Company is the final authority on the acceptance or continuation of any risk.**

B. Unacceptable Risks

- Policies with two or more business use vehicles. **Refer to Acceptable Business Use.**
- Policies listing vehicles from more than one household.
- Policies where non-individuals, such as corporations, partnerships or other types of entities, are listed as the named insured. (See Additional Insured. Leased Vehicle under Coverages/Endorsements).
- Policies previously cancelled by the Company for three(3) NSF payments may not be eligible. Contact Underwriting for approval.

C. Unacceptable Drivers

- Operators with 21 or more points.
- Operators with Four or more Group 3 violations > *“for definitions*
- Operators with Two or more Group 1 violations > *see Violations*
- Operators with Two or more Group 4 violations > *“Surcharges”*
- Operators with any illegal drug related incident on driving record.
- Operators convicted of a criminal felony (such as, but not limited to manslaughter or homicide).
- Operators with two or more at fault accidents within the immediate preceding 18 months.
- Operators with three or more at fault accidents during the immediately preceding 36 months.
- Operators who are physically or mentally impaired who do not provide a physician’s statement in which the physician states that such person is capable of safely operating a motor vehicle. A Physicians Statement is required for all operators 75 and over.
- Any operator whose license has been suspended, revoked, or expired for more than 36 months.
- Any operator under the minimum state driving age, except those with a temporary permit/license. Requirement – there must be another fully licensed operator age 21 or older in household and listed as a driver.
- Operators who have had a policy cancelled or non-renewed by an Insurance Company for any reason other than failure to pay.

- Operators employed in occupations involving the use of an insured vehicle by drivers who are neither residents of the insured's household nor dependents of the insured. (see Business Use)
- Operators who have been convicted of insurance fraud.
- Operators - involved in an illegal enterprise or occupation.
- Any Professional athlete, entertainer or personality.
- Operators employed as a visiting home health care provider
- Operators self employed as a day care provider
- Operators self employed landscaping &/or lawn care provider

D. Unacceptable Vehicles

- Vehicles without an Arkansas garaging address. **Valid garaging addresses include rural route boxes but do not include P.O. Boxes.**
- Flat beds or Stake beds.
- Vehicles with a load capacity of over one ton.
- Baja, dune buggies, buses, mini-buses, camper vans, motor homes, ATV's, step vans or panel vans.
- Custom built vehicles. Kit Cars
- Vehicles not registered for street use.
- Vehicles leased or rented to other drivers by the applicant
- Vehicles regularly available to non-listed driver(s).
- Vehicles used for:
 1. Racing.
 2. Emergency services.
 3. Hauling operations. (Incidental, uncompensated hauling, not associated with landscaping or other commercial business, is eligible).
 4. Livery, taxi or limousine service. These include but are not limited to, vehicles used to transport nursery or school children, migrant workers, hotel or motel guests, patients or members of a van pool.
 5. Retail or wholesale delivery of magazines, newspapers, non U.S. Postal Service mail, pizza (or other food items), farm produce, and courier/escort service. Use for the delivery of the U.S. Postal Service mail or for incidental home sales, i.e., cosmetics, etc. is eligible.
- Vehicles equipped with:
 1. Altered suspensions includes but not limited to hydraulic suspensions, lowered suspensions and/or lift kits.
 2. Snow plows.
 3. Cooking equipment or bathrooms.
 4. Customized equipment that may be used for racing activities
- **The following vehicles are unacceptable for Physical Damage:**
 1. Vehicles over 20 years old.
 2. Salvage vehicles / rebuilt titles/branded titles
 3. Antique, Obsolete or Collector's items.
 4. Vehicles with more than \$5,000 of Special/Additional Equipment.

5. ISO symbol 20 or higher for 1989 and prior year models.
6. ISO symbol 24 or higher for 1990 and later year models.
7. Fiberglass body vehicles including but not limited to Chevrolet Corvette
8. Exotic vehicles including but not limited to i.e.:

Aston Martin	Lamborghini
Bentley	Maserati
Ferrari	McLaren
Hummer	Rolls Royce

E. Business Use

A 3 Point surcharge applies to all vehicles with Business use.

Acceptable Business Use

Includes, but not limited to:

- Vehicles used by sales or service representatives, or for consumer oriented direct home sales (e.g., Avon, Mary Kay, Tupperware);
- Vehicles used by insurance agents, lawyers, doctors, consultants, accountants, or other professional visiting multiple locations; or
- Vehicles used in a business for occasional errands, not to include routine deliveries to business customers.

Vehicles used to transport tools or other materials by the insured in a trade or business are acceptable if **all** of the following conditions are met:

- There is only one (1) vehicle in this category on the policy;
- The insured visits no more than two (2) job sites per day;
- The vehicle is owned or leased by an individual, **not** a corporation or partnership.
- The vehicle is operated solely by the named insured or other resident relative;
- The vehicle is not used to transport explosives, chemicals, flammable material.
- Vehicle with a load capacity of three quarter ($\frac{3}{4}$) ton or less.

Corporations or Partnerships **cannot** be listed as a named insured.

Unacceptable Business Use

All other business use including, but not limited to:

- Pickup or delivery of goods (including, but not limited to, newspaper, pizza, or other food items), limousine or taxi services, and livery conveyance, including not-for-hire livery, (see also Unacceptable Risks).
- Vehicles with a load capacity of one (1) ton or more.
- Landscaping / Lawn Care
- Home Health Care
- In Home Day Care
- Vehicle with ladder racks or supply storage racks above the roof or bed of a truck or van are unacceptable.

Note: The 801 Business/Delivery Exclusion is included on ALL policies. If Business Use is requested, a surcharge will apply and they must meet the guidelines listed above.

Coverages / Endorsements

Coverages

A. Deductibles - Physical Damage Coverage

<u>Collision Deductible</u>	<u>Other than Collision Deductible (OTC)</u>
\$250	\$250
\$500	\$500
\$1,000	\$1,000
\$1,500	\$1,500
\$2,000	\$2,000

Rules:

- Written with liability.
- Written with both Collision and Other than Collision (OTC).
- The model year of the vehicle is assigned by the manufacturer.
- Vehicles of a multi-car risk may have different deductibles.
- A vehicle inspection report is required when writing Collision and OTC.
- Age of vehicle changes October 1st each year.

- ISO symbol 19 and under for 1989 and prior year models.
- ISO symbol 23 and under for 1990 and later year models.
- Vehicle age 20 years old and under.

B. Extended Transportation Expense

<u>Per Day</u>	<u>Maximum per Occurrence</u>
\$30	\$900

May be written only when Collision and OTC are in effect.

C. Liability Coverage

BI & PD Limits
25/50/25

Bodily Injury (BI) and Property Damage (PD) coverage's written together are not available separately.

