

Why Most Brokers Won't Show You a Second Quote

And How to Actually Get One That's Competitive and Clean

"We Marketed It – No One Else Could Beat It"

If you've ever asked your broker to get a second quote and were told, "We tried, but everyone declined," there's a good chance that wasn't the full story – or even true.

Most business owners don't realize how **the commercial insurance quoting process is quietly designed to limit transparency**, block competition, and keep you dependent. This resource explains how it works – and how you can take back control.

Part 1: How the Game Is Played — Behind the Scenes

In commercial insurance, **carriers will only work with one broker at a time, per account**. The first broker to "block the market" by submitting your business to a carrier locks out all others from getting a quote from that same company.

That means once your current broker submits your info — good or bad — no other agent can get you a clean, unbiased competitive quote from those same carriers.

Why this matters:

- ❌ If your broker is sloppy, the underwriter sees low-effort data
- ❌ If your loss runs aren't positioned correctly, you look high-risk
- ❌ If you have a weak narrative, they pass on quoting — no second shot

Part 2: The "Second Quote" You Think You're Getting... Isn't

You asked for alternative options. What you probably got was:

- One in-house re-quote from the same carrier (same rates)
- A “marketing summary” with nothing in writing
- A quote from a subpar or non-competitive carrier, if any

In truth, **your broker didn't bring the best options to the table — they just blocked the others from trying.**

Part 3: Why Most Brokers Do This

It's less sinister and more structural:

- **Protecting Their Commission** — If another broker gets a better quote, they lose the account
- **Minimal Workload** — Submitting detailed packets to multiple carriers takes time
- **Avoiding Scrutiny** — They may not *want* another quote that exposes their lack of strategy

So instead, many brokers “go through the motions” and tell you, *"The market is hard — you're lucky this one came through."*

Part 4: How to Actually Get a Real Second Quote

Step 1: Pick the Right Advocate — Not Just Another Agent

Find someone who understands how to position your business, not just copy over declarations. Someone who walks your sites, not just fills out forms.

(Yes — like Prevera.)

Step 2: Issue a BOR (Broker of Record) Letter Wisely

A BOR is *your permission slip* to let another broker go to market on your behalf.

- Use it only with brokers you trust and who understand your business
- Time it strategically — don't shotgun it to multiple agents at once
- Use it to release specific markets from your old broker, not necessarily the whole account

Step 3: Improve the Submission Before It Goes Out

Before your info hits an underwriter's desk, make sure it comes with:

- A detailed explanation of why past claims happened — and what changed
- Proof of your return-to-work program

- Job site photos that align with your safety process
- A strategic narrative — not just loss runs and payroll codes

This **reframes your risk** in a way underwriters respond to — and unlocks real, reputable quotes. Further, underwriters now see your company as a carrier shopper vs a premium shopper.

Final Thoughts

If you've ever felt like you're not getting the full story at renewal time... you probably aren't. But now you know how the system works — and how to work it to your advantage.

Want a True Market Comparison?

If you'd like to see what your business actually qualifies for — with a clean submission and a smarter strategy behind it — visit **goprevera.com** for more tools or to discuss a second quote approach.

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