

Per Project Primary Limits Coverage

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Berkley Design Professional has always strived to provide innovative coverages and Per Project Primary Limits is one of those coverages!

We believe this new way to look at and cover A&E professional liability risks can provide significantly increased value for our policyholder's insurance dollar.

A few years ago we introduced Per Project Primary Limits in many different ways and thought this innovative coverage would become very popular. We were mistaken.

To figure out why we weren't writing more of this game-changing coverage we contacted a number of our brokers. And the resounding answer—it was too confusing to explain to a client or prospect and they didn't have the time to explain a coverage they probably would not sell. So, we put our heads together to see if we could provide a simpler way to describe this innovative approach to A&E professional liability insurance coverage. Here's our updated, simpler explanation.

Per Project Primary Limits is a per claim limit for every project since a firm's retroactive date!

- Per Project Primary Limits work the same as other limits of liability combinations—i.e. \$1 million/\$1 million, \$1 million/\$2 million—**EXCEPT** the per claim limit is for **every** project the firm has worked on since their retroactive date!
- Guaranteed \$1 million limits on every project.
- The coverage is available for design firms with annual revenue up to \$15 million.

What does it cost?

The cost varies according to each individual design firm's risk profile; however, in general, it's comparable or less costly than \$1 million/\$2 million split-limits. The premium is a one-time cost paid at the beginning of the policy period.

Request for project-specific professional liability coverage?

If a project owner requests project-specific primary limits of liability, Per Project Primary Limits coverage has it covered! That's because it provides the per claim limit of liability for every project a design firm has worked on since its retroactive date and for which coverage applies. And, since there is a specific premium attached to the Per Project Primary Limits coverage, design firms with this innovative coverage can pass that cost on to their project owners who request a project-specific primary limit of liability.

This game-changing coverage offers design firms a better, more cost-effective way to purchase professional liability insurance.

[Learn more about Per Project Primary Limits Coverage!](#)

In all cases, the availability of Per Project Primary Limits coverage is subject to underwriting review and approval. Products and services are provided by one or more of insurance company subsidiaries of W. R. Berkley Corporation. Not all products and services are available in every jurisdiction, and the precise coverage afforded by any insurer is subject to the actual terms and conditions of the policