

Credit Insurance Self Test - Market Survey

A quick formulae to assess your Credit Insurance needs.

Your Bad Debt Ratio

Total annual losses _____ / _____ Total Annual Sales
 = _____

Do you consider the percentage of your bad debts for the year in question High? YES NO

Your Client Base Concentration

Top 5 Accounts	Credit Limit	Annual Sales for this Client	% of Total Annual Company Sales	Profit Margin	Sales needed to replace loss of this client

Does your largest account represent a high percentage of your total sales? YES NO

In the event of **Payment Default** or **Insolvency** of any one of your top 10 clients, would this risk represent immediate or eventual cash flow situation for your company? YES NO

Does the Bank hold personal property as a security against Company loans? YES NO

Do you wish to negotiate preferential interest rates on a line of credit through your bank? YES NO

Are you expanding your Market or venturing into new, unknown territory? YES NO

Is the current economy affecting your Clients' purchasing power? YES NO

Do you have 1 full time employee whose sole duty is Credit and Collections? YES NO

Does your Credit Department take full advantage of information from reporting agencies? YES NO

YES NO

If you have answered 'Yes' to any one of the above questions, you may be a good candidate for Credit Insurance. Please complete the attached request for quote and contact your Insurance Broker for a non-binding pricing indication.