D. Medical Payments

Limits available are: \$500, \$1000, \$2000

- If selected, must be written for all vehicles on the policy at the same limits.
- May be purchased on a Non-Owner policy
- Medical Payments coverage is not available if Personal Injury Protection (PIP) Medical coverage is purchased.

E. Optional/Custom Equipment Coverage – \$5000

Maximum value per vehicle for the optional coverage(s) listed below is \$5000 individually or combined.

Audio, Visual & Data Electronic Equipment

Maximum Value - \$1,500

- Personal Auto policy does not afford coverage for customization on vans, mini-vans, pickups or sport utility vehicles. Collision and OTC coverage's for the value of customization must be purchased on an itemized stated value basis for customized vehicles and a premium must be collected. Custom painting is not covered and cannot be added.

- Coverage applies only if equipment is permanently installed in the covered auto at time of loss and a premium is collected.
- Make, model and serial numbers **must be submitted** with declared value.
- Applies only if installed in existing dash or console openings for such equipment if permanently installed, but not in existing openings, a premium will be charged on a stated amount basis.
- Values over \$1000 require photo of all equipment.

Customized Vehicles

- Personal Auto policy does not afford coverage for customization vehicles. Collision and OTC coverage's for the value of the customization must be purchased.

If applicant has a vehicle that is believed to be "customized" (not a classic or antique), itemize the customization on the application on a stated value basis.

Customization includes non-standard equipment added after the vehicle has left the factory. Look for: Outward appearance of the car being altered (i.e. suspension has been altered; special wheels or tires; special paint jobs or murals; ground effects; excessive sound reproduction equipment).

The value of the customization must be itemized and submitted with application or endorsement.

Photos are required if equipment is valued at \$1,000 or more.

Custom painting is not covered and can not be added.

- Vehicles cannot be used as living quarters.
- Vehicles equipped with a stove or a bathroom is ineligible.
- Vehicles not symbolized by ISO are required to have a minimum of \$5,000 coverage for the customized equipment.

Ordinarily, vans, mini-vans, pickups or sport utility vehicles will be subject to customization. Customization includes non-standard equipment added after the vehicle has left the factory. However, carpeted floor, four or fewer cloth captain's chairs, a bench seat in the back or minimal accent tape on the outside would not be considered customization.

The name of the Custom Package must be included on the application. Customization will include: TV, rear radio with ear phones, CD/DVD player, leather seats, console between the front seats, insulation all around (i.e. fiberglass, etc.) special windows or cutouts, special drapes or blinds, game table, special paint or tape (murals, paintings, graphics)

running boards, special wheels, carpeting on walls or special paneling/woodwork on walls or dash, height extending roofs, ground effects, spoilers, wheel flares, ladder, excessive sound reproduction equipment, cab extensions and tonneau cover.

Pickup Toppers

The Personal Auto Policy affords optional coverage for pickup toppers to be used with a pick-up truck, provided a premium is collected.

- Liability and Medical Payments coverage is extended without additional charge, provided it exists on the primary policy.
- Physical Damage – Pickup toppers must be shown on the application. There is a separate charge for pickup toppers based on stated value.
- Pickup Toppers cannot be used as living quarters.

Trailers (Not self-propelled)

Coverage for trailers only if designed to be used with a private passenger auto, pickup, or van, as well as farm implements.

Ineligible if:

- Written as a stand-alone policy
- Over 20 years old
- Used as an office, store display or otherwise used commercially (including a mobile chapter)
- Rented/loaned to others (except the immediate family)
- Used primarily for travel by salesmen, missionaries, evangelists or workers
- Used as living quarters
- Homemade

In order for Optional/Custom Equipment Coverage to apply, the insured must purchase Collision and Other than Collision (OTC) coverage.

F. Personal Injury Protection (PIP)

- Automobile Medical Payments Coverage - \$5000
- Work Loss Coverage -
Income Earner -70% of gross income, not to exceed \$140 per week, 52 week maximum.
Non-Income Earner – a sum not to exceed \$70 per week or pro-rata for a lesser period, 52 week maximum.
- Accidental Death Benefit - \$5000

Coverage may be rejected in writing, completely or in part by the named insured.

G. Towing & Labor

Limit

\$50 maximum per occurrence

- Coverage available only when Collision and OTC is provided.

H. Uninsured Motorists

Limit

25/50/25

Bodily Injury (UM BI)

- The UM selection / rejection form must be completed.
- If the insured does not complete the UM coverage section on the application, UM coverage will be issued at the same limits as Liability BI.
- May be purchased on a Non-Owner policy.

Property Damage (UM PD)

- Available only when UMBI is purchased.
- May be rejected in writing by the named insured

Underinsured Motorist (UIM)

- Available only when UMBI is purchased
- Must be included whenever Liability is purchased unless rejected in writing by the named insured.

Endorsements

A. Additional Insured

Available only for a leased vehicle, the Additional Insured must be a licensed leasing institution, not an individual.

Leased Vehicle

- If there is a written lease for 6 months or longer and the applicant is to be held responsible for damages, we will provide the same coverages that apply to an owned vehicle.
- A leasing company may be listed as an additional insured and/or loss payee on the policy.

B. Loss Payee

Loss payee must be:

- a licensed lending institution
- individual only if a lien is filed with the State of Arkansas

C. Named Driver(s) Exclusion

Excludes coverage for designated operators

- The named insured may not be excluded.
- Must be signed and dated by the Named Insured

D. Named Non- Owner Policy

- Will not be issued for more than one person. All residents of the household must be excluded.
- Coverage available: BI/PD Liability, UM, PIP and Medical related coverages only.
- Only Renewal, College Graduate and Defensive Driving Course discounts apply.
- The applicant may not have regular access to any one vehicle, including vehicles of other household residents.
- Coverage applies to non-owned vehicles and only to the person listed on the declarations. There is no coverage for any other person. Permissive use is not included.
- Business use is not acceptable.

Note: Ineligible if car is furnished for regular use.

E. SR-22 – Proof of Financial Responsibility

SR-22 filings may only be made in states in which the Company is licensed.

The following filing types are available:

- **“Owners”** – restricts to named, newly acquired vehicle(s) and/or replacement vehicle(s), if notified within 30 days of acquisition. (Vehicle must be private passenger).
- **“Operators”** – restricts to all types of motor vehicles not owned by operator.

Deadline to the state: we are committed to process the SR-22 on a priority basis but we can not guarantee that the SR-22 will make it to the state before the deadline. Without the case number SR-22 filing may be delayed.

Discounts & Surcharges

Discounts

If acceptable proof of eligibility for discounts is not available when the application is completed, quote the policy and collect the down payment based on the undiscounted premium. If acceptable proof on any discount is not received with the application, the policy will be issued without the discount, resulting in an increased premium to the insured. If the acceptable proof is received by the Company within 30 days past the policy inception date, the discount will be effective as of the policy effective date. If applicable proof is received more than 30 days past the policy inception date, the discount will be endorsed onto the policy effective the date the acceptable proof is received.

