

A deeper look at our target segments: Business and Personal Services

As part of our ongoing focus on Main Street businesses, we're revisiting one of our core segments: Business and Personal Services. Some brokers may find this overview familiar, but it remains central to how we think about—and underwrite—these community-focused operations.

Business and Personal Services encompass a broad range of operations. Some deliver specialized expertise to other businesses, such as financial planners, while others are rendered directly to individuals and typically involve a high degree of personal interaction and customization, such as barber shops. This segment reflects many of the community-focused, Main Street businesses that sit at the heart of our appetite.

Appetite at a glance

Business Category	Examples
Animal services	<ul style="list-style-type: none"> • Veterinarians • Kennels & boarding • Pet sitting & walking
Financial & professional services	<ul style="list-style-type: none"> • Finance & investment institutions • Insurance companies & brokers • Accountants, bookkeepers • Mortgage brokers • Financial planners
Consulting services	<ul style="list-style-type: none"> • Management, business, HR, immigration, marketing, energy, environmental, meteorology • Educational, employment, retirement
Real estate & legal services	<ul style="list-style-type: none"> • Real estate agents • Lawyers, paralegals, notaries • Land surveyors • Appraisers, inspectors
Creative & media services	<ul style="list-style-type: none"> • Photography studios • Videography • Graphic & web design • Public relations
Personal & beauty services	<ul style="list-style-type: none"> • Barber shops • Beauty salons • Tailors/Seamstresses • Dry cleaning depots

Education & career services	<ul style="list-style-type: none"> • Driving schools • Travel agencies • Employment agencies • Resume & career advisory services
Cleaning & maintenance services	<ul style="list-style-type: none"> • Janitorial (residential & commercial) • Duct cleaning • Window cleaning • Chimney sweeps
Repair & technical services	<ul style="list-style-type: none"> • Electronic & appliance repair • Furniture refinishers • Locksmiths, small engine repair

General underwriting considerations

Specialized coverage needs: Evaluate whether the insured requires specialized coverage such as Errors & Omissions or a Professional Liability Extension. While these are often sourced through specialty markets, Gore may offer this extension for select classes, including beauty salons, optometrists, and audiologists.

Client-specific exposures: Consider the unique needs of the business. For example, a lawyer may require additional coverage for valuable papers, or a business may need tailored business interruption coverage depending on the presence of specialized equipment or the ease of relocation.

Professional certifications: Confirm that the insured holds any required professional designations, such as those for accountants or lawyers. Many professional associations include professional coverage as part of their membership benefits, so the risk is more closely aligned with an office exposure.

Geographic scope: Gore only writes businesses based in Canada. If incidental work or sales occur outside Canada, for example, destination photography, discuss the details with your underwriter.

Submission quality: Clearly outlining the scope and nature of services in your submission supports a smooth underwriting review and faster turnaround, improving your overall experience.

Specificity of services: Identify the exact services offered. For example, offerings like tattooing or microblading may fall outside Gore's appetite.

Premises condition and age: For businesses operating in older buildings (40+ years), ensure key systems (electrical, plumbing, heating, and roofing) have been updated and that the premises are well-maintained.

Emerging risks: Stay alert to evolving exposures, such as the use of drones in photography or other technology-driven services. These may require additional review.

Real-world example: why we wrote this account

- **Client profile:** Law firm – Office exposure only
- **Established:** 2022
- **Locations:** Five offices across Canada
- **Annual revenue:** \$15M
- **Average insured value per location:** \$3.5M
- **Risk highlights:**
 - Claims-free history
 - Continuous coverage
 - Buildings are older but fully updated (electrical, plumbing, HVAC, roof)
 - Snow removal contracts in place
 - Professional liability (E&O) placed elsewhere