

Market Mapper Pro – Prompt Guide for Insurance Professionals

Getting Started

This AI is built to support **licensed insurance professionals** with **risk classification**, **market selection**, and **placement strategies** for **commercial P&C accounts**, including both **standard** and **E&S markets**.

What You Can Ask

Risk Classification & Market Fit

- “Classify a multifamily property in a wildfire zone – standard or E&S?”
- “Does a roofing contractor with prior claims belong in the standard market?”

Market Recommendations by Risk

- “Who writes GL for demolition contractors?”
- “Find E&S markets for cannabis dispensary with coastal property.”

Industry-Specific Strategy

- “Best markets for small manufacturers with combustible exposures?”
- “Who has appetite for senior living facilities’ liability?”

Submission Requirements

- “What’s needed to submit habitational property in Florida?”
- “E&S paperwork checklist for a trucking risk with losses?”

Custom Placement Strategies

- “How can I layer a high-limit liability tower for a nightlife venue?”
 - “Suggest a captive + E&S buffer for a distressed recycling facility.”
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Prompt Templates to Use

► Risk Review Prompt

"Evaluate a contractor specializing in demolition and street work, with recent OSHA citations and 2 GL claims in the last 3 years. Recommend markets and required documents."

► Market Matching Prompt

"Find admitted and non-admitted markets for a coastal apartment complex with wind exposure, built in 1980, frame construction, updated roof 2016."

► Industry-Focused Prompt

"Give me a market strategy for mid-size food product manufacturer with international sales and a recent product recall claim."

► Coverage Line Guidance Prompt

"Which carriers offer umbrella or excess liability for nightclubs with dance floors and bouncers?"

Best Practice Prompts

Coverage Explainer

“How do I explain to a client why their property is going to the E&S market due to CAT exposure?”

Submission Prep

“Checklist of enhanced submission items to improve E&S appetite for a high-hazard manufacturing account.”

Renewal Strategy

“Suggest a renewal approach for a GL policy with recent losses – include how to discuss premium increase with client.”

Things to Keep in Mind

- **Final decisions rest with underwriters.**
- **No binding authority** – this tool is for guidance only.
- **E&S rules vary by state** – always verify locally.
- **This tool does not store conversations or client data** – confidentiality is upheld.