Farm newsletter

In this issue: Quick eCLIQ® tips and upcoming training opportunities, preferred farm classes, new marketing resources and more!

Five quick eCLIQ tips

1. **Renewed policy converted to eCLIQ? Easily locate the new policy number.**
   On the Agents' Portal homepage in the Customer Account Lookup, enter the client's name. Policies listed on the results page with an exclamation (!) have been converted from a legacy system and include the new policy number.

2. **Facilitate quick underwriting decisions by sending photos.**
   Including photos with a submission when needed, helps underwriters make quick and accurate decisions and ask fewer follow-up questions. Attach photos in eCLIQ or send them by email.

3. **Follow replacement cost value and actual cash value (ACV) guidance to ensure clients get the right coverage.**
   eCLIQ offers guidance for determining proper replacement cost value and ACV. Consult this guidance to ensure proper coverage.

4. **Review Farm Buildings Classifications Type rules to classify buildings accurately.**
   eCLIQ provides state-specific rules to help you determine whether a farm building is type 1, 2 or 3. The default setting for the **Farm Buildings Classification Type** is 2. Make sure this is accurate as the value you select will affect pricing.

5. **Remember to click Yes to confirm submissions.**
   Sending a submission in eCLIQ requires two clicks. After you click **Submit**, you need to click **Yes** to confirm the submission. The system will send you a confirmation email.

Upcoming eCLIQ training opportunities

See how easy it is to quote farm in eCLIQ. **Sign up for an eCLIQ farm training webinar**.

Dates: June 18 and Aug. 20
Time: 2 p.m. ET

Review our registration instructions.

Questions? Contact the Agency Interface Support Group (AISG) at 1-888-451-8414.

Preferred farm classes – the low-hanging fruit

Farm/ranches

Alpacas

Beef/cattle

Dairy farms

Goats

Hobby

Livestock grazing

Llamas

Sheep

Crops

Corn/soybeans

Cotton

Fruits (excluding melons)

Grains/Field crops

Hay/alfalfa

Rice

Vegetables (excluding spinach/lettuce)

Nurseries/other

Berries

Christmas tree (no customer cutting)

Leased farmland

Nurseries – plant (wholesale)

Orchards (no u-pick)

Tree nuts

Vineyards/wineries

Read more about our farm appetite.

Hobby farms – the cream of the crop

We love to write hobby farms and rural homes with farm exposures. Sometimes rural homeowners have too much exposure to qualify for personal lines policies. If you have clients with acreage, a few farm animals, a barn, an outbuilding or other similar exposure, our farm owner's policy might be a good fit.

Find out more about this preferred class and start prospecting clients.

New marketing resources

The **Farm page on the Agents' Portal** offers a wealth of valuable resources to help you understand our farm product and how to write it in eCLIQ. We're also excited to introduce new marketing materials you can co-brand with your agency information and logo, then use to prospect farm business, including:

Brochure

Use to discuss the broad range of coverage Liberty Mutual offers for farms and essential services like claims handling and risk control.
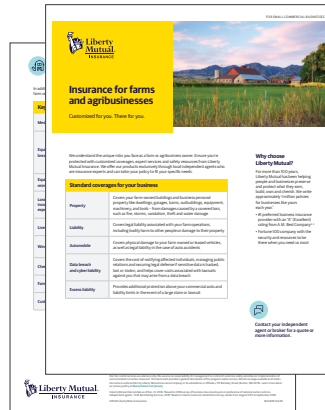
Postcard

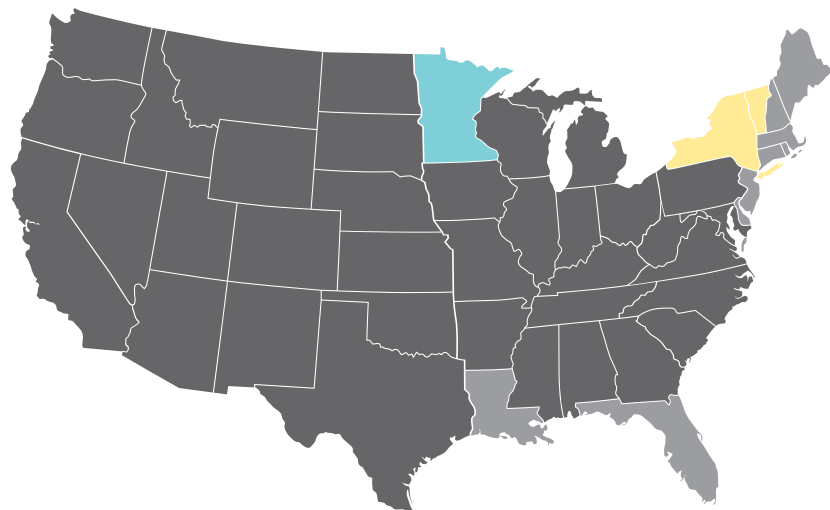Upload a list and we'll mail it for you!

Stuffer

Insert into your prospecting mailings – fits into a #10 envelope!

Farm is now available in eCLIQ in 35 states

eCLIQ available	
Q3 – 2020	
TBD	
Out of scope	

For more information about our wide range of farm products and services, contact your territory manager or farm underwriter today.

⚠ COVID-19
Update & resources

Liberty Mutual is here for you

Learn more about how we're responding to COVID-19.

Liberty Mutual® INSURANCE

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