



# 2024 Year in Review

Underwriting



## Letter from the CEO

Dear valued clients,

Insurance risks are constantly changing – and 2024 was no exception.

From unprecedented extreme weather losses - such as those from Hurricane Helene - to new interconnected cyber exposures, you continue to face each challenge head on as you work to build a future of resilience for your customers.


As your data analytics and technology partner, Verisk strives to provide the most advanced solutions to help you navigate today's challenges. That's why, this year, we focused on reimagining Core Lines Services. As part of our most extensive modernization project yet, we introduced several new digital platforms, insights, and tools to help you stay ahead of trends and increase your speed to market.

In addition to improving our platform, we continued to make critical updates to insurance programs, informed by data, industry research, and critical feedback from clients like you.

This year, we made sweeping multistate updates to ISO General Liability, Businessowners, Commercial Property, Commercial Auto, and Farm programs. On the personal lines side, we helped clients respond to legislation across states and proactively connected with regulators to address wildfire risks and provide important education resources.

As always, your partnership is the driving force behind our success. With our reimagined platform, we're excited to connect with you even more in 2025.

Thank you for your continued support - we look forward to growing with you in the new year.



Lee Shavel

President and Chief Executive Officer



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## Core Lines Services: 2024 in numbers

At Verisk, we work hard to save you time and provide actionable data to help you make informed decisions for your business.

Here's an overview of the work we did this year to help you identify opportunities, navigate risks, and find the right solutions, at the right time.

### Tracked legislative, regulatory, and court activity to help you stay current:

Analyzed  
approximately

12.3K

legislative bills

Analyzed  
approximately

16K

regulatory actions

Reviewed on average  
approximately

2K

court decisions per year

### Filed ISO rules, forms, and loss costs to help you build a strong foundation:

Submitted  
approximately

1,731

filings

Issued

3,407

coverage and pricing circulars

Revised or introduced  
more than

795

policy forms

### Processed more stat data, building on industry representative analytics:

Processed

15K

statistical submissions

Grew our statistical  
database to

36B

records of customer data

Processed  
approximately

2.6B

statistical records

Submitted  
more than

3.9K

statistical reports  
to state regulators

Added

40.9M

new claims combined in our  
A-PLUS™ auto and property  
contributory data sets

Grew to  
approximately

143M

records in our residential  
properties in our database

Calculated  
approximately

111.5M

property replacement cost  
estimates

Grew to  
approximately

113M

residential roof age  
high-confidence records  
in our database

Conducted

239K

commercial building  
surveys

Grew to  
approximately

851M

processed aerial imagery  
captures

Added

165K

surveyed records to  
our commercial property  
database



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## Helped mitigate wildfire risk

Visited

10.8K

communities to assess fire  
protection, building code  
enforcement, community  
flood protection

Updated

7,279

fire protection areas

Engaged with  
regulators in

13

high-risk states  
about wildfire risk  
management tools

## Educated insurance teams:

Introduced

40

new online, on-demand ISO  
Education training courses

Educated

15K

clients on Verisk solutions

Hosted  
more than

2.9K

attendees on our live  
web seminar series

## Kept you current with Emerging Issues:

Tracked

60+

emerging risks

Published

106

research articles

Curated

1,436

industry news articles

## Educated insurance teams:

Released

8

Executive Insights  
reports

Published

22

Actuarial Perspectives  
articles

Added

4

new research  
circulars

Published

40

Featured Insights line  
of business articles





## Reimagine Core Lines Services: Setting the standard. Again.

We continued our efforts to modernize your Core Lines Services experience, with sweeping updates to products, insights, and tools. Our new digital platforms offer more efficient and connected access to critical information. Try the new solutions at [core.verisk.com](https://core.verisk.com).

Here's what's new from 2024:

### **The Future of Forms: A new data visualization tool**

We designed the new digital ISO Forms experience to more seamlessly connect ISO form language revisions to corresponding Explanatory Materials, minimizing the need to flip through PDF or physical pages. The new data visualization tool is available for the most recent General Liability multistate forms filing as well as the 2023 Businessowners multistate forms revision.

