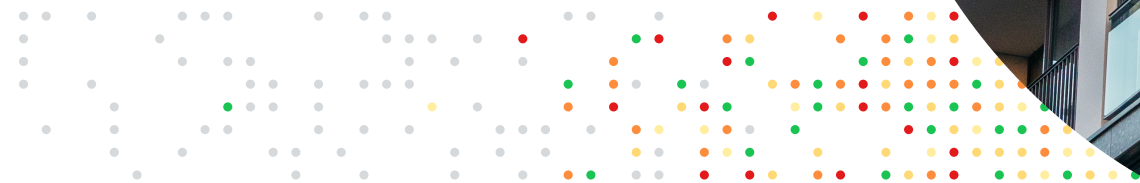


How an MGA, **Arden Insurance Services**, uses **Betterview** to Improve Underwriting Capability

5.5%

LOSS RATIO IMPROVEMENT





Arden Insurance Services is a Managing General Agency (MGA) specializing in insuring residential condominium associations in the Western United States and certain states in the Midwest.

Arden is committed to using state of the art technology to enable their underwriters to leverage information before they issue a quote.



Arden is a tech-enabled MGA powered by human intelligence. We are always looking for innovative tools to drive faster, smarter decision making for our underwriters.

Carey Dooley
Chief Product Officer, Arden

The Challenge: Risk Transparency

Arden was experiencing several challenges common to MGAs. ⚠️

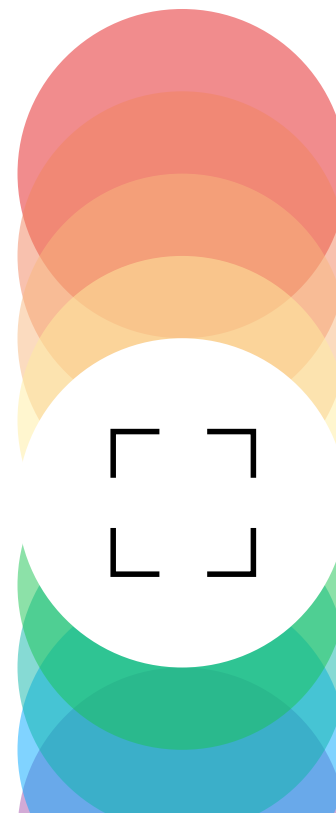
Timing of Inspection

Loss control and physical inspections are costly and have relatively long turnaround times. They also do not look at every single building in residential condos.

Underwriting Clarity

Lack of accurate and granular property-level information to make confident underwriting decisions. Had to rely on post-bind physical inspections to confirm underwriting decisions.

Arden needed to maintain the quality of its portfolio during a period of rapid growth. So they turned to Betterview.



Arden's Goals

When Arden turned to Betterview, they wished to accomplish the following goals:

- 1 Provide their underwriters with the most detailed and accurate property-level information to make faster and smarter underwriting decisions.
- 2 Minimize the need for physical inspections at quoting.
- 3 Maintain profitability and reduce expenses, build a stronger relationship with their insurers and take on more business.

Why Arden Chose Betterview

Arden had experience with other insurtech companies and tools. The Betterview platform, however, outperformed competition in several key areas:

Granularity & Transparency

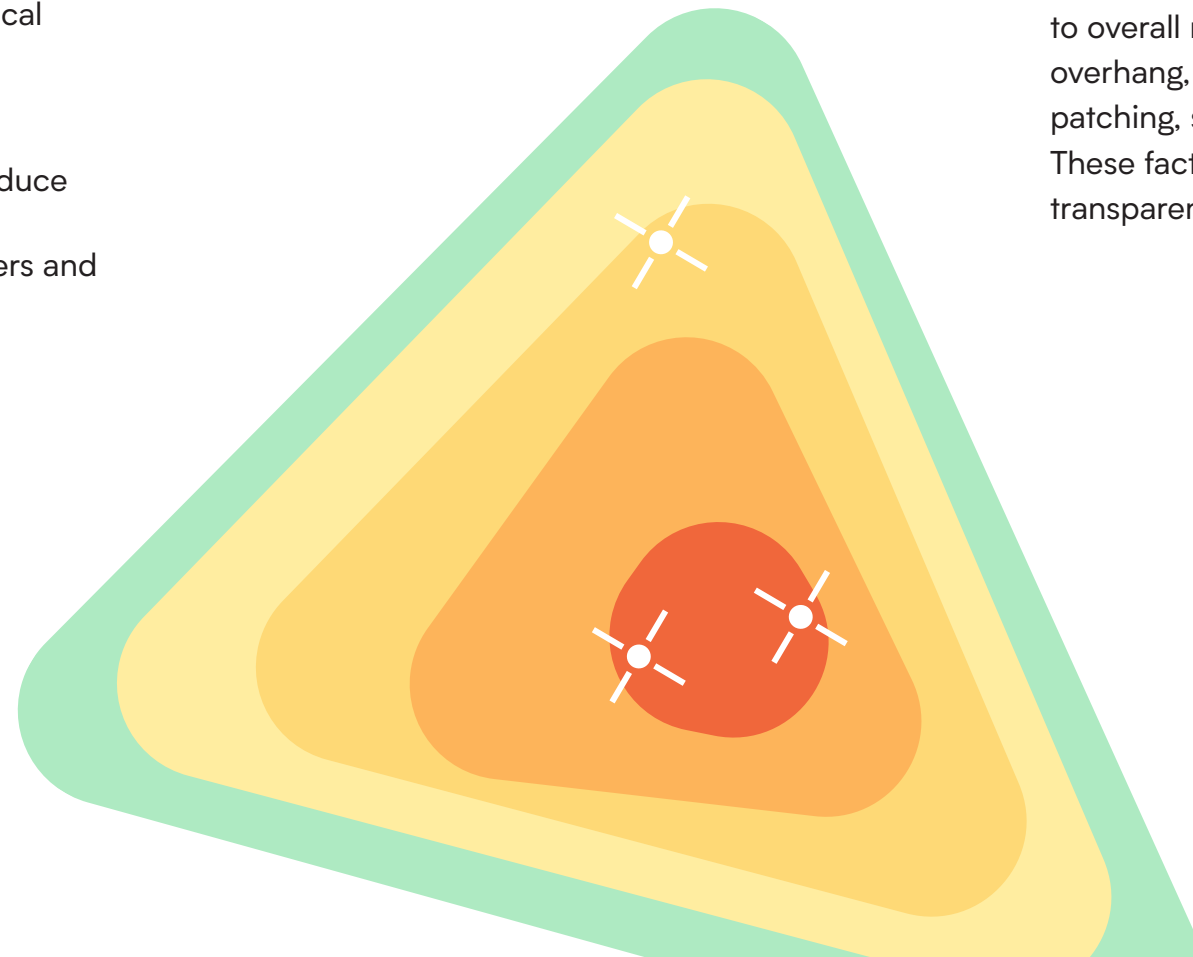
Betterview identifies all the property attributes that contribute to overall risk, such as tree overhang, missing shingles, patching, staining, and many more. These factors are reflected in transparent, granular risk scores.

Accuracy

Accuracy is crucial to Arden, and Betterview provides one of the most accurate analyses in the market. (The performance of the [Betterview Computer Vision model](#) is available for download on the website.)

One-Stop Shop

Arden accesses third-party geospatial data integrations through Betterview's partner program, Partner Connect, to gain comprehensive insights. Underwriters access all the information they need about the properties on a single platform, increasing their underwriting efficiency.




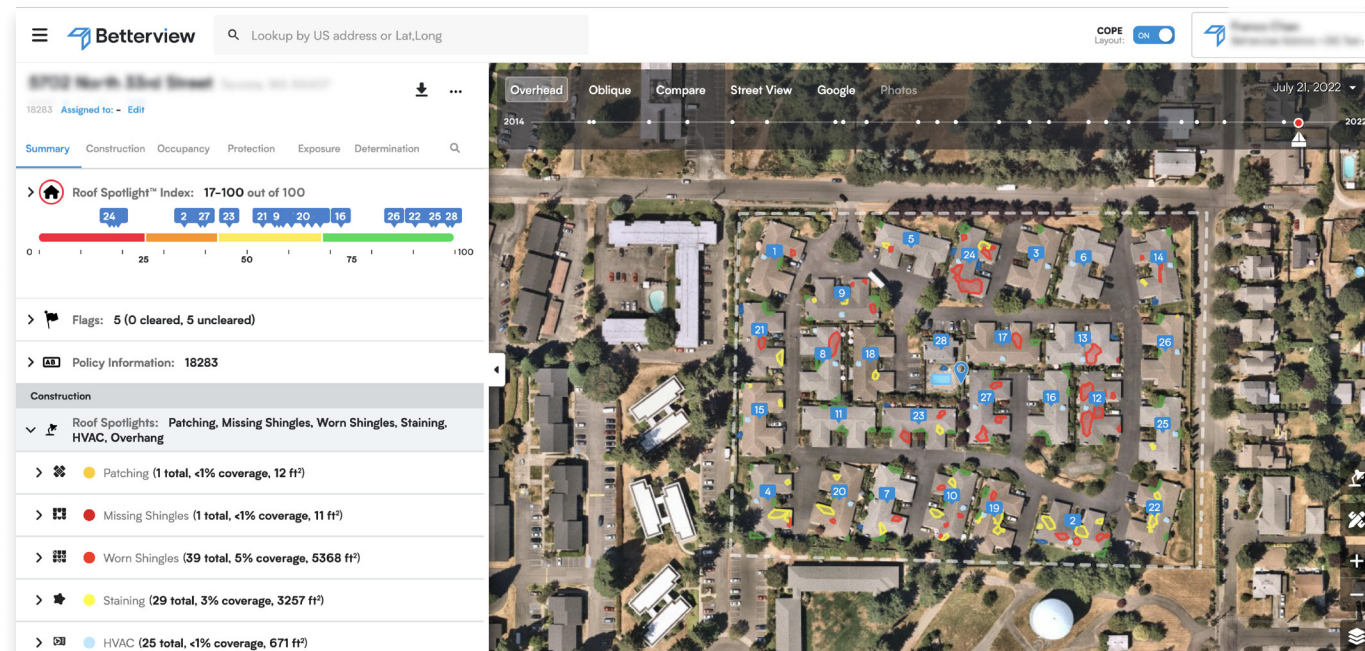
The Solution: Accurate and actionable insights