A. College Graduate Discount

- Applies to all premiums
- Unmarried operator under the age of 25
- College Graduate with proof of a grade transcript showing:
 1. a “B” grade average or higher; and
 2. on a four point scale, a three point average

B. Homeowners Discount

Named Insured is the owner of the home and lives in that home.
Condominiums, townhouses, duplexes and mobile homes qualify.

C. Motor Vehicle Accident Prevention Course

- Proof of successful *voluntary* completion of a state approved course within past 36 months must be submitted.
- Vehicle is classified and rated as a private passenger auto.
- Applies to all premiums on the vehicle the eligible person is rated on.
- Applies for a 36-month period after course completion.

Discount does not apply if approved course was taken pursuant to a court order resulting from a motor vehicle violation or an alcohol/drug related offense.

D. Multi-Car Discount

Applies to all premiums on all vehicles when 2 or more vehicles are insured by a named insured or family member. (Family member = person related by blood, marriage or adoption residing in same household.)

E. Paid-in-Full Discount

Applies to policies for which the total quoted premium is paid with the application, renewal or rewrite.

F. Renewal Discount

Discount is earned at the completion of each 6 month period. Maximum renewal discount earned after 4 periods meeting the above criteria. Applies to all premiums, providing there are no at-fault liability and/or collision claims paid in previous 6-month period.

G. Transfer Discount

Applies to all premiums for policyholders meeting the requirement of 6 months prior coverage (immediately preceding the effective date of the application). Acceptable proof of prior insurance is a copy of the declarations or a copy of a company issued insurance ID card.

Up to a 30-day lapse in coverage is allowable.

H. Affiliation Discount

A discount applies for policyholders belonging to one of the affiliated companies or organizations listed in the rate manual.

I. Violation/Accident Surcharges

Based on:

- Vehicle use
- Preceding 36-month driving record – use violation or accident date.
- If a single occurrence results in more than one CONVICTION, charge only for the CONVICTION with the highest point value.

Violations/Accidents	
Cause	POINTS
AT-FAULT ACCIDENTS	First 3
All accidents are chargeable unless proof of no fault is furnished that exonerated the applicant(s).	Each Additional 6
CONVICTIONS	
Group 1	First 6
<ul style="list-style-type: none"> Felony with a motor vehicle Fleeing or attempting to elude a police officer Hit and run (leaving the scene) Homicide, manslaughter, or assault with a motor vehicle Racing Reckless driving or equivalent violations 	Additional 12
Group 2	Each Conviction 4
<ul style="list-style-type: none"> Driving too fast for conditions Driving on the wrong side of the road (failed to yield ½ of road) Improper/Illegal Passing Passing a stopped school bus 	
Group 3	Each Conviction 3
<ul style="list-style-type: none"> Careless/Negligent Driving Driving under suspension, revocation, or without valid Failure to have vehicle under control Following too close Illegal/Improper Lane Change Illegal/Improper or Prohibited Turn Unlawful crossing of medians (Left of Center) 	

Group 4 Alcohol Related Violations	First 2 Additional last 3 years Unacceptable
Group 5 All speeding convictions in excess of one (do not include 1 st) All other violations (such as obstructed view, Wrong way on one way street, allow unlicensed Operator to driver or unsafe backing Failure to yield/stop sign/traffic control device)	Each Conviction 1

Additional Surcharges

Applicable as follows:

Other Surcharges		
Category	Condition	
Record Unverifiable	Driving record not verifiable for previous 36 months except youthful age 18 and under. (Policy subject to cancellation.) Internantional/Foreign license may be written with prior approval, surcharge does not apply.	2
Expired/ Suspended/ Revoked Drivers License	Operator's license suspended/revoked and/or expired for all of the most recent 18 months. (Policy subject to cancellation.)	5
Business Use	Individually owned vehicles used for business purposes are eligible subject to surcharge points. Vehicles used for transportation purposes only. Taxi or other livery conveyances are not eligible. Pickups and vans used to transport tools, equipment and incidental supplies are eligible as long as the vehicle is parked at the job location for the majority of the working day.	3
Inexperienced Operator	Applies to all drivers who have a United States drivers license/permit for less than 3 years and are greater than 18 years of age.	5

Procedures

Binding Authority

- Coverage may not be bound earlier than the time and date application is signed by both the agent and applicant and payment is made.
- Coverage may be bound if acceptable documentation is sent within 72 hours of the requested effective date.
- Coverage effective date cannot be backdated.
- No other person can sign for the applicant or agent unless power of attorney is submitted
- Binding Authority is suspended on new or increased Comprehensive or Collision coverage in counties where the National Weather Service has issued a hurricane, tornado, flood, hail, windstorm or other similar natural disaster watch or warning.
- Use [Equity AgentsLINK](#) to send all requests that are eligible for upload.

New Applications

A. Processing the Application

Acceptable Applications

- Complete the entire application – make sure it is complete and legible.
- Vehicles in the household that are not titled to the named insured or spouse should be submitted on a separate application.
- All persons in household age 13 and older must be listed whether licensed or not.
- Application must be signed by the agent and applicant.
- Collect the full down payment and applicable fees from insured.
- Send application, down payment and required documentation to the Company within 72 hours of binding via [Equity AgentsLINK](#) or fax.
If Mailing: item must be postmarked within 72 hours of binding.
If postmarked after that period of time, coverage will be bound the day after the postmark date.
- The application must comply with the underwriting rules, regulations and general eligibility requirements.

B. Rating

Marital Status

- Single – Unmarried; divorced; widowed; married - separated living in separate households. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Married – Living in the same household with a valid, state recognized marriage certificate. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Common Law – Rate as **married**.

C. Vehicle Assignment

The highest rated driver is assigned to the highest rated vehicle. If there are more vehicles than drivers, the additional vehicles are rated at the lowest rated driver on the policy with no points applied.

D. Vehicle Inspection

All Vehicles with Collision and Other than Collision (OTC) coverages must be inspected prior to submission. A vehicle inspection report can be found on Equity Agents elink

If the vehicle is damaged:

- Submit inspection report with photo or estimates of damage.
- Cost to repair over \$1,000 – do not bind physical damage until repaired **submit estimate of damage with application to company for approval prior to binding**. You may fax your request for approval.
- If hail damage, submit with estimate of damages.
- Explanation of how damage occurred is required if there is not an accident listed on the application.
- If damage interferes with the safe operation of the vehicle, **DO NOT SUBMIT**

Premiums/Payments

A. Minimum Premiums

- The minimum premium earned is \$25 plus fees. If cancelled by the company, minimum premium will be adjusted on a prorata basis. Fees are fully earned.