### **Verisk's ISO Forms Library: A redesigned and enhanced experience**

A collection of more than 30,000 personal and commercial ISO forms and endorsements, Verisk's ISO Forms Library has gone through a redesign, including new features, enhancements, and integration of FIRST reports, all within a single experience. The Forms Library redesign is intended to help streamline your experience and increase functionality.

### **Mozart Form Composer: A modern forms management platform**

Unexpected cyber- and data privacy-related claims can cost businesses—and insurers—dearly. To help address evolving exposures, we submitted a multistate filing with new options for General Liability, Commercial Liability, Umbrella, and Businessowners programs.

### **Legislative Monitoring (LMON) tool enhancements**

We continue to enhance our Legislative Monitoring tool (LMON) that tracks legislative, regulatory, and case law activity and Verisk's response through a digital interactive experience. In addition to an easy-to-use search function, LMON provides details for each filing lifecycle, including links to filings, laws, and circulars. In 2024, we refined the map view to include state identifiers and added a line-of-business filter.

### **Filing Intelligence: A streamlined research tool**

Our new Filing Intelligence tool – now available for select filings on the Commercial Auto, Homeowners, and Businessowners Hubs – provides a centralized, easy-to-navigate view of corresponding form, rule, and loss cost filings as well as related content. It eliminates the need to move between multiple documents to gain a wholistic picture of a Verisk filing and delivers time savings that can be used to improve speed to market or enhance proprietary product strategies.

### **New State Filing Handbook and Forms**

To streamline research and filing preparation time for insurers, we've reimagined our State Filing Handbook as a single product with enhanced search capabilities. Now finding compliance details on filing property/casualty rates, rules, and forms based on the State Department of Insurance (DOI) and regulatory filing requirements is even easier.



### **Premium Audit Advisory Service (PAAS): Reimagined with AI**

PAAS now includes the first commercially available interactive generative AI chat specifically developed for premium audit. PAAS AI accelerates research for many consultative questions by 98% compared to traditional methods, empowering you to make informed decisions by quickly retrieving and summarizing multiple PAAS documents. The enhanced PAAS platform features a robust traditional search across all PAAS content. With autocomplete, synonym-aided results, filters, and relevancy weighting, finding the information you need has never been easier or more efficient.

### **Emerging Issues enhancements: Risk trackers, white paper, and webinars**

To provide insurers with enhanced access to market intelligence on more than 60 emerging risks, we continued to add value to our new web platform at [core.verisk.com/ei](https://core.verisk.com/ei).

In 2024, we introduced our first two emerging risk trackers. The first enables insurers to explore trends related to adverse health impacts and litigation connected to [novel psychoactive substances](#). The second maps state legislative efforts addressing [third-party litigation funding](#), a key driver of social inflation.

We published a [white paper](#) for customers to learn more about some of the key emerging risks that helped shaped product development across our general liability, commercial property, commercial auto, personal auto, crime, businessowners, and homeowners lines of business over the last 20 years. We also added six on-demand webinars and three audio interviews with Verisk experts from Maplecroft.

### **Executive Insights: New General Liability and Personal Auto reports**

In 2024, we published eight Executive Insights reports and four "In the Spotlight" articles, providing a high-level snapshot of five lines of business through the unique prism of Verisk's expert analysis and proprietary data, including billions of granular statistical records from insurers across the U.S. This year, we launched our General Liability and Personal Auto editions, in addition to our Businessowners, Commercial Property, and Homeowners reports.



### **Actuarial Hub: One-stop-shop for insights, data, and analytic tools**

Our new Actuarial Hub on [core.verisk.com](https://core.verisk.com) is a one-stop-shop for property/casualty actuaries to find insights, data, and analytic tools for their ratemaking and pricing decision making. The hub offers:

- **ISO Experience Index** - designed to help accelerate pricing decisions and bolster confidence in the evaluation of market conditions, this tool, which is currently available for Homeowners and Personal Auto, provides quarterly pure premium data by line of business, with frequent updates beyond normal review cycles.
- **Loss Cost Activity Dashboard** – compiles the recent history of loss cost activity for all lines of business and jurisdictions with interactive visuals to easily find, filter, and segment data across our experience reviews.
- **ISO Actuarial Perspectives** – contextual insights written by actuaries for actuaries, including our Experience Review Bulletins to augment the impact of our data analyses.



