

DEPARTMENT OF INSURANCE

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



February 2, 2010

Re: Revised – California Marketing Systems Survey
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 required to complete the survey regarding each company's current marketing system. If you had downloaded the previous version that was posted, please discard it and re-download this revised version.

Please be aware we have made the following revisions to our survey:

1. We have revised question #2 of the Interrogatory by adding selection 2g in the event your company uses all three marketing systems in your business.
2. We have added question 3A in the Interrogatory to find out whether this is the same marketing system structure that was applied in your most recently rate filing. If it is not the same ("no"), please include an explanation in the report.
3. We have added question 3B in the Interrogatory to find out whether your company has changed its marketing system for any line of insurance since the prior year's report. If you have changed marketing system ("yes"), please include an explanation in the report.
4. We have broken down Line 17 (Other Liability) into Occurrence and Claims-made, to be consistent with the Annual Statement.
5. We have added another line of business, Line 30 (Warranty), to be consistent with the changes in the State Page of the 2009 Annual Statement. Please refer to the Annual Statement for the line definition.

If your company writes a line of insurance consisting of both personal and commercial business, be sure to 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, just 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:
<http://www.insurance.ca.gov/0250-insurers/0300-insurers/0100-applications/rsb-forms/>

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

- 1) an electronic copy of the file by e-mail to: rsbmktsys@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
Fax #: (213) 897-6361
E-mail: rsbmktsys@insurance.ca.gov

**** The completed survey is due: June 30, 2010 ****

Your cooperation is appreciated.

Sincerely,

GEORGE YEN
Chief, Rate Specialist Bureau
California Department of Insurance

Attachment: Signature Page & Survey