

SUCCESS STORY: RLI Marine

Great things are possible when you give people the freedom to try new things. Take RLI's new marine division. This talented team of underwriters came to RLI in 2005 with unparalleled industry knowledge, a few loyal customers, and a hunger for more.

"We had A+ rated paper and instant credibility in the marketplace with the RLI name," says Bob Schauer, president of RLI Marine. "They provided the infrastructure, IT support, and knowledge to get us up and running quickly and made a commitment to building a complete marine operation around the country."

The results have been remarkable since inception in 2005:

Marine staff has increased from three employees to more than 30. The group now has a nationwide presence with people in ten locations. The division produced over \$65 million in premiums.

Schauer points to the company's management style as the greatest reason for the tremendous growth.

Because we're a flat organization, without red tape, decisions are made at the underwriter level so that we can reply much faster with a policy or quote," he says. "Our customers appreciate that service."

"RLI asked us for one thing — to deliver consistent underwriting profits," Schauer continues. "And what we got in return was the freedom to run this business and an opportunity to share in the profits we generate."

Marine is a perfect example of the RLI business model — hiring a team of talented underwriters and giving them the support necessary to build a business. The RLI executive team trusts in the talent and abilities of its underwriters, providing leadership instead of micro-management.

"We're proud of what we've accomplished in such a short time and even more excited about what we know is coming," says Schauer. "What we've achieved is a testament to the ability of RLI to integrate opportunities and enable quick success."

SEND ALL INQUIRIES IN STRICT CONFIDENCE TO:

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left: The marine group — shown here in its Manhattan conference room — is a success story RLI plans to replicate in the future.

right: RLI doesn't require underwriters to relocate. The marine division is headquartered in Manhattan and serves customers nationwide.