B. Payments/Remittances

- Methods of payment:
 1. Remit on *Equity Agents*eLINK
 2. Personal check
 3. Money Order
 4. Credit Card/Debit Card (MasterCard, VISA)
 5. Electronic Funds Transfer (EFT) – available as long as the named insured is the account holder
- Remit full amount collected (do not deduct commissions).
- Include policy number and amounts to be applied to each policy.
- All eligible payments should be uploading using *Equity Agents*eLINK

C. Fee(s)

Policy Fee(s)

- \$10 policy fee will apply to all new policies
- \$10 policy fee will apply to all rewrites.

Installment Fee(s)

- EFT policy \$5
- Non EFT policy \$8

Miscellaneous Fee(s)

- \$5 Convenience payment fee will be applied to all credit/debit card and ACH transactions.
- \$25 Insufficient Funds Fee (NSF) will be applied to all returned checks and electronic fund transfers.

D. Post-Dated Checks

Do not accept post-dated checks.

E. Payment Plans – New Business

Please use Equity's rating software for payment plans and amounts.

- If Down Payment is less than minimum required, the shortage will be added to the first installment billing.
- Payments less than the minimum amount billed will be returned to the agent.

Renewals/Rewrites

A. Renewals

- Renewal Quotes are sent 30 days prior to expiration.
- If renewal premium is received before the renewal date, coverage is continuous and a renewal policy is mailed to Insured.
- If the renewal premium is not received before the renewal date, coverage will lapse as of 12:01 a.m. on the expiration date.
- **A New** Application is required on the 60th day of the lapse.

B. Rewrite

- Policies can be rewritten within 59 days of the lapse date.
- Use **Equity Agents****eLINK** for eligibility and payment amount.
- Current rates and MVR will be used (including applicable discounts, if any). Policies will be underwritten using ages and points as of the effective date of coverage. Existing discounts will be honored as long as the Insured qualified according to these guidelines. A \$10.00 rewrite fee will apply. (Note: This fee is not the NSF fee)
- Policies with an outstanding balance must be paid in full prior to issuance of rewrite policy. (Note: Agents are not notified of balances due).
- There will be a lapse in coverage between the last day of coverage on the cancelled policy and first day of coverage on the re-written policy.
- Policies previously cancelled by the company for three(3) NSF payments may not be eligible—contact Underwriting for approval.

Policy Changes

All policy changes must be requested through *Equity AgentsLINK*. Exceptions to this rule which must be signed by the named insured are;

- UM selection/rejection form
- Named Driver Exclusion form
- Request to increase OTC and collision deductible
- Request to lower all other coverages
- PIP selection/rejection form

These changes should be submitted by fax, 800-352-8193.

- If the change is requested through *Equity AgentsLINK*, or faxed **DO NOT MAIL**
- Company forms are available on *Equity AgentsLINK*

Note: Any policy change(s) must be reported to the company within the agent's binding authority.

A. Additional Operators

When adding additional operators, the following information is required:

- Full name (as shown on license)
- Complete date of birth
- Driver's License Number and State
- List all accidents and violations
- Occupation
- Marital Status

B. Address Change

When making an address change, the following information is required:

- If changing the mailing address to a PO Box, include the Physical location/garaging address of the insured vehicle.
- If moving from Arkansas to a state where Company is licensed:
 1. The current policy will be cancelled or non-renewed
 2. The insured may re-apply for coverage. A new application and down payment will be required. Any renewal credits may transfer to the new policy.
- If moving from Arkansas to a state where Company is not licensed:

The policy will be cancelled or non-renewed.

C. Agent Change

Request must be accompanied by an “agent of record” letter, signed by the Named Insured. Change will be made on the next renewal or rewrite.

D. Marital Status Change

- The company must be notified of any change in marital status.
- If the change is due to separation or divorce, please submit a Named Driver Exclusion on the individual that is being removed.

E. Named Insured Change

- A Named Insured **cannot** be removed without their written consent.
- If removing a Named Insured, all named insureds must sign the request before the request will be processed
- A change of named insured may require new application to be completed and signed.

F. Vehicle Changes/Additions

When adding or substituting a vehicle, the company must be notified within the agent’s binding authority. Please provide the following information:

- Vehicle Ownership
- Year, Make and VIN
- Use
- Cost New
- Coverages
- Loss Payee (if applicable and physical damage coverage requested)
- Discounts

G. Cancellation Procedures

1. Named Insured Request - Submit cancel request.

- Cancellation at insured's request must be submitted in writing and include the policy number and insured's signature.
- The refund of any unearned premium will be calculated on a pro-rata basis.
- If the "Cancel Date" is missing, the cancellation date will be the date the request is received by Company.
- If the request is received more than 15 days after the requested "cancel date", the effective date of the cancellation, will be the date the request is received by the Company.
- Return premium checks will be mailed after 10 working days.
- Flat cancellations are not permitted except for duplicate coverage or NSF payments

2. Company Request Cancellation:

- The Company will notify policyholder, agent and loss payee.
- Refund is figured on a prorata basis.
- Cancellations with a balance due will be billed as earned premium. Payment of balance due will not reinstate coverage.

A. Returned Checks

- A policy will be flat cancelled when the payment check, credit card, or electronic funds transfer or withdrawal is returned due to non-sufficient funds (NSF) or a stop payment. No coverage will exist.
- If the Company receives a non-sufficient funds (NSF) check or electronic funds transfer as an installment payment, then the policy will be cancelled effective on the cancellation date on the installment billing notice. A replacement payment will not be accepted to void the policy cancellation.
- A \$25 NSF fee will be charged for returned checks and electronic funds transfers.
- In order for agent to be reimbursed, for an uploaded NSF fee, fax a copy of the Bank charge.

B. Declined Credit Cards.

- If the credit card payment is declined on a new application, rewrite, or renewal, no coverage is afforded.
- If the credit card payment is declined for an installment, the policy will cancel effective on the cancellation date shown on the installment notice.



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*Underwriting Guidelines should remain confidential and therefore should **NOT** be shared with any third party.*

General Eligibility

A. Vehicle Type

Vehicle must be a private passenger auto:

Any 4-wheel private passenger automobile. This includes vehicles of the pickup, van and truck type with a load capacity of one (1) ton (2000 lbs.) or less used for pleasure, driving to and from work, or farm use. (See Business Use)

- An insured must be the titled owner of the vehicle. Vehicles in the household that are not titled to the named insured or spouse must be submitted on a separate application.
- Leased vehicles are acceptable if there is a valid, written lease for six (6) months or longer.