## Reimagine 2025: Coming soon

### Reimagine microsite

Want to learn more about the reimagine initiative? In Q1 2025, we'll be launching a microsite detailing how we're modernizing the delivery of our products, tools, insights and education to meet customer needs for the future.

### Modernized ISO Manuals

In 2025, we'll be modernizing ISO Manuals by leveraging our new platform features and GenAI functionality to reduce inefficiencies and enhance the user experience.

### New panels experience

As part of the digital panels experience, clients will be able to easily access panel agendas and minutes, providing insights for use in product development decisions.

### Forms Incubator: Draft policy form language

Want to stay up to date on Verisk's ISO form wordings? Verisk will be releasing draft policy form language that is being vetted through our clients via ISO User Advisory Panels, including post panel policy forms that are in the pre-file stage. The Forms Incubator is designed to help increase speed to market, provide deeper insights on emerging issues, and increase visibility of how Verisk is planning to address new issues.

### Mozart Forms Composer:

#### GenAI forms comparison summary

Leveraging GenAI, we plan to introduce a forms comparison summary to Mozart Forms Composer to allow users to quickly produce an executive summary report identifying differences between two ISO forms.

### PAAS mobile app and enhancements

PAAS will be expanding with a new businessowners line and commercial auto content to help insurers make better decisions. A new PAAS mobile app featuring PAAS AI will quickly and accurately provide the information you need, where you are. The PAAS download will be modernized for easier access to important information while off-line.

### Filing Intelligence: Additional lines of business

Filing Intelligence will build upon the launch of the new tool in 2024 by expanding into additional lines of business and delivering customer feedback driven enhancements in 2025.

### Executive Insights: Commercial auto reports

In 2025, Executive Insights plans to launch commercial auto reports for a total of six major lines of business. Our In the Spotlight topic article series will cover all six lines of business, plus combined views for property, liability, and more.

### Actuarial Hub enhancements

We'll continue to enhance the Actuarial Hub, with plans to expand the ISO Experience Index to additional lines of business, add data granularity to the Loss Cost Activity Dashboard, and improve navigation and supporting details for Preliminary Indications from our experience reviews.



## Core.verisk.com: Bringing you a better experience

We want to help you work smarter, not harder. Our new platform brings you a modernized user experience so you can spend more time growing your business.

Look for these enhanced features coming in 2025.



