Real Estate Practice
Fact-based Solutions for Real Estate Risk Management
Do these problems sound familiar?

› “My insurance broker doesn’t understand my company or the challenges we face”

› “Our insurance cost seems high; I wonder how it compares to our peers”

› “As real estate continues to become a global industry, I wonder how my peers are handling their international exposures”

› “Our lender will not accept our insurance”

› “My broker doesn’t help me with my premium allocations and invoicing”
The Leader in Real Estate Insurance Programs

Aon’s Real Estate Practice:

› Represents more than 30 percent of the largest real estate owners, managers and developers
› Places more than $1 billion of real estate premiums annually
› Displays an unwavering commitment to the highest levels of service for our clients, reflected by more than 90 percent client retention

Assisting Clients Across the Industry

Aon’s real estate practice has unmatched expertise in designing and placing competitively priced insurance solutions for:

› Private real estate owners and managers
› Real Estate Investment Trusts
› Developers
› Commercial real estate brokers
› Financial institutions with real estate portfolios
› Private equity, opportunity and distressed real estate funds
› Pension funds and their investment managers or advisors
Industry-leading experience and expertise

Aon is the leading insurance broker in the real estate industry, working with clients to develop flexible, cost-effective solutions for today’s risk financing needs.

Our solutions grow from a deep understanding of where the industry is and where it is trending. We recognize that cost is a key consideration and insurance has become a major expense for many companies. That’s why we work to keep costs down while still working to improve coverage options.

We also partner with clients around the world to address other critical, real estate related issues such as development and construction, terrorism, lender requirements, catastrophic modeling, and complex requirements involving distressed funds.

Using proprietary technology such as the Aon Global Risk Insight Platform®, and leveraging the strength of the Aon Broking Centers around the world, Aon experts provide state-of-the-art program management, including predetermined rates, new location quotes within 24 hours, assistance with premium allocation and invoicing, and a firm commitment to risk control and claims advocacy.
Fact-based Solutions

A unique advantage of working with Aon is our use of four methodologies based on hard facts and precise, detailed metrics:

Real-time benchmarking, with the most current information on industry rates, prices, coverages, retentions, limits of liability and additional factors.

Modeling tools to estimate losses that could be sustained by properties due to catastrophic events such as hurricanes, earthquakes, floods and terrorism.

Actuarial analytics to provide greater visibility into expected loss, utilizing historical, real estate industry-specific trending and development.

Market access and expertise as the largest broker in the industry. Aon places more than $50 billion of premium into the global insurance market, including more than $1 billion in real estate insurance premiums.

Aon’s Fact-based Approach = State of the Art Insurance and Risk Management Programs
The Aon Client Promise is a 10-point program developed to create distinct value based on a deep understanding of each client’s business and risk issues. In addition, a consistent methodology for delivering value and services helps ensure that all clients receive the best customized risk advice and brokerage services in the industry, regardless of their location, industry or market segment.

Key elements of the Aon Client Promise:

- A global, uniform approach
- Full transparency in how we create and deliver solutions to clients
- Customized Client Promise Plans based on each client’s needs and priorities
- Accountability through the Aon Client Promise Survey and measurable scorecard

Aon’s Global Risk Insight Platform®

Our methodologies are supported by the Aon Global Risk Insight Platform, the world’s largest proprietary database of insurance placement data. Aon GRIP℠ provides insight across carriers, industries and products on every level, from individual transactions to global trends.

Aon GRIP is also a critical lever in delivering on the Aon Client Promise® through our ability to optimize placement design and broking results as well as strengthening insurers’ value proposition to our clients.

Armed with accurate and timely data, Aon professionals help our clients better understand which programs are most competitive, what their peers are paying, and how to develop programs that improve coverage while containing costs.

Sample Aon GRIP Analysis
Go With the Leader

Our fact-based approach has helped us become the industry’s leading insurance broker. No other broker can match Aon’s expertise, size, market influence or relationships with carriers. Aon’s capabilities include:

› Global reach and presence, including the resources of 59,000 professionals in 120 countries
› Comprehensive range of solutions, including property, casualty, financial services, environmental, construction and additional areas of risk management
› Ease of access to top-level executive underwriters at the leading real estate insurance companies
› Adherence to industry best practices, ensuring the ability to replicate successful risk management strategies
› Constant, unwavering commitment to the highest levels of service to our clients

Aon Solutions for Real Estate

Take a moment to learn more about Aon’s solutions for the real estate industry. Then, ask yourself if now is the time to consider the advantages of a comprehensive solution from Aon Risk Solutions.
Learn More

Contact the following representatives to learn more about specialized solutions from Aon’s Real Estate Practice:

Kevin Madden  
*National Real Estate Practice Leader*  
Aon Risk Solutions  
+1.212.441.1605  
kevin.madden@aon.com

Kathleen Felderman  
*Deputy National Real Estate Practice Leader*  
Aon Risk Solutions  
+1.303.782.3363  
kathleen.felderma@aon.com

The information contained herein and the statements expressed are of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© Aon Corporation, 2011. All rights reserved. 30111REAL00001