



QUARTERLY NEWSLETTER

ISSUE 07 | Q3 2021

RLL'S QUARTERLY FOCUS: COMPLIANCE CAMPAIGNS

Many of our customers have had great success with recent campaigns. These campaigns help your communities increase compliance and reduce risk by addressing potential uninsured units. As a result, communities obtain peace of mind knowing you are continuing to minimize your risk. As a bonus, your people and communities get to participate in fun competitions while learning more about the waiver and the many resources RLL offers all while earning prizes and gift cards for their participation.

THE NUMBERS:

The proof is in the results. Reduce exposure while increasing income!

13%

Average Increase in Total Participation

12%

Average Decrease in Uninsured Risk

8%

Average Increase in Waiver Participation

ECONOMIC BREAKDOWN:

The average increase in monthly NOI or the property owner is \$1,300, or \$15,600 annually.

BEYOND THE NUMBERS:

As part of these campaigns, RLL helps communities focus on training and education. This includes updating the entire roster and adding new users. All on site team members log in and take or re-take (if previously completed) the online training. We also host multiple standing drop-in Zoom sessions to engage with site team members to answer questions and provide additional resources.

OUR INSURANCE PARTNERS

Ken Heldman is President and Owner of Heldman Insurance Group (HIG) based in Cincinnati, Ohio. HIG is a specialist real estate insurance brokerage representing owners, managers and developers of both commercial and multi-family real estate assets. Heldman began his insurance career in 1986 with The Hartford Insurance Group in San Francisco, CA as an underwriting trainee. Following a series of promotions within The Hartford, Heldman returned to his hometown of Cincinnati to work for Frederick Rauh Insurance in 1991 on the brokerage side of the business. With subsequent acquisitions by American Business Insurance, Acordia and then Wells Fargo, Heldman and his team left in 2017 to form Heldman Insurance Group. Roughly 75% of the Heldman team clients moved with them.

By removing often redundant layers of corporate personnel, the Heldman team delivers customer first, responsive, competitive and well thought out risk management solutions to a book of business with over 14,000 insured apartment units. RLL has played an important role in addressing the challenge of tenant compliance with residential lease language and responsibility for insured tenant caused losses. Heldman is a graduate of Leadership Cincinnati, member of the Cincinnati Insurance Board, Society of CPCU, and Board Member with the Cincinnati Ballet and American Jewish Committee. He lives in Cincinnati with his wife Felica, kids Elliot and Sydney and their dog Maggie. RLL Salutes Ken Heldman, a RLL ALLSTAR!



RLL ALL-STAR

We salute
Ken Heldman
from
Heldman Insurance Group
this quarter as an
RLL All-Star.

THE RLL PODCAST - RISKY BUSINESS

As a reminder, give our podcast a listen by going to rllinsure.com/podcast, or wherever you get your podcasts. Win some RISKY BUSINESS swag by going to rllinsure.com/podcast, complete the podcast registration form and we will send you a t-shirt.

SAVE THE DATE:

If you missed our inaugural RLL Influencer Conference, you won't want to miss our 2nd annual conference to be held at the Montage in Deer Valley in February 2022. To find out more, contact one of our sales reps at sales@rllinsure.com. It will be three days of great skiing, eating and socializing.

To learn more, please visit www.rllinsure.com or email sales@rllinsure.com.