### Alerts and Notifications

Stay informed in real time, according to your preferences



### Streamlined Registration

A faster, easier onboarding experience



### Enhanced Search

Quickly find what you need from PDFs, webpages, and more



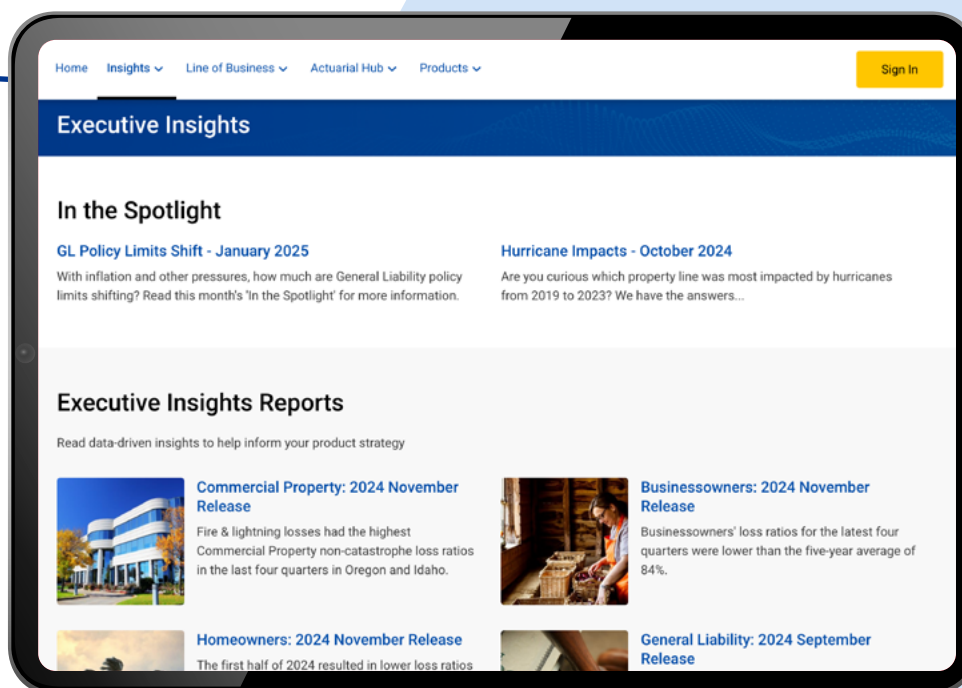
### Intuitive Navigation

Easily find personalized content and tools for your needs



### Video Streaming

More engaging webinars, trainings, and podcasts



## Leading the conversation: Panels, conferences, and more

Insurance risks are constantly changing – and you’re on the front lines. That’s why we take special care to listen to your feedback so we can create solutions that make a difference.

Here’s how we collaborated with you in 2024:

7 Commercial lines panel meetings

3 Personal lines panel meetings

5 Actuarial panel meetings

6 Pre-planning/roadmap sessions

6 Emerging Issues webinars

5 Actuarial panel meetings

2 Pre-panel planning sessions

### Your engaged industry partner

We’re leading the conversation – and listening too. In 2024, we participated in 57 industry events, including:

NAMIC Annual Convention

CAS Annual Meeting

The Institutes® CPCU Society In2Risk Event

AICP Annual Conference  
InsurTech Connect Vegas



### A focus on wildfire

With escalating wildfires driving an insurability crisis in western states, our [FireLine](#) and wildfire cat model teams partnered with Government Relations in 2024 to engage with regulators and policymakers in 13 high-wildfire-risk states:

- Participated in panels
- Attended invitation-only wildfire conferences
- Meeting with Commissioners and Deputy Commissioner level staff

We’re taking proactive steps to educate key stakeholders about Verisk’s wildfire risk assessment tools, paving the way for their use in ratemaking and underwriting.

## 2024 Core Lines User Conference: Experience the Possible

On September 11-12, 2024, Verisk hosted our 2024 Core Lines Services User Conference in Boston, Massachusetts, with 50 companies attending and a 100% satisfaction rate from survey respondents.

Our experts led 15 sessions designed to highlight crucial insights for insurers, based on Verisk's robust repository of forms, rules, and loss costs. With 37 companies attending from 14 states, it was our most successful event yet.



*"In my opinion this was a great event, and well worth the time to attend. I liked the format of an evening welcome reception followed by a day dedicated to different product areas and in the afternoon a dual personal/commercial lines track."*

*"Conference was very good. Great work. Keep it up. REIMAGINE absolutely the right word."*

*"The program was excellent!"*

**Experts from our commercial lines presented the latest ISO program updates. Personal lines staff shared insights and updates addressing key emerging risks for personal property and personal auto, such as extreme weather, the gig economy, electric vehicles, and other technologies.**

**Visit [core.verisk.com](https://core.verisk.com) for a recap of key insights from Verisk's 2024 Core Lines User Conference.**

**Don't miss out – join us for our 2025 user conference. Details coming soon.**

## Keeping up with insurance legislation

Our compliance, government relations, and in-house legal teams work in tandem to keep ISO insurance programs up to date with new legislation.

In 2024, we reviewed 10% more legislation and case law than the prior year, resulting in the volume of compliance filings increasing 27% from last year.

Here are some key updates from 2024:



### **Indiana – Transfer of Death and Nonrenewal updates**

ISO introduced and revised endorsements under various Indiana-specific commercial, personal, and specialty lines in response to:

- 2024 Ind. Acts \_\_ (former H.B. 1034 and former H.B. 1359), to accommodate the inclusion of a transferee as it relates to the coverage extended to a transferee of property acquired or received through a transfer on death transfer, as outlined in IND. CODE § 27-1-13-18.
- 2024 Ind. Acts \_\_ (former H.B. 1332), to include a new Nonrenewal provision stating written notice of nonrenewal will be mailed at least 60 days before the policy anniversary date if coverage is provided to a municipality or county entity, as outlined in IND. CODE 27-131-3.



### **District of Columbia – Liquor Liability Grade update**

The current Liquor Liability Grade 9 designation was revised to Grade 5 based, in part, on the addition of D.C. CODE ANN. § 25-787 Civil Liability for the Sale of Alcoholic Beverages to Minors and Intoxicated Persons, including paragraphs (e) off premises consumption and (f) the intoxicated persons right of recovery (unless under 18 years of age)..



### **Maine – New mandatory auto coverage introduced**

2023 Me. Laws \_\_\_\_ (former S.B. 666) introduced a requirement to provide \$500 of coverage for certain towing and storage charges, applicable to all Personal Auto and certain Commercial Auto policies. In response, forms, rules and loss costs changes were submitted and approved.



### **North Carolina – Auto financial responsibility limits and underinsured motorists coverage updates**

2023 N.C. Sess. Laws 2023-133 (former S.B. 452) updated the proof of financial responsibility requirements and rewrote various provisions for underinsured motorist coverage. The related ISO filings were approved by the North Carolina Department of Insurance (NCDOI). Subsequently, 2023 N.C. Sess. Laws 2024-29 (former S.B. 319) made further updates to underinsured motorist coverage and extended the effective date of the changes. ISO worked closely with the NCDOI to make additional filings in response to this unusual situation in which one law change, in part, was effectively nullified by another before the effective date of the initial law had passed.





#### **Texas – Homeowners and dwelling property updates**

In response to regulation amending 28 TEX. ADMIN. CODE § 5.9327, [ISO filed over 250 new and revised endorsements and rules for homeowners and dwelling property in Texas](#). The homeowners filing also incorporated the homeowners 2022 multistate forms and rules revisions. These filings are notable due to the sheer volume of changes needed in response to amended 28 TEX. ADMIN. CODE § 5.9327. They are currently pending with the Texas Department of Insurance.



#### **Georgia – Windstorm loss mitigation update**

In response to GA. CODE ANN. § 33-32-10 (2024) and GA. CODE ANN. § 33-32-11 (2024), [ISO filed new Windstorm Construction Program Rules](#) for ISO Homeowners, Dwelling Property and various Commercial Property lines of business. These filings are currently pending with the Georgia Department of Insurance.

# Important Core Lines Services program updates

In 2024, we made sweeping revisions to our commercial insurance programs to address changes in the way we live, work, and play.

## Sweeping overhaul of ISO General Liability classifications

To help insurers more accurately classify today's risks, we've filed an [enhancement to the ISO General Liability classification system](#). Over 55 new classifications will help address emerging risks, such as electric vehicle charging, the gig economy, ransomware, e-sports, and 3D printing. Accompanying forms, rules, increased limit table assignments, loss costs, and estimated loss potentials filings were also submitted. The forms filing includes an update to the ISO Commercial General Liability Coverage Form.

## ISO Businessowners multistate program revision

We implemented multistate forms, rules, and loss cost filings, which introduced various new underwriting tools such as cannabis coverage options and new exclusions and coverage addressing abuse and molestation. We also updated our classifications by retiring out-of-date classes and introducing over 160 new classes with related pricing info.

## ISO Commercial Property deductible update

We began a state-by-state filing to introduce higher deductible amounts to a maximum of \$1 million from ISO's current maximum of \$75,000. As part of the update, we reviewed and updated the brackets for Total Amounts of Insurance at Each Location for both flat dollar and percentage deductibles, as well as the rate modification factors for each level of deductible, and each amount of insurance bracket for Basic Group I, Basic Group II, and Other Causes of Loss. This filing also revises the rating factors for the existing windstorm or hail percentage deductibles of 1%, 2%, and 5%. [Read our 3-part article series](#) for a detailed look into the actuarial process on our Actuarial Hub.