Arden's underwriters needed a clear, granular, and actionable view of real property condition. Using proprietary computer vision and machine learning models, Betterview analyzes imagery of properties and spotlights areas of interest, then scores each roof on a property on a scale of 1 to 100. With an easy-to-use and simple user interface (UI), underwriters at Arden can see why buildings received a specific score.



We love the transparency of the Betterview Roof Spotlight Index. We can see the specific reasons, sizes, and locations, whether they be roof staining, missing shingles, tree overhang, or whatever it may be. It really improves the communication between our under-writers, agents, and the insured.

 **Louise Tebelekian**
Chief Underwriter, Arden



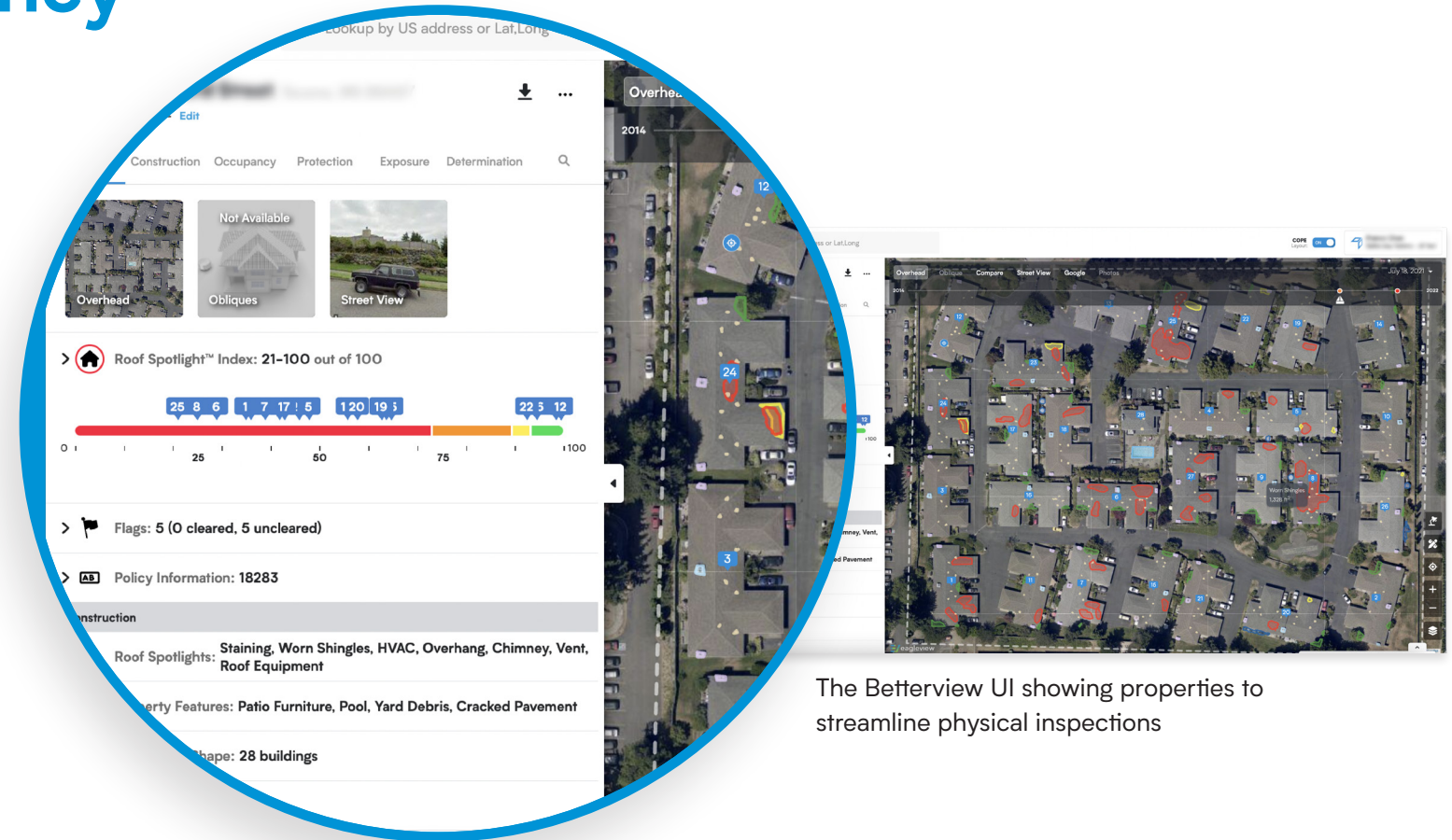
The Solution: Optimizing Inspection Efficiency

