

# GLOBAL MARKETS INTERNATIONAL

## LIABILITY POLICY WORDINGS

Willis

# LIABILITY POLICY

'Our wordings experience and market leverage can make the difference between a good deal and a great deal for the Client.'

## EXPERIENCE

The GMI Liability team is a specialist resource available to all Willis Offices, our Trading Partners and Clients.

With what seems an ever changing and complex legal and regulatory environment the importance of having the very best in policy wordings has never been more crucial.

The team consists of four professionals with an average 21 years' experience in the Liability policy wording field. Focus is on the following classes of insurance:

- Public Liability
- Products Liability
- Pollution Liability
- Employers' Liability
- Motor Liability
- Products Recall and Products Guarantee
- Umbrella Liability, Excess Liability and Wraparound insurance

We have been increasingly asked to be part of new business efforts as technical expertise becomes more valued. We provide technical and audit reports of Clients' and Prospects' wordings. We also offer our own market leading industry forms to specialist policies for every industry and country. Regular wording bulletins on important market issues and changes keep our Clients at the cutting edge of policy wording developments.

## A MAJOR DIFFERENTIATOR

We view wordings as an opportunity to build rigour and innovation into our covers, positively differentiating our offering at its root. The dividends of such an approach are varied but range from transparency at the earliest stage with Contract Certainty at inception leading to ease of operation in the event of a claim.

Furthermore, we strive to eliminate ambiguity whilst simultaneously analysing and refining, exploiting our experience and aiming to provide the optimum scope of coverage from the markets.

This can be a particularly important differentiator in a soft market, rather than competing on price alone. In a hard market, our wordings experience and market leverage can make the difference between a good deal and a great deal for the Client.

# WORDINGS

In addition to supporting our Network Offices on existing accounts and guiding new prospects through the sometimes labyrinthine and constantly changing field of contract wordings, we are driven by a passion to add value.

GMI Liability Wordings can be an opening to building a relationship and partnership with Clients and integral to Client satisfaction and retention.



## Our key activities include:

- Wordings advice and assistance to our Network Offices
- Wordings Drafting and Negotiation on complex, bespoke Wordings
- Review and Analysis of existing Client Wordings
- Detailed Review of Competitor Wordings
- Development of new Wordings and Clauses
- Benchmarking Wordings for existing and prospective Clients
- Reviewing and advice on new market Wordings products
- Producing Technical Reports for colleagues and Clients

'We are driven by a passion to add value: we view every policy wording as an integral part of retaining Clients and helping to win new business.'

## **Willis Limited**

The Willis Building  
51 Lime Street  
London  
EC3M 7DQ  
Tel: +44 (0)20 3124 6000

**[www.willis.com](http://www.willis.com)**

# **CONTACTS**

### **Simon Penaluna**

Executive Director  
Global Markets International  
+44 (0)20 3124 6996  
[penalunas@willis.com](mailto:penalunas@willis.com)

### **Anthony Morrissey**

Executive Director  
Global Markets International  
+44 (0)20 3124 6047  
[morriseya@willis.com](mailto:morrisseya@willis.com)

### **Colin Treadwell**

Divisional Director  
Global Markets International  
+44 (0)20 3124 6774  
[treadwellc@willis.com](mailto:treadwellc@willis.com)

### **David Thomas**

Executive Director  
Global Markets International  
+44 (0)20 3124 6774  
[thomasda@willis.com](mailto:thomasda@willis.com)

### **Sarah L Dobson**

Divisional Director  
Global Markets International  
[dobsonsa@willis.com](mailto:dobsonsa@willis.com)

### **Mike Newsom-Davis**

Executive Director  
Global Markets International  
+44 (0)20 3124 6053  
[newsomdm@willis.com](mailto:newsomdm@willis.com)

Willis Limited, Registered number: 181116 England and Wales.  
Registered address: 51 Lime Street, London, EC3M 7DQ.  
A Lloyd's Broker. Authorised and regulated by the Financial Services Authority

6696/10/08