## ISO Commercial Property territory indication methodology

We revised our Basic Group II review methodology to more accurately measure the effects of non-hurricane losses on specific areas within a state. We're implementing this refinement on a state-by-state basis within the commercial property loss cost review process.

## ISO Commercial Inland Marine enhancements

We released enhancements to our forms, rules, and loss costs for machinery and equipment, radio and television towers and equipment, railroad rolling stock, and tank storage classes within our ISO Commercial Inland Marine Handbook. In addition, we introduced cannabis-related coverage options and a virus or bacteria exclusion. These enhancements are designed to help provide greater flexibility by making more coverage options available.



### ISO Farm Program multistate revision

We filed [multistate revision to the ISO Farm Policy Program](#), which includes additional new coverage options, as well as adding and revising multiple rules to be used in conjunction with the coverage endorsements. Some noteworthy topics of the optional endorsements being introduced involve cannabis, unmanned aircraft, cyber incidents, a broadened definition of livestock, and raw milk.

### ISO Commercial Auto zone-rated program enhancements

We filed major [enhancements to our commercial zone-rated vehicles program](#), including an experience review, the introduction of secondary class rating factors, and a refresh of deductible discount factors. All three aspects of the update have a significant rating impact.

### Verisk Wildfire Model is the first under review by CDI

In a groundbreaking step for the industry, [Verisk was the first to submit its wildfire catastrophe model](#) to the California Department of Insurance (CDI) after a new regulation went into effect January 2, 2025. The Verisk Wildfire Model for the United States incorporates leading knowledge of the wildfire hazard and vulnerability as well as recent trends in variables that impact the extent of wildfire risk in the Western United States.

## A focus on wildfire

It can be difficult to navigate today's complex, regulatory insurance environment - but Verisk's Government Relations team is here to help.

In 2024, we dedicated ourselves to proactively educating regulators and carriers alike.

### Five new regulator webinars

We launched a regulator webinar series in late 2023 and continued efforts in 2024 with 5 new webinars covering topics on building codes, loss cost fundamentals, catastrophe modeling, and an overview of personal and commercial lines. In addition to webinars, we engaged with regulators through regulator panels before filing the updated General Liability Program, Property Protection Score Model, and Roof Condition Score Model.

### Two new webinars on regulator insights for carriers

In 4th quarter, we held two webinars: Master the Art of P&C Insurance Filings: A Blueprint for Success and Behind the Curtain: A Regulatory Perspective on the Art of P&C Insurance Filings. Both webinars saw over 700 registrations and were aimed to help reduce costly filing mistakes and objections.

### Meeting with regulators about wildfire risk management tools

We proactively positioned Verisk as an experienced resource for regulators on wildfire risk management tools. Discussions with regulators took place in 13 western, wildfire prone states on wildfire risk and Verisk's wildfire risk management solutions, including FireLine and its catastrophe model, the Verisk Wildfire Model for the United States. We met with Commissioners and Deputy Commissioner level staff in California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, and Washington, among others.





## Updates coming in 2025

We're already hard at work on more major program enhancements. Here's a sneak peek at what we have planned for 2025.

### Commercial lines

#### ISO Commercial Liability Umbrella update

Updates to the ISO Commercial Liability Umbrella program are planned and will be based, in part, on changes to the ISO General Liability forms, rules, and classifications as well as other specific umbrella and excess topics.

#### Endorsements: GenAI, human trafficking, assault and battery, and more

Look for more underwriting tools addressing issues ranging from generative AI to human trafficking and assault and battery across various commercial lines.