Arden leverages the enhanced view of risk enabled by Betterview to determine which properties need physical inspections, and which can be straight-through-processed.

“

With Betterview we are getting a complete analysis of risk before boots hit the ground. By strategically deploying inspections only to the highest-risk properties, we've boosted underwriting efficiency and improved our expense ratio.

 **Carey Dooley**
Chief Product Officer, Arden



The Betterview UI showing properties to streamline physical inspections

The Solution: One-stop shop underwriting platform

Arden's underwriters utilize **Partner Connect** to access public and commercial property information, all in the Betterview platform. Featuring datasets from partners like RedZone, HazardHub, e2Value, U.S. Fire Administration, and more, Partner Connect enriches the native insights of the platform, leading to a better understanding of real property risk and huge time savings for underwriters.

“

We like to use a lot of different tools, RedZone and HazardHub among them. With Partner Connect, our underwriters can get every last bit of details about the building they need in one place. This saves us a massive amount of IT resources and underwriting time.

 **Carey Dooley**
Chief Product Officer, Arden



Example of partners in Partner Connect

The Business Impact

Within just several months of using Betterview, Arden has seen outstanding results:

5.5%

Loss Ratio Improvement

9%

Reduction in average time underwriting a property

10%

Increase in Direct Written Premium (DWP)

+3

More underwriting submissions per week
(each submission includes more than 20 buildings in the HOA communities).

Arden also found additional, more qualitative ways to measure the business impact of the Betterview platform:

Validating Underwriting Decisions

“After experiencing large losses and claims, our underwriters performed a retrospective loss analysis through Betterview to evaluate if they made the right underwriting decision. Could this loss have been avoided if Arden had made a better decision? Should we have written this policy in the first place? The answer was usually yes, we’d write this policy again. This validation from Betterview makes us more comfortable and confident in our underwriting decisions.”

— Carey Dooley, Chief Product Officer, Arden

Claims

Arden uses Betterview’s historical imagery to validate property damage following a loss, distinguishing new damage from preexisting, and accelerating the claims process.

The Bright Future

Arden empowers their underwriters to make faster, smarter decisions by providing them with the most accurate property information available on the Betterview platform. With this data they can determine precise risk for each policy, and strategically deploy inspection teams to the highest-risk properties.



We get a tremendous amount of value out of the platform, and we want everyone to know how great it has worked for us.



Carey Dooley
Chief Product Officer, Arden

Arden is incredibly satisfied with the Betterview Property Intelligence platform and has **increased their usage by 44% compared to a year ago.**

The improvement in efficiency is seen in Arden's day-to-day operations, being able to reduce the time spent on underwriting policies and minimizing the need for physical inspections. They enjoy working with Betterview, and are looking forward to taking more steps to predict and prevent losses and continue improving operational efficiency.



Betterview is the **Property Intelligence & Risk Management Solution** the insurance industry depends on to identify and mitigate property risk, improve underwriting and inspection efficiency, and build a more transparent customer experience. Learn more at betterview.com.

Want to improve your underwriting capability like Arden?

[Chat with us now to learn more!](#)

