

## WE'RE BIG ON MICRO BUSINESS



### MICRO PACKAGE

At RSA we cater to the Small to Medium Enterprise (SME) Entrepreneur; recognizing the many varied businesses they run across Canada. Our insurance solutions cover a wide spectrum of industries, as we understand SME Entrepreneurs as both a general group and their specialized trades. RSA's industry specific product enhancements ensure the proper protection for SME's, with unique coverages required to protect their diverse business investments.

This package is specially designed for new or start-up businesses with few or no employees, limited assets, and a small turnover. It covers the needs of the truly small business owner looking for affordable basic insurance coverage with an insurer they can trust.

## TARGET CLASSES & ELIGIBILITY

This package is specifically designed to meet the needs of the following target micro business classes:

- Automobile Trade
- Business & Professional Services
- Retail
- Contracting

The eligibility criteria for this package are as follows:

- Revenue Up to \$50,000
- Maximum of one location
- Property Limit up to \$100,000
- Building coverage is not available
- Liability Limit of \$1m or \$2m

## UNDERWRITING CONSIDERATIONS

- No minimum premium required
- No pre-qualifying criteria
- No inspections required
- Limits are set on the package - no option to buy-up

## HIGHLIGHTS OF OUR COVERAGE

The Micro Package automatically covers:

- Contents (Stock, Equipment, up to \$100,000): Protecting the business' most valuable assets; such as merchandise, furniture, fixtures and equipment used for operations.
- Commercial General Liability (\$1,000,000): Despite preventive measures and best efforts, accidents can happen. This coverage reimburses for bodily injury and property damage claims arising out of operations. The option to increase this to \$2 million liability is available.

- Tenant's Legal Liability (\$100,000): Damage to a rented unit can occur during the normal course of operating a micro business - RSA has it covered.
- Medical Payments (to any one person, up to \$2,500): Medical payments due to unforeseen accidents can be very expensive. With this coverage, RSA insures costs for bodily injury to customers, whether liable or not.
- Personal & Advertising Injury Liability (CGL limit): Sometimes things don't go as planned. This protection ensures coverage for claims arising out of libel and slander, false arrest, wrongful eviction, infringement of copyright, etc.
- Peak Season: As the seasons change, so does business. This coverage allows for business content to be automatically increased by 25% during peak seasons.
- Accounts Receivables (\$10,000)
- Computer Hardware (\$10,000)
- Sign (\$10,000)
- Valuable Papers (\$10,000)

## AND MORE!

Optional coverages are not available on this package.

## DON'T FORGET

- Our Hassle Free Claims Service backed by our claims guarantee
- Your customers can earn AIR MILES® reward miles on their SME policies\*



## DID YOU KNOW?

Micro businesses will generally only have a few employees, assets and income. Despite this, they still need protection from the many possible unforeseen events that can affect their business. Every enterprise starts from scratch and has various needs over its life stages – RSA recognizes the changes a business goes through as it expands and we offer insurance solutions to meet those dynamic needs as the business grows.



## SME MICRO PACKAGE

Minimum Deductible - \$500	
PROPERTY	LIMIT
Contents (Stock and/or Equipment)	Select Limit - maximum \$100,000
Peak Season	Included
Computer Protection Small Business (\$1,000 deductible)	\$10,000
Computer Transit	\$2,500
Computer Extra Expense	\$1,500
Computer Data	\$1,500
Mobile Personal Computing Devices	\$2,500
Accounts Receivable	\$10,000
Valuable Papers	\$10,000
Sign	\$10,000
Salesman's Representative Samples	\$5,000
Replacement Cost (Excluding Stock) Extension	Included
By-laws	Included
Inflation Shield	Included
Terrorism Exclusion	

Minimum Deductible - \$500	
BUSINESS INCOME	LIMIT
Extra Expense	\$10,000
Terrorism Exclusion	

CRIME	\$50,000
Loss Inside / Outside	\$2,500
Overnight Coverage / Custodian's Home	\$2,500

LIABILITY	LIMIT
Commercial General Liability - Occurrence	Select Limit - \$1M or \$2M
Medical Payments (any one person)	\$2,500
Personal and Advertising Injury Liability	CGL Limit
Tenants Legal Liability	\$100,000

WE'RE BIG ON SMALL BUSINESS. IF YOU'RE BIG ON SMALL BUSINESS PARTNER WITH RSA.