#### Commercial property SCOPES, rules, and loss cost revision multistate filing

We anticipate filing [changes to the Specific Commercial Property Evaluation Schedule \(SCOPES\)](#), a controlled document published by Insurance Services Office, Inc. (ISO), that outlines the methodology in detail used to facilitate the consistent analysis of properties and developing the specific loss cost for Basic Group I Causes of Loss for a specific commercial property risk. Changes to ISO Commercial Property Manual Rules and Commercial Property Basic Group I Loss Costs will be filed to accompany the schedule changes.



#### ISO Commercial Property mini-multistate filing

We are considering draft enhancements, such as an optional space weather exclusion, definition of actual cash value with depreciation of non-tangible items, and loss limit endorsement; options for windstorm, hail percentage, and causes of loss deductibles; and enhancement to limit of insurance relativity factors. We anticipate submitting this smaller filing in the second half of 2025.

#### ISO Commercial Inland Marine enhancements

We are currently developing enhancements to forms, rules, and loss costs that include Unmanned Aircraft Property and Cargo, Patterns and Dies, and Salespersons Samples classes within our ISO Commercial Inland Marine Handbook.

#### ISO Commercial Auto program updates

We've planned enhancements to address various topics, such as vehicle sharing and EV motorcycles. We also plan to conduct a general classification factor review and a UM/UIM total limits experience review.

## Personal lines

### ISO Personal Umbrella program revision

We have developed enhancements to the ISO Personal Umbrella Liability Policy to correspond with prior homeowners and personal auto revisions. We have also developed optional endorsements related to the sharing economy, homeowners following form coverage, and additional household residents. We anticipate filing these program revisions Q2 2025.

### New and enhanced homeowners coverage options

Building on the recent homeowners 2022 general program revision, we anticipate rolling out several new coverage options. Some noteworthy topics include a new home business insurance coverage option, directors and officers liability coverage option, family limited liability coverage option, enhancements to ISO's Identity Fraud Expense Coverage, new cyber options, and more.

### Homeowners roof classification update

We plan to refresh the rating factors for roof classification. This update is expected to reflect the impact of regional roof material lifetime assumptions and regional weather phenomena on the depreciation schedule in our limited loss settlement endorsement.



## All lines

### Endorsements addressing war and other cyber-related exposures

As the cyber landscape evolves, we're considering new risks, such as conflicts involving nation-states and how growing interconnectivity, expanded deployment of internet-connected devices, and increasing dependency on technology may be expanding the types of cyber events and their potential impacts. We anticipate introducing cyber-related endorsements for multiple lines of business.

### Endorsements addressing third-party litigation funding

In concert with meaningful engagements with insurance industry stakeholders, we are developing an optional multiline policy condition requiring mutual disclosure of third-party litigation funding in scenarios involving insurer versus insured disputes.



## Enhancements to Verisk underwriting solutions

Actionable data is essential to assess and price risks with speed and accuracy. That's why we continue to improve our underwriting tools with powerful technology integrations.

Here's what's new from 2024:

### **New LOCATION® Property Protection Score™ (PPS)**

Our new fire protection metric LOCATION PPS, released in November 2024, provides greater granularity in fire protection assessment using property and neighborhood specific characteristics combined with community fire data for increased accuracy in rating and underwriting personal lines homeowners risks. The LOCATION PPS model was filed in 45 jurisdictions and has been acknowledged in 29.

### **FireLine® wildfire risk and mitigation solution enhancements**

We developed and filed the new FireLine wildfire hazard and mitigation score with the California DOI to comply with state regulations. The filing was acknowledged by the DOI. We also filed the new score in Nevada and Colorado, anticipating similar regulations, and received acknowledgments. Additionally, we introduced FireLine in Tennessee, with regulatory approval, allowing insurers to use accurate wildfire risk data in the state.

### **Exciting advancements in aerial imagery analytics**

In 2024, Verisk pre-processed 334 million aerial images of structures across the US and Canada, expanding our database to 851 million images. This approach provides instant, up-to-date insights about roofs and properties, fueling solutions like Roof Age, FireLine, and 360Value.

### **Additional roof and property data points from aerial images**

We introduced new analytics for building type and yard debris. Building type helps insurers assess risk by identifying various structures. Yard debris indicates potential fire exposure or liability risk. We also enhanced analytics for roof condition score, roof damage and material, solar panels, and building outlines.

