

Crafting an Insurance Solution for a BODYROK Launch

Meredith, a new BODYROK franchisee, needed insurance for her new location in Atlanta, GA. She'd already approached several outside insurance providers. Though within her financial projections, their estimates were higher than expected. While the other quotes weren't deal breakers, Meredith was still hoping for a more cost-effective and comprehensive solution.

“As a new business owner, I'm pretty overwhelmed by the amount of stuff I need to set up, especially since I have such a limited background in insurance and accounting.”

Meredith

A new BODYROK franchisee



The Challenge

Create an affordable but complex policy

Meredith's quotes were driven up by steep insurance requirements from her landlord:

- \$4M Umbrella liability, plus Standard General Liability
- 12 months of Business Income coverage with Extra Expense
- Tenant Betterments and Improvements
- Hired & Non-Owned Auto coverage
- Business Personal Property (BPP)
- Workers' Compensation

Our challenge was clear: design a policy to meet or exceed these requirements, without inflating costs unnecessarily.

Here's what Meredith had to say about why she contacted us about Mindbody Insurance:

“Streamlining the amount of vendors I have is a huge plus, and the experiences I've had with other insurance brokers has been pretty bad. Quotes were all over the place. There's a lot of fitness industry nuances that the wrong person could get tripped up on.”

Meredith
A new BODYROK franchisee

The Solution

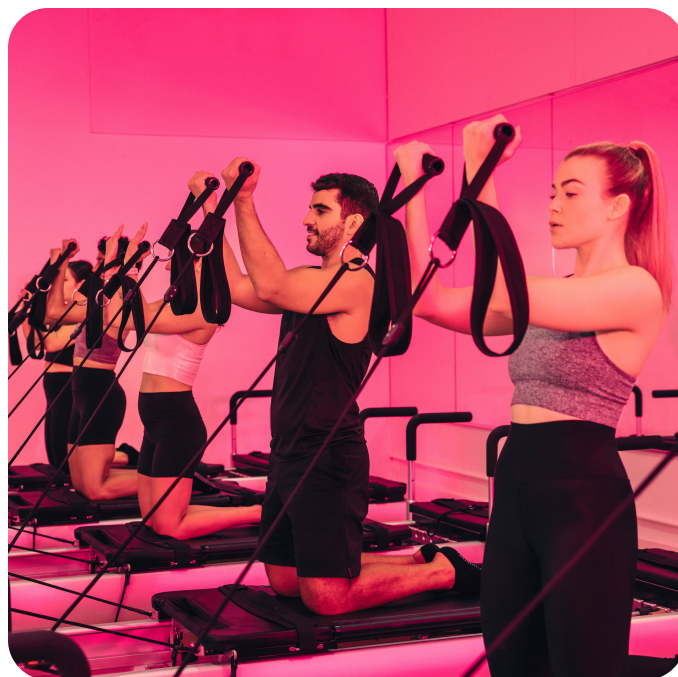
Creative thinking & effective negotiation

It would take strategic negotiation to both meet the stringent landlord demands and offer Meredith an affordable solution, so we got creative.

Serving as a broker, we worked to negotiate a lower umbrella liability limit—\$4M to \$3M—leveraging our higher aggregate limit for General Liability. This adjustment alone yielded significant savings of \$1,200 without compromising coverage.

We were also able to seamlessly accommodate the increased coverage needs for Business Income and Tenant Betterments. The flexibility of our policy design ensured that Meredith's franchise would be well protected, even with these additional expenses.

Additionally, we have access to Workers' Compensation policies through AmTrust. Using Meredith's existing AmTrust policy, we initiated a smooth Broker of Record (BOR) change so our team could manage all her business insurance policies in one place—all through Mindbody.



The Results

A policy & process made simple

Throughout this process, we scheduled regular check-ins with Meredith to make sure we stayed aligned. Our ability to navigate the complexity of her insurance needs was a major business change for her. Our ability to navigate the insurance complexities was key to her peace of mind. She valued our proactive approach and ability to work through the barriers—ultimately crafting a comprehensive and cost-effective insurance solution for her franchise.



“As a small multi-unit operator, I’m primarily driven by price, but also want to make sure I’m protecting myself properly. I am SOLD and truly breathing a big sigh of relief that it can be this easy!”

Meredith
A new BODYROK franchisee

GET A QUOTE