

Could your customers use an unsupported personal umbrella policy?

What's a PUP?

"PUP" stands for RLI's Personal Umbrella Policy, which provides an extra layer of very affordable liability protection for personal assets and future earnings.

ACCIDENTS HAPPEN. That's why people have homeowners and auto insurance. However, if your customers aren't protected by a personal umbrella policy, they could be putting their house or financial assets at risk. An RLI PUP is a low-cost policy that substantially increases overall liability coverage beyond the basic protection provided under homeowners and auto insurance policies.

RLI, rated A+ by A.M. Best, offers a personal umbrella policy so your customers can protect their hard-earned assets.



RLI's Personal Umbrella Policy — a smart source of protection for your customers!

A personal umbrella policy (PUP) is a good source of protection because it's:

- ▶ **Flexible.** Choose from \$1 million to \$5 million coverage limits.
- ▶ **Competitive.** Low premiums for increased limits of liability.
- ▶ **Affordable.** Quotes with 10 quick questions.
- ▶ **Easy.** The simple, self-underwriting application lets you know immediately if the insured is accepted.
- ▶ **Secure.** Written on admitted paper by RLI Insurance Company in all 50 states.
- ▶ **Friendly.** Broad underwriting means most people easily qualify for the program.
- ▶ **Available.** Take advantage of an RLI PUP and still get auto or home coverage from any carrier.
Covers above auto, home, boat, and rental properties.
- ▶ **Automated.** Renewals are direct billed.



Got PUP?

It's easy to provide your customers with RLI personal umbrella insurance. The RLI Personal Umbrella Policy is available through selected agents and program administrators in all 50 states.

For full details on how to access the RLI Personal Umbrella Policy, contact:

RLI

Fundamentally Innovative

RLI Insurance Company

9025 N. Lindbergh Drive • Peoria, IL 61615
www.rlicorp.com/products/pup/agent.asp
(309) 692-1000, ext. 5553

why **RLI**