### **New aerial imagery data source in Roof Age**

We added a new ground-truth data source to Roof Age, enabling the identification of full roof replacements through aerial imagery change detection. This advancement corroborates the roof age of a property, enhances accuracy and, resulted in approximately 113M high-confidence records in our residential Roof Age database for 2024

## Refined 360Value® property replacement cost valuation tool

### SmartSource® residential property prefill enhancements

We enhanced SmartSource residential property prefill to increase to approximately 143M records and up to 85 characteristics using 8 data sources, with coverage of at least 90% in 29 states. When modeled data is included, SmartSource delivers a 100% hit rate in all 50 states.

### New 360Value Insights dashboard

A new 360Value Insights dashboard now includes usage charts and downloadable reports. Valuation usage reports provide transaction volumes by type, average number of versions created, and user logins. User reports detail user IDs, average number of versions created, valuation counts by module, and last login date.

### New quick entry using valuation groups

A quick entry feature has been added to create valuation groups for all structures in a single summary report, including the number of locations, structures, and replacement costs. For instance, a small farm may include a barn, outbuildings, and a residence. When an address is entered, new valuations are calculated automatically using available prefill for all structures, significantly reducing policy quote time.

### New two-factor authentication using SAML

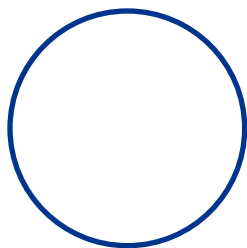
The 360Value user interface now includes single sign on with two-factor authentication using SAML as an integration option.

### Guam and Puerto Rico now available

360Value can now calculate replacement cost estimates for Guam and Puerto Rico.

### Colorado regulation report enhancements

Effective January 1, 2025, when a Colorado address is entered, an estimated cost breakdown section will be displayed on the valuation report. Alongside the cost breakdown, the property characteristics as outlined in the Colorado regulations will also be included in the report.



## Verisk Marketing Solutions: Enhancing your customer experience strategy

It can be difficult to navigate today's complex, regulatory insurance environment - but Verisk's Government Relations team is here to help.

[Verisk Marketing Solutions](#) helps insurers deliver relevant, personalized experiences to policyholders – while maintaining the highest standards for data security and consumer privacy.

Here's how we enhanced our consumer intelligence solutions in 2024:

### **1:1 consumer consent protection**

To help insurance carriers comply with the FCC's latest updates to the TCPA regulation that go into effect in January of 2025, Verisk Marketing Solutions developed and launched feature enhancements to its TCPA Guardian service, making it possible for insurers to verify that their brand name was presented to consumers for consent to be contacted when leads are generated on comparison shopping websites.

### **Native Snowflake app for privacy secure data processing**

In order to meet the increasing demand from insurers who want to access identity resolution and data enrichment services without needing to share personal data outside of their internal data warehouses, Verisk Marketing Solutions launched a native application in partnership with Snowflake, a leading cloud data services provider. Insurers who use Snowflake to manage their data can simply download the native application into their Snowflake account and perform identity resolution and data enrichment on their 1st party data without ever needing to share or provide any external access to their data.

### **Insurance intent and shopping behavior**

Verisk Marketing Solutions launched new and unique scoring solutions that help insurance carriers identify target prospects and customers who are most likely to be in-market shopping for an insurance policy. These solutions have delivered improvements for carriers in their return on advertising spend, making it possible to drive cost efficient marketing campaigns that deliver profitable new customers by focusing the carriers' targeting towards consumers and households who are truly in the market and interested in a new policy.



## Thank you for a great year!

Collaboration drives our success. With your help, we continue to meet extraordinary obstacles head-on, leveraging leading-edge data analytics technology and deep expertise to help you make decisions that impact millions of lives.

We look forward to helping you navigate new obstacles in 2025.



## Have ideas for the new year?

Visit [core.verisk.com](https://core.verisk.com) to contact our team.  
We'd love to hear from you!



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