



**THE SURPLUS LINE ASSOCIATION
OF CALIFORNIA**
50 CALIFORNIA STREET, 18TH FLOOR
SAN FRANCISCO, CA 94111

THEODORE M. PIERCE
EXECUTIVE DIRECTOR

JOY ERVEN
STAMPING OFFICE DIRECTOR

TELEPHONE
(415) 434-4900
(800) 334-0491
FAX
(415) 434-3716
www.slacal.org

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BULLETIN # 1207

RE: SLA MEMBER SATISFACTION SURVEY RESULTS

The Surplus Line Association of California periodically surveys our members in order to learn how we can improve our services and offerings to you. A Zoomerang e-survey was launched on September 21, 2009 and closed on October 9, 2009. The survey was sent to 3,733 surplus line broker licensees and responses were received by 559 brokers -- a 15% response rate.

The survey was to determine broker needs, interests, and the most effective means of delivering information to them. The goal was to learn how these needs, interests and information varies by broker license type as well as by job function so the method of delivery could be targeted and the varying needs and interests would be met. The survey included the areas of website usage, education, and services in general, with open-ended questions offering opportunities for comments and suggestions. Please refer to Charts # 1 and # 2 for a breakdown of the population.

Sincerely,

A handwritten signature in black ink, appearing to read 'Theodore M. Pierce'.

Theodore M. Pierce
Executive Director

TP
Attachment

2009 SLA OF CALIFORNIA MEMBERSHIP SURVEY

The following is a summary of what we learned. More detailed survey results can be accessed on our website: http://www.slacal.org/external/pdf/2009_SLA_Member_Survey.pdf

- Surveys sent: **3733** (SLA Bulletin email list)
- Respondents: **559**

Licensees that Completed Survey

Business Entities	40%
Individuals	60%
Resident	60%
Non-Resident	40%

Licensees' Primary Job Functions

Broker/Agent	48%
Management	21%
Underwriter	16%
All other	15%

Other Services

The number one request received was for greater ease of use in the SLA online filing system. The majority of the remaining suggestions related to Education, detailed below.

Information Delivery

The SLA website/newsletter are preferred sources for keeping up with legislative and regulatory updates, regardless of license type or job function.

SLA Website Use – there is little variance between resident/non-resident

- Overall, **the CDI website** was the single most important link, slightly less for Brokers than other job functions, somewhat higher for Individual licensees than for Entity licensees.
- **Broker Licensing Information:** somewhat higher for Individuals than Entities, somewhat higher for Brokers than other job functions
- **Frequency/Reason for website visitation:** close to 50% visited Occasionally, the rest split between Frequently and Seldom. Those involved in Underwriting, Account Managers, policy/tax filings, visited Occasionally (50%) and Frequently
- **Awareness of Filing Tutorials:** More than 70% of the non-residents, the majority of whom are Brokers or Management, are aware of these features. Of the residents, primarily Management and job functions other than Broker, 48% are aware that these features are available.

Please refer to Charts #3 and #4.

Education

- **Continuing Education** (this question only applied to residents): Online Courses preferred, followed by Live Seminars, with some respondents preferring a combination of both as there were a number of compliments regarding the live seminars. Little variance between job functions.
- **Webinars:** more than 50% of both residents and non-residents are interested, with residents slighter more interested. There was little variance between job functions.
- Suggestions included additional locations for live seminars and additional topics, more CE offerings, and online "live chat" help with filings/regulations

Please refer to Charts #5 and #6.

Overall Satisfaction

The SLA was pleased to learn that a vast majority of the respondents are satisfied with SLA services provided and method of information delivery and believe that their needs are being met.

Types of Licensees that Completed Survey

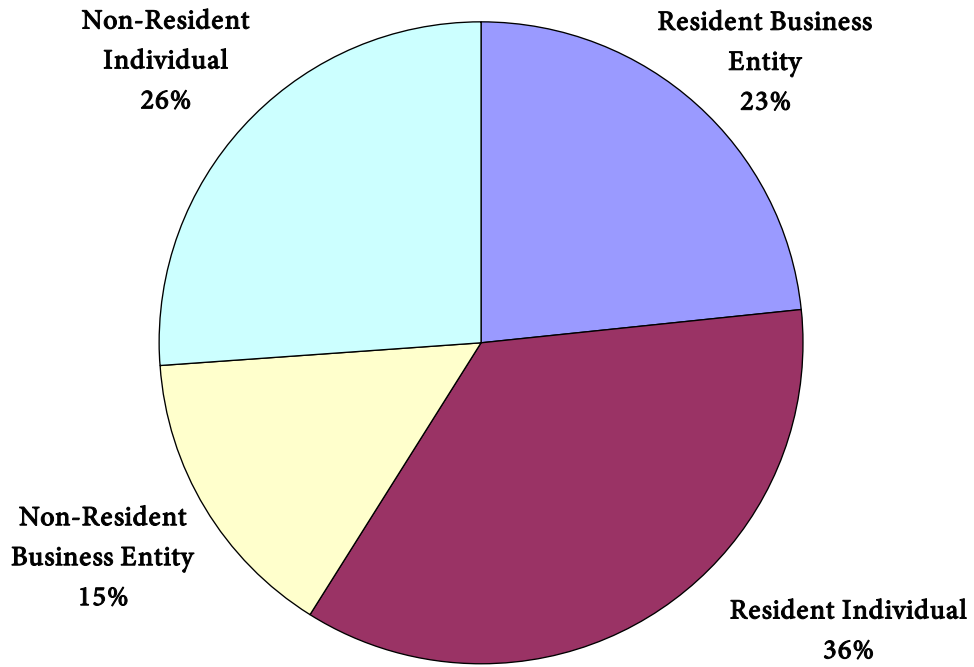


Chart #1

Respondents' Primary Job Function

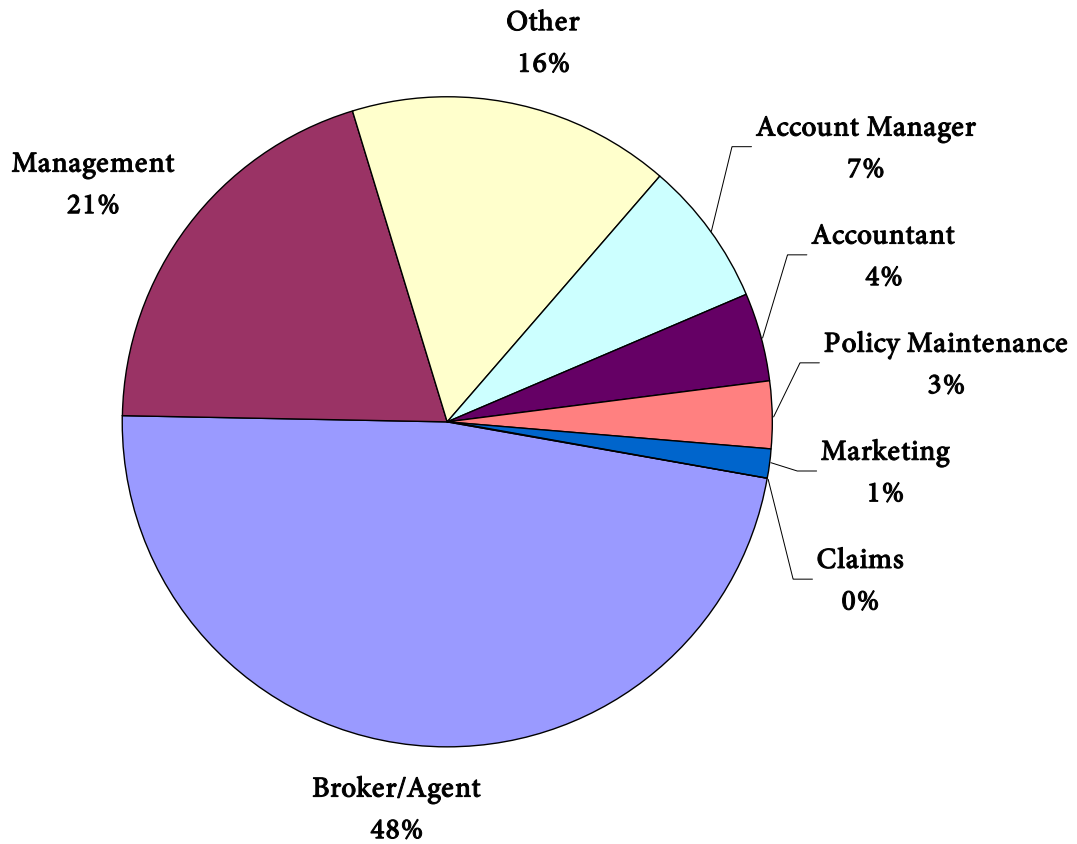


Chart #2

Most Important Fast Link on SLA Website

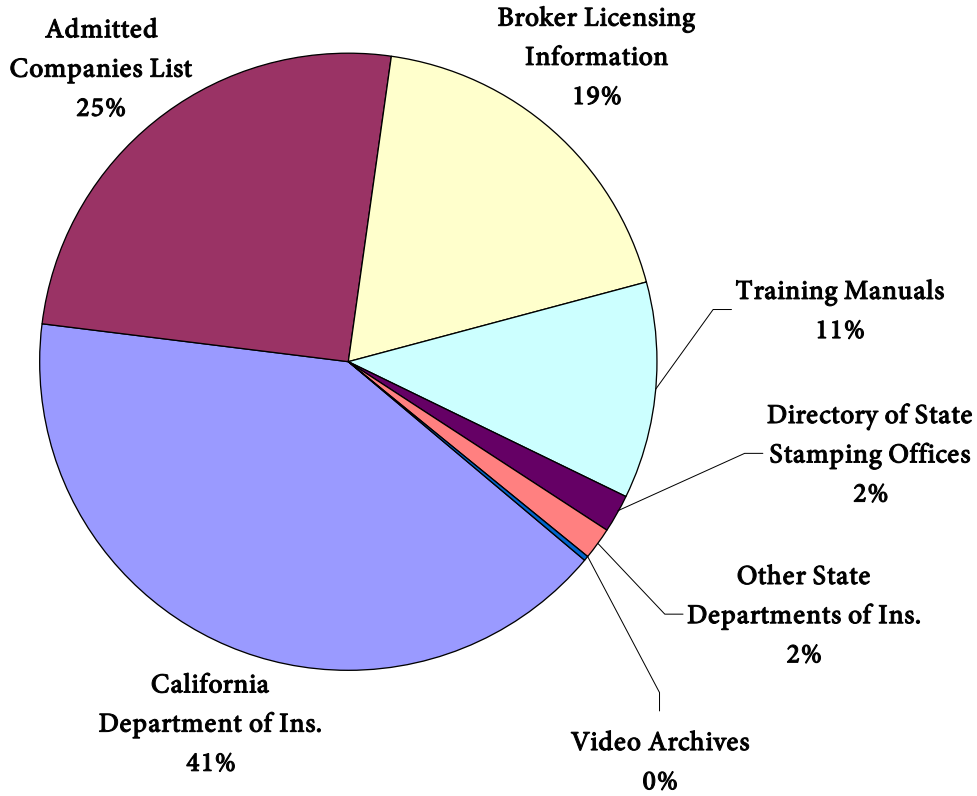


Chart #3

Primary Reason for Visiting SLA Website

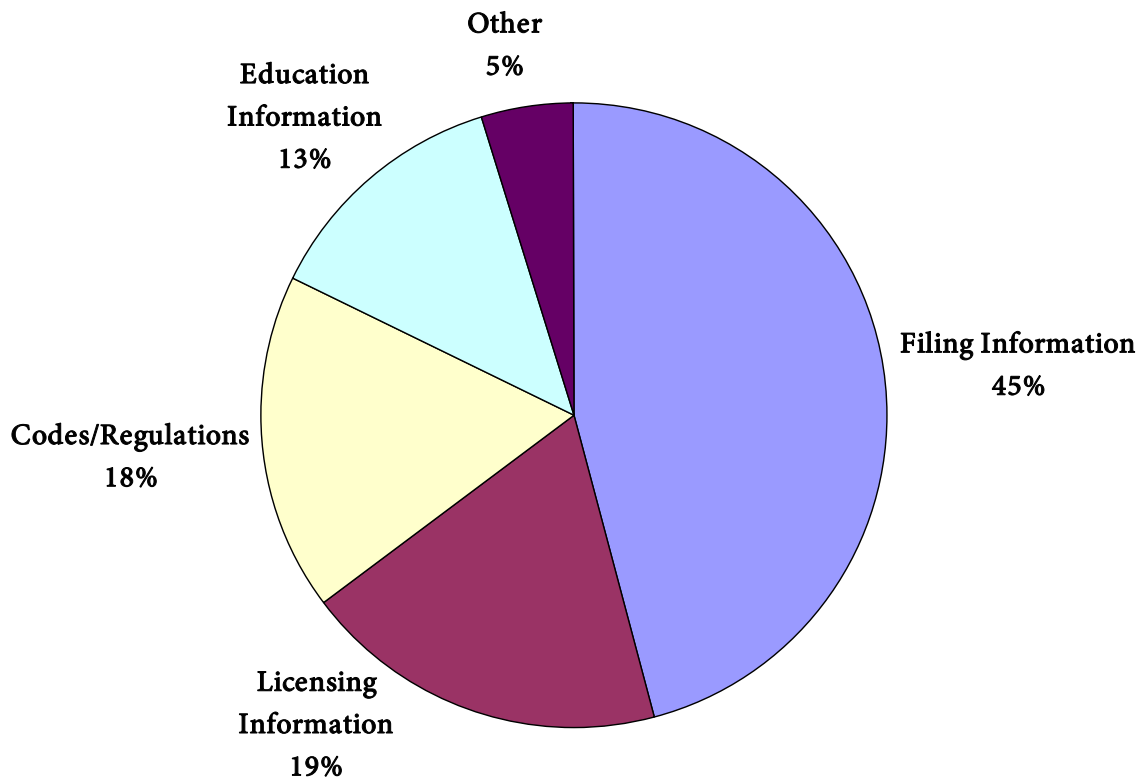


Chart #4

Preferred Method of Receiving Continuing Education (Resident Brokers Only)

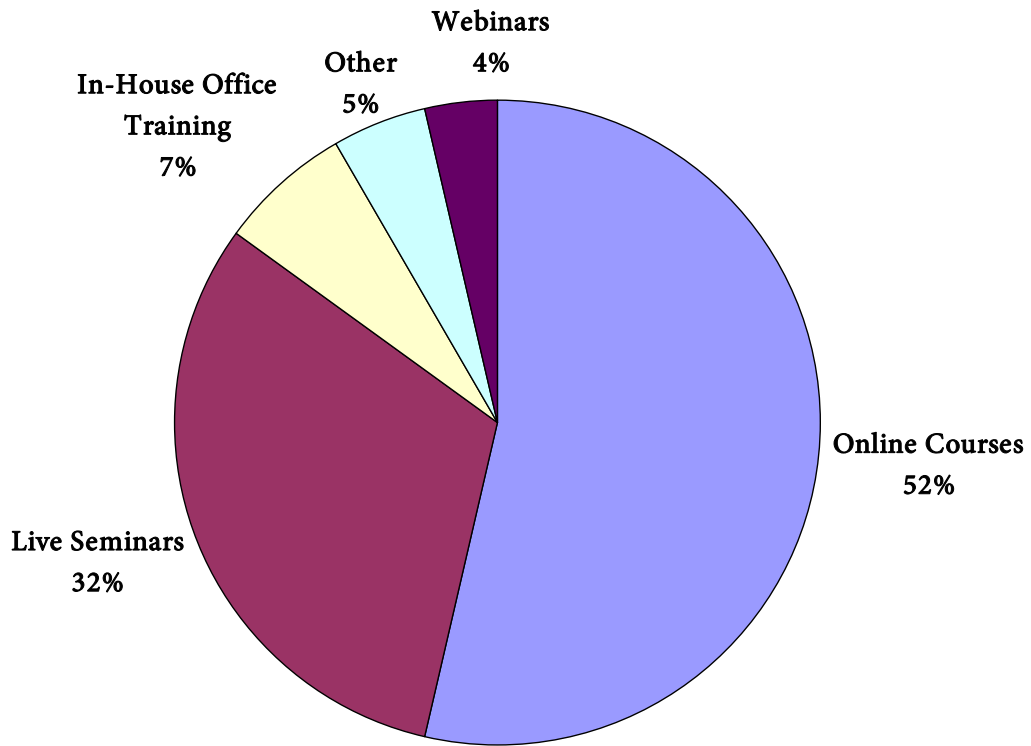


Chart #5

Percentage of Respondents Interested in Educational Based Webinars

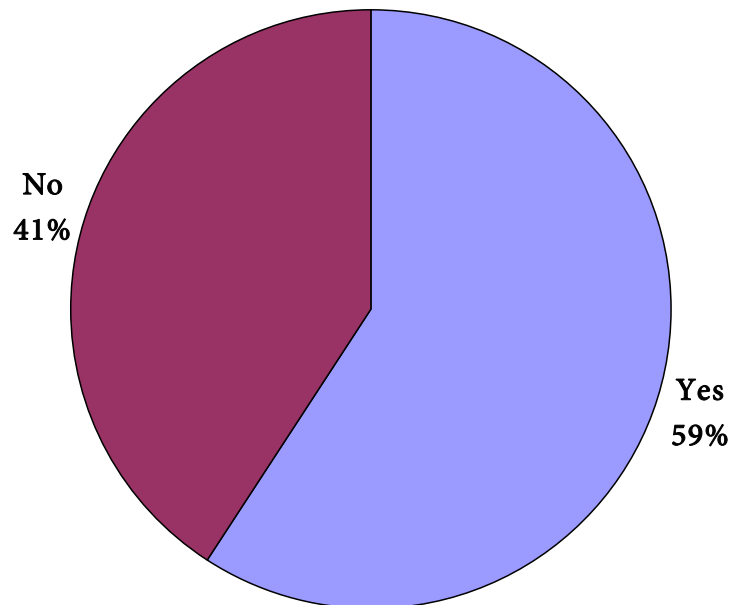


Chart #6