B. Operators

- All known operators must have a valid U.S. driver's license.
- Operators with a learner's permit will be rated as an operator if age sixteen (16) and above. Policy must have another licensed operator age twenty one (21) or above to be eligible.
- International or Foreign license – must have Underwriting Approval
- If divorced for less than twelve (12) months, ex-spouse **must** be excluded.

Underwriting Guidelines

A. General Statement/Disclaimer

It is impossible to cover in an underwriting guide every aspect that might affect the acceptance of a risk. **The Company is the final authority on the acceptance or continuation of any risk.**

B. Unacceptable Risks

- Policies with two or more business use vehicles. **Refer to Acceptable Business Use.**
- Policies listing vehicles from more than one household.
- Policies where non-individuals, such as corporations, partnerships or other types of entities, are listed as the named insured. (See Additional Insured. Leased Vehicle under Coverages/Endorsements).
- Policies previously cancelled by the Company for three(3) NSF payments may not be eligible. Contact Underwriting for approval.

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C. Unacceptable Drivers

- Operators with 21 or more points.
- Operators with Four or more Group 3 violations > *"for definitions*
- Operators with Two or more Group 1 violations > *see Violations*
- Operators with Two or more Group 4 violations > *Surcharges"*
- Operators with any illegal drug related incident on driving record.
- Operators convicted of a criminal felony (such as, but not limited to manslaughter or homicide).
- Operators with two or more at fault accidents within the immediate preceding 18 months.
- Operators with three or more at fault accidents during the immediately preceding 36 months.
- Operators who are physically or mentally impaired who do not provide a physician's statement in which the physician states that such person is capable of safely operating a motor vehicle. A Physicians Statement is required for all operators 75 and over.
- Any operator whose license has been suspended, revoked, or expired for more than 36 months.
- Any operator under the minimum state driving age, except those with a temporary permit/license. Requirement – there must be another fully licensed operator age 21 or older in household and listed as a driver.
- Operators who have had a policy cancelled or non-renewed by an Insurance Company for any reason other than failure to pay.

- Operators employed in occupations involving the use of an insured vehicle by drivers who are neither residents of the insured's household nor dependents of the insured. (see Business Use)
- Operators who have been convicted of insurance fraud.
- Operators - involved in an illegal enterprise or occupation.
- Any Professional athlete, entertainer or personality.
- Operators employed as a visiting home health care provider
- Operators self employed as a day care provider
- Operators self employed landscaping &/or lawn care provider

D. Unacceptable Vehicles

- Vehicles without an Arkansas garaging address. **Valid garaging addresses include rural route boxes but do not include P.O. Boxes.**
- Flat beds or Stake beds.
- Vehicles with a load capacity of over one ton.
- Baja, dune buggies, buses, mini-buses, camper vans, motor homes, ATV's, step vans or panel vans.
- Custom built vehicles. Kit Cars
- Vehicles not registered for street use.
- Vehicles leased or rented to other drivers by the applicant
- Vehicles regularly available to non-listed driver(s).
- Vehicles used for:
 1. Racing.
 2. Emergency services.
 3. Hauling operations. (Incidental, uncompensated hauling, not associated with landscaping or other commercial business, is eligible).
 4. Livery, taxi or limousine service. These include but are not limited to, vehicles used to transport nursery or school children, migrant workers, hotel or motel guests, patients or members of a van pool.
 5. Retail or wholesale delivery of magazines, newspapers, non U.S. Postal Service mail, pizza (or other food items), farm produce, and courier/escort service. Use for the delivery of the U.S. Postal Service mail or for incidental home sales, i.e., cosmetics, etc. is eligible.
- Vehicles equipped with:
 1. Altered suspensions includes but not limited to hydraulic suspensions, lowered suspensions and/or lift kits.
 2. Snow plows.
 3. Cooking equipment or bathrooms.
 4. Customized equipment that may be used for racing activities
- **The following vehicles are unacceptable for Physical Damage:**
 1. Vehicles over 20 years old.
 2. Salvage vehicles / rebuilt titles/branded titles
 3. Antique, Obsolete or Collector's items.
 4. Vehicles with more than \$5,000 of Special/Additional Equipment.

5. ISO symbol 20 or higher for 1989 and prior year models.
6. ISO symbol 24 or higher for 1990 and later year models.
7. Fiberglass body vehicles including but not limited to Chevrolet Corvette
8. Exotic vehicles including but not limited to i.e.:

Aston Martin	Lamborghini
Bentley	Maserati
Ferrari	McLaren
Hummer	Rolls Royce

E. Business Use

A 3 Point surcharge applies to all vehicles with Business use.

Acceptable Business Use

Includes, but not limited to:

- Vehicles used by sales or service representatives, or for consumer oriented direct home sales (e.g., Avon, Mary Kay, Tupperware);
- Vehicles used by insurance agents, lawyers, doctors, consultants, accountants, or other professional visiting multiple locations; or
- Vehicles used in a business for occasional errands, not to include routine deliveries to business customers.

Vehicles used to transport tools or other materials by the insured in a trade or business are acceptable if **all** of the following conditions are met:

- There is only one (1) vehicle in this category on the policy;
- The insured visits no more than two (2) job sites per day;
- The vehicle is owned or leased by an individual, **not** a corporation or partnership.
- The vehicle is operated solely by the named insured or other resident relative;
- The vehicle is not used to transport explosives, chemicals, flammable material.
- Vehicle with a load capacity of three quarter ($\frac{3}{4}$) ton or less.

Corporations or Partnerships **cannot** be listed as a named insured.

Unacceptable Business Use

All other business use including, but not limited to:

- Pickup or delivery of goods (including, but not limited to, newspaper, pizza, or other food items), limousine or taxi services, and livery conveyance, including not-for-hire livery, (see also Unacceptable Risks).
- Vehicles with a load capacity of one (1) ton or more.
- Landscaping / Lawn Care
- Home Health Care
- In Home Day Care
- Vehicle with ladder racks or supply storage racks above the roof or bed of a truck or van are unacceptable.

Note: The 801 Business/Delivery Exclusion is included on ALL policies. If Business Use is requested, a surcharge will apply and they must meet the guidelines listed above.

Coverages / Endorsements

Coverages

A. Deductibles - Physical Damage Coverage

<u>Collision Deductible</u>	<u>Other than Collision Deductible (OTC)</u>
\$250	\$250
\$500	\$500
\$1,000	\$1,000
\$1,500	\$1,500
\$2,000	\$2,000

Rules:

- Written with liability.
- Written with both Collision and Other than Collision (OTC).
- The model year of the vehicle is assigned by the manufacturer.
- Vehicles of a multi-car risk may have different deductibles.
- A vehicle inspection report is required when writing Collision and OTC.
- Age of vehicle changes October 1st each year.

- ISO symbol 19 and under for 1989 and prior year models.
- ISO symbol 23 and under for 1990 and later year models.
- Vehicle age 20 years old and under.

B. Extended Transportation Expense

<u>Per Day</u>	<u>Maximum per Occurrence</u>
\$30	\$900

May be written only when Collision and OTC are in effect.

C. Liability Coverage

BI & PD Limits
25/50/25

Bodily Injury (BI) and Property Damage (PD) coverage's written together are not available separately.

D. Medical Payments

Limits available are: \$500, \$1000, \$2000

- If selected, must be written for all vehicles on the policy at the same limits.
- May be purchased on a Non-Owner policy
- Medical Payments coverage is not available if Personal Injury Protection (PIP) Medical coverage is purchased.

E. Optional/Custom Equipment Coverage – \$5000

Maximum value per vehicle for the optional coverage(s) listed below is \$5000 individually or combined.

Audio, Visual & Data Electronic Equipment

Maximum Value - \$1,500

- Personal Auto policy does not afford coverage for customization on vans, mini-vans, pickups or sport utility vehicles. Collision and OTC coverage's for the value of customization must be purchased on an itemized stated value basis for customized vehicles and a premium must be collected. Custom painting is not covered and cannot be added.

- Coverage applies only if equipment is permanently installed in the covered auto at time of loss and a premium is collected.
- Make, model and serial numbers **must be submitted** with declared value.
- Applies only if installed in existing dash or console openings for such equipment if permanently installed, but not in existing openings, a premium will be charged on a stated amount basis.
- Values over \$1000 require photo of all equipment.

Customized Vehicles

- Personal Auto policy does not afford coverage for customization vehicles. Collision and OTC coverage's for the value of the customization must be purchased.

If applicant has a vehicle that is believed to be "customized" (not a classic or antique), itemize the customization on the application on a stated value basis.

Customization includes non-standard equipment added after the vehicle has left the factory. Look for: Outward appearance of the car being altered (i.e. suspension has been altered; special wheels or tires; special paint jobs or murals; ground effects; excessive sound reproduction equipment).

The value of the customization must be itemized and submitted with application or endorsement.

Photos are required if equipment is valued at \$1,000 or more.

Custom painting is not covered and can not be added.

- Vehicles cannot be used as living quarters.
- Vehicles equipped with a stove or a bathroom is ineligible.
- Vehicles not symbolized by ISO are required to have a minimum of \$5,000 coverage for the customized equipment.

Ordinarily, vans, mini-vans, pickups or sport utility vehicles will be subject to customization. Customization includes non-standard equipment added after the vehicle has left the factory. However, carpeted floor, four or fewer cloth captain's chairs, a bench seat in the back or minimal accent tape on the outside would not be considered customization.

The name of the Custom Package must be included on the application. Customization will include: TV, rear radio with ear phones, CD/DVD player, leather seats, console between the front seats, insulation all around (i.e. fiberglass, etc.) special windows or cutouts, special drapes or blinds, game table, special paint or tape (murals, paintings, graphics)

running boards, special wheels, carpeting on walls or special paneling/woodwork on walls or dash, height extending roofs, ground effects, spoilers, wheel flares, ladder, excessive sound reproduction equipment, cab extensions and tonneau cover.

Pickup Toppers

The Personal Auto Policy affords optional coverage for pickup toppers to be used with a pick-up truck, provided a premium is collected.

- Liability and Medical Payments coverage is extended without additional charge, provided it exists on the primary policy.
- Physical Damage – Pickup toppers must be shown on the application. There is a separate charge for pickup toppers based on stated value.
- Pickup Toppers cannot be used as living quarters.

Trailers (Not self-propelled)

Coverage for trailers only if designed to be used with a private passenger auto, pickup, or van, as well as farm implements.

Ineligible if:

- Written as a stand-alone policy
- Over 20 years old
- Used as an office, store display or otherwise used commercially (including a mobile chapter)
- Rented/loaned to others (except the immediate family)
- Used primarily for travel by salesmen, missionaries, evangelists or workers
- Used as living quarters
- Homemade

In order for Optional/Custom Equipment Coverage to apply, the insured must purchase Collision and Other than Collision (OTC) coverage.

F. Personal Injury Protection (PIP)

- Automobile Medical Payments Coverage - \$5000
- Work Loss Coverage -
 - Income Earner -70% of gross income, not to exceed \$140 per week, 52 week maximum.
 - Non-Income Earner – a sum not to exceed \$70 per week or pro-rata for a lesser period, 52 week maximum.
- Accidental Death Benefit - \$5000

Coverage may be rejected in writing, completely or in part by the named insured.

G. Towing & Labor

Limit

\$50 maximum per occurrence

- Coverage available only when Collision and OTC is provided.

H. Uninsured Motorists

Limit

25/50/25

Bodily Injury (UM BI)

- The UM selection / rejection form must be completed.
- If the insured does not complete the UM coverage section on the application, UM coverage will be issued at the same limits as Liability BI.
- May be purchased on a Non-Owner policy.

Property Damage (UM PD)

- Available only when UMBI is purchased.
- May be rejected in writing by the named insured

Underinsured Motorist (UIM)

- Available only when UMBI is purchased
- Must be included whenever Liability is purchased unless rejected in writing by the named insured.

Endorsements

A. Additional Insured

Available only for a leased vehicle, the Additional Insured must be a licensed leasing institution, not an individual.

Leased Vehicle

- If there is a written lease for 6 months or longer and the applicant is to be held responsible for damages, we will provide the same coverages that apply to an owned vehicle.
- A leasing company may be listed as an additional insured and/or loss payee on the policy.

B. Loss Payee

Loss payee must be:

- a licensed lending institution
- individual only if a lien is filed with the State of Arkansas

C. Named Driver(s) Exclusion

Excludes coverage for designated operators

- The named insured may not be excluded.
- Must be signed and dated by the Named Insured

D. Named Non- Owner Policy

- Will not be issued for more than one person. All residents of the household must be excluded.
- Coverage available: BI/PD Liability, UM, PIP and Medical related coverages only.
- Only Renewal, College Graduate and Defensive Driving Course discounts apply.
- The applicant may not have regular access to any one vehicle, including vehicles of other household residents.
- Coverage applies to non-owned vehicles and only to the person listed on the declarations. There is no coverage for any other person. Permissive use is not included.
- Business use is not acceptable.

Note: Ineligible if car is furnished for regular use.

E. SR-22 – Proof of Financial Responsibility

SR-22 filings may only be made in states in which the Company is licensed.

The following filing types are available:

- **“Owners”** – restricts to named, newly acquired vehicle(s) and/or replacement vehicle(s), if notified within 30 days of acquisition. (Vehicle must be private passenger).
- **“Operators”** – restricts to all types of motor vehicles not owned by operator.

Deadline to the state: we are committed to process the SR-22 on a priority basis but we can not guarantee that the SR-22 will make it to the state before the deadline. Without the case number SR-22 filing may be delayed.

Discounts & Surcharges

Discounts

If acceptable proof of eligibility for discounts is not available when the application is completed, quote the policy and collect the down payment based on the undiscounted premium. If acceptable proof on any discount is not received with the application, the policy will be issued without the discount, resulting in an increased premium to the insured. If the acceptable proof is received by the Company within 30 days past the policy inception date, the discount will be effective as of the policy effective date. If applicable proof is received more than 30 days past the policy inception date, the discount will be endorsed onto the policy effective the date the acceptable proof is received.

A. College Graduate Discount

- Applies to all premiums
- Unmarried operator under the age of 25
- College Graduate with proof of a grade transcript showing:
 1. a “B” grade average or higher; and
 2. on a four point scale, a three point average

B. Homeowners Discount

Named Insured is the owner of the home and lives in that home.
Condominiums, townhouses, duplexes and mobile homes qualify.

C. Motor Vehicle Accident Prevention Course

- Proof of successful *voluntary* completion of a state approved course within past 36 months must be submitted.
- Vehicle is classified and rated as a private passenger auto.
- Applies to all premiums on the vehicle the eligible person is rated on.
- Applies for a 36-month period after course completion.

Discount does not apply if approved course was taken pursuant to a court order resulting from a motor vehicle violation or an alcohol/drug related offense.

D. Multi-Car Discount

Applies to all premiums on all vehicles when 2 or more vehicles are insured by a named insured or family member. (Family member = person related by blood, marriage or adoption residing in same household.)

E. Paid-in-Full Discount

Applies to policies for which the total quoted premium is paid with the application, renewal or rewrite.

F. Renewal Discount

Discount is earned at the completion of each 6 month period. Maximum renewal discount earned after 4 periods meeting the above criteria. Applies to all premiums, providing there are no at-fault liability and/or collision claims paid in previous 6-month period.

G. Transfer Discount

Applies to all premiums for policyholders meeting the requirement of 6 months prior coverage (immediately preceding the effective date of the application). Acceptable proof of prior insurance is a copy of the declarations or a copy of a company issued insurance ID card.

Up to a 30-day lapse in coverage is allowable.

H. Affiliation Discount

A discount applies for policyholders belonging to one of the affiliated companies or organizations listed in the rate manual.

Comment [c2]: Added discount

I. Violation/Accident Surcharges

Based on:

- Vehicle use
- Preceding 36-month driving record – use violation or accident date.
- If a single occurrence results in more than one CONVICTION, charge only for the CONVICTION with the highest point value.

Violations/Accidents	
Cause	POINTS
AT-FAULT ACCIDENTS	First 3
All accidents are chargeable unless proof of no fault is furnished that exonerated the applicant(s).	Each Additional 6
CONVICTIONS	
Group 1	First 6
<ul style="list-style-type: none"> Felony with a motor vehicle Fleeing or attempting to elude a police officer Hit and run (leaving the scene) Homicide, manslaughter, or assault with a motor vehicle Racing Reckless driving or equivalent violations 	Additional 12
Group 2	Each Conviction 4
<ul style="list-style-type: none"> Driving too fast for conditions Driving on the wrong side of the road (failed to yield ½ of road) Improper/Illegal Passing Passing a stopped school bus 	
Group 3	Each Conviction 3
<ul style="list-style-type: none"> Careless/Negligent Driving Driving under suspension, revocation, or without valid Failure to have vehicle under control Following too close Illegal/Improper Lane Change Illegal/Improper or Prohibited Turn Unlawful crossing of medians (Left of Center) 	

Group 4 Alcohol Related Violations	First 2 Additional last 3 years Unacceptable
Group 5 All speeding convictions in excess of one (do not include 1 st) All other violations (such as obstructed view, Wrong way on one way street, allow unlicensed Operator to driver or unsafe backing Failure to yield/stop sign/traffic control device)	Each Conviction 1

Additional Surcharges

Applicable as follows:

Other Surcharges		
Category	Condition	
Record Unverifiable	Driving record not verifiable for previous 36 months except youthful age 18 and under. (Policy subject to cancellation.) Internantional Foreign license may be written with prior approval, surcharge does not apply.	2
Expired/ Suspended/ Revoked Drivers License	Operator's license suspended/revoked and/or expired for all of the most recent 18 months. (Policy subject to cancellation.)	5
Business Use	Individually owned vehicles used for business purposes are eligible subject to surcharge points. Vehicles used for transportation purposes only. Taxi or other livery conveyances are not eligible. Pickups and vans used to transport tools, equipment and incidental supplies are eligible as long as the vehicle is parked at the job location for the majority of the working day.	3
Inexperienced Operator	Applies to all drivers who have a United States drivers license/permit for less than 3 years and are greater than 18 years of age.	5

Comment [c3]: Removed surcharge for foreign and international licenses

Procedures

Binding Authority

- Coverage may not be bound earlier than the time and date application is signed by both the agent and applicant and payment is made.
- Coverage may be bound if acceptable documentation is sent within 72 hours of the requested effective date.
- Coverage effective date cannot be backdated.
- No other person can sign for the applicant or agent unless power of attorney is submitted
- Binding Authority is suspended on new or increased Comprehensive or Collision coverage in counties where the National Weather Service has issued a hurricane, tornado, flood, hail, windstorm or other similar natural disaster watch or warning.
- Use **Equity Agents****LINK** to send all requests that are eligible for upload.

New Applications

A. Processing the Application

Acceptable Applications

- Complete the entire application – make sure it is complete and legible.
- Vehicles in the household that are not titled to the named insured or spouse should be submitted on a separate application.
- All persons in household age 13 and older must be listed whether licensed or not.
- Application must be signed by the agent and applicant.
- Collect the full down payment and applicable fees from insured.
- Send application, down payment and required documentation to the Company within 72 hours of binding via **Equity Agents****LINK** or fax.
If Mailing: item must be postmarked within 72 hours of binding.
If postmarked after that period of time, coverage will be bound the day after the postmark date.
- The application must comply with the underwriting rules, regulations and general eligibility requirements.

B. Rating

Marital Status

- Single – Unmarried; divorced; widowed; married - separated living in separate households. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Married – Living in the same household with a valid, state recognized marriage certificate. **Exception:** If spouse is away on a temporary job or military assignment, rate as **married**.
- Common Law – Rate as **married**.

C. Vehicle Assignment

The highest rated driver is assigned to the highest rated vehicle. If there are more vehicles than drivers, the additional vehicles are rated at the lowest rated driver on the policy with no points applied.

Comment [c4]: Changed from lowest rated driver from highest rated driver

D. Vehicle Inspection

All Vehicles with Collision and Other than Collision (OTC) coverages must be inspected prior to submission. A vehicle inspection report can be found on Equity Agents elink

If the vehicle is damaged:

- Submit inspection report with photo or estimates of damage.
- Cost to repair over \$1,000 – do not bind physical damage until repaired **submit estimate of damage with application to company for approval prior to binding**. You may fax your request for approval.
- If hail damage, submit with estimate of damages.
- Explanation of how damage occurred is required if there is not an accident listed on the application.
- If damage interferes with the safe operation of the vehicle, DO NOT SUBMIT

Premiums/Payments

A. Minimum Premiums

- The minimum premium earned is \$25 plus fees. If cancelled by the company, minimum premium will be adjusted on a prorata basis. Fees are fully earned.

B. Payments/Remittances

- Methods of payment:
 1. Remit on *Equity Agents***eLINK**
 2. Personal check
 3. Money Order
 4. Credit Card/Debit Card (MasterCard, VISA)
 5. Electronic Funds Transfer (EFT) – available as long as the named insured is the account holder
- Remit full amount collected (do not deduct commissions).
- Include policy number and amounts to be applied to each policy.
- All eligible payments should be uploading using *Equity Agents***eLINK**

C. Fee(s)

Policy Fee(s)

- \$10 policy fee will apply to all new policies
- \$10 policy fee will apply to all rewrites.

Installment Fee(s)

- EFT policy \$5
- Non EFT policy \$8

Miscellaneous Fee(s)

- \$5 Convenience payment fee will be applied to all credit/debit card and ACH transactions.
- \$25 Insufficient Funds Fee (NSF) will be applied to all returned checks and electronic fund transfers.

Comment [c5]: Added “and electronic fund transfers”

D. Post-Dated Checks

Do not accept post-dated checks.

E. Payment Plans – New Business

Please use Equity's rating software for payment plans and amounts.

- If Down Payment is less than minimum required, the shortage will be added to the first installment billing.
- Payments less than the minimum amount billed will be returned to the agent.

Renewals/Rewrites

A. Renewals

- Renewal Quotes are sent 30 days prior to expiration.
- If renewal premium is received before the renewal date, coverage is continuous and a renewal policy is mailed to Insured.
- If the renewal premium is not received before the renewal date, coverage will lapse as of 12:01 a.m. on the expiration date.
- **A New Application** is required on the 60th day of the lapse.

B. Rewrite

- Policies can be rewritten within 59 days of the lapse date.
- Use **Equity Agents eLINK** for eligibility and payment amount.
- Current rates and MVR will be used (including applicable discounts, if any). Policies will be underwritten using ages and points as of the effective date of coverage. Existing discounts will be honored as long as the Insured qualified according to these guidelines. A \$10.00 rewrite fee will apply. (Note: This fee is not the NSF fee)
- Policies with an outstanding balance must be paid in full prior to issuance of rewrite policy. (Note: Agents are not notified of balances due).
- There will be a lapse in coverage between the last day of coverage on the cancelled policy and first day of coverage on the re-written policy.
- Policies previously cancelled by the company for three(3) NSF payments may not be eligible—contact Underwriting for approval.

Comment [c6]: Added descriptive word

Policy Changes

All policy changes must be requested through *Equity AgentsLINK*. Exceptions to this rule which must be signed by the named insured are;

- UM selection/rejection form
- Named Driver Exclusion form
- Request to increase OTC and collision deductible
- Request to lower all other coverages
- PIP selection/rejection form

These changes should be submitted by fax, 800-352-8193.

- If the change is requested through *Equity AgentsLINK*, or faxed **DO NOT MAIL**
- Company forms are available on *Equity AgentsLINK*

Note: Any policy change(s) must be reported to the company within the agent's binding authority.

A. Additional Operators

When adding additional operators, the following information is required:

- Full name (as shown on license)
- Complete date of birth
- Driver's License Number and State
- List all accidents and violations
- Occupation
- Marital Status

B. Address Change

When making an address change, the following information is required:

- If changing the mailing address to a PO Box, include the Physical location/garaging address of the insured vehicle.
- If moving from Arkansas to a state where Company is licensed:
 1. The current policy will be cancelled or non-renewed
 2. The insured may re-apply for coverage. A new application and down payment will be required. Any renewal credits may transfer to the new policy.
- If moving from Arkansas to a state where Company is not licensed:

The policy will be cancelled or non-renewed.

C. Agent Change

Request must be accompanied by an “agent of record” letter, signed by the Named Insured. Change will be made on the next renewal or rewrite.

D. Marital Status Change

- The company must be notified of any change in marital status.
- If the change is due to separation or divorce, please submit a Named Driver Exclusion on the individual that is being removed.

E. Named Insured Change

- A Named Insured **cannot** be removed without their written consent.
- If removing a Named Insured, all named insureds must sign the request before the request will be processed
- A change of named insured may require new application to be completed and signed.

F. Vehicle Changes/Additions

When adding or substituting a vehicle, the company must be notified within the agent's binding authority. Please provide the following information:

- Vehicle Ownership
- Year, Make and VIN
- Use
- Cost New
- Coverages
- Loss Payee (if applicable and physical damage coverage requested)
- Discounts

G. Cancellation Procedures

1. Named Insured Request - Submit cancel request.

- Cancellation at insured's request must be submitted in writing and include the policy number and insured's signature.
- The refund of any unearned premium will be calculated on a pro-rata basis.
- If the "Cancel Date" is missing, the cancellation date will be the date the request is received by Company.
- If the request is received more than 15 days after the requested "cancel date", the effective date of the cancellation, will be the date the request is received by the Company.
- Return premium checks will be mailed after 10 working days.
- Flat cancellations are not permitted except for duplicate coverage or NSF payments

2. Company Request Cancellation:

- The Company will notify policyholder, agent and loss payee.
- Refund is figured on a prorata basis.
- Cancellations with a balance due will be billed as earned premium. Payment of balance due will not reinstate coverage.

A. Returned Checks

- A policy will be flat cancelled when the payment check, credit card, or electronic funds transfer or withdrawal is returned due to non-sufficient funds (NSF) or a stop payment. No coverage will exist.
- If the Company receives a non-sufficient funds (NSF) check or electronic funds transfer as an installment payment, then the policy will be cancelled effective on the cancellation date on the installment billing notice. A replacement payment will not be accepted to void the policy cancellation.
- A \$25 NSF fee will be charged for returned checks and electronic funds transfers.
- In order for agent to be reimbursed, for an uploaded NSF fee, fax a copy of the Bank charge.

Comment [c7]: Added "or electronic funds transfer"

Comment [c8]: Added " and electronic funds transfers"

B. Declined Credit Cards.

- If the credit card payment is declined on a new application, rewrite, or renewal, no coverage is afforded.
- If the credit card payment is declined for an installment, the policy will cancel effective on the cancellation date shown on the installment notice.