

NAIC LOSS COST DATA ENTRY DOCUMENT

1.	This filing transmittal is part of Company Tracking #	11AR0208
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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	
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Company Name		Company NAIC Number	
3.	A.	InsureMax Insurance Company	B. 10922

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.			FOR LOSS COSTS ONLY				
(A) COVERAGE (See Instructions)	(B) Indicated % Rate Level Change	(C) 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
BI		1.74%					
PD		1.55%					
COMP		.84%					
COLL		-.61%					
MP		-					
UM		-					
UMPD		-					
TOTAL OVERALL EFFECT		1.45%					

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		
2007	1,064	-.7%	6/18/07	255,393	138,778	78.26%	74.16%		
2008	1,023	4.15	1/22/08	527,316	348,505	66.10%	69.31%		

7.	
Expense Constants	Selected Provisions
A. Total Production Expense	
B. General Expense	
C. Taxes, License & Fees	
D. Underwriting Profit & Contingencies	
E. Other (explain)	
F. TOTAL	

- 8.** Apply Lost Cost Factors to Future filings? (Y or N)
- 9.** 7.62% Estimated Maximum Rate Increase for any Insured (%). Territory (if applicable): 13
- 10.** -13.4% Estimated Maximum Rate Decrease for any Insured (%) Territory (if applicable): 28