STATE OF CALIFORNIA Steve Poizner, *Insurance Commissioner*

DEPARTMENT OF INSURANCE
RATE SPECIALIST BUREAU
300 SOUTH SPRING STREET
LOS ANGELES, CA 90013
(213) 897-6361 (FAX)
www.insurance.ca.gov

May 21, 2008

Re: Survey of Marketing System Information from
All California Licensed Property and Casualty Insurance Companies

To Whom It May Concern:

The Department of Insurance is updating the insurers' marketing systems data. All California Licensed Property and Casualty Insurance Companies are hereby required to complete the attached survey regarding each company's current marketing system.

In 1999, we conducted a Marketing System Survey, asking for each insurer's "primary" marketing system. A code for the "primary" (most predominate marketing system used by the insurer) was assigned to each company. We are now updating this marketing system data to be more responsive to each insurer's marketing system by "line of insurance."

Please complete the attached survey. If your company writes a line of insurance consisting of both personal and commercial business, please provide the breakdown for personal vs. commercial data as requested for each category and for each applicable marketing system.

An "Insurance Marketing System" is a method of producing or selling insurance. For this survey, Marketing Systems are defined as follows:

(1) Captive Agents – defined as policies sold through a company's exclusive agents on a commission basis. These agents pay their own business expenses and represent only one company or group.

(2) Direct Writers – defined as policies sold directly to the public by mail, telephone, or by the insurance company's employees. Business generated through a website on the internet is also included.

(3) Independent Agents/Brokers – defined as policies sold through independent agents/brokers who pay their own business expenses, own their renewal business, and represent several insurance companies.

If your company is licensed in California but is not currently writing any business, please mark the applicable box on the Signature Page of the survey and mail a copy of the page to the Department.

If your company is currently writing in California, please complete the Marketing System Survey. The survey can be downloaded from the Department's internet site at: www.insurance.ca.gov under "Insurers -- Applications, Forms & Filings -- Rate Specialist Report Forms & Instructions -- Marketing System Survey."

Please submit the completed survey to the Rate Specialist Bureau by sending either:

1) an electronic copy of the file by e-mail to: **rsb@insurance.ca.gov**

   or

2) a copy of the file on CD/DVD to the address below.

Any questions or correspondence can be directed to:

California Department of Insurance
Attention: Rate Specialist Bureau
300 South Spring Street, South Tower, 14th Floor
Los Angeles, CA 90013

Telephone #: (213) 346-6556
Fax #: (213) 897-6361
E-mail: rsb@insurance.ca.gov

**** The completed survey is due: July 31, 2008 ****

Your cooperation is appreciated.

Sincerely,

SHERWOOD P. GIRION
Deputy Insurance Commissioner
Rate Regulation Branch

Attachment: Signature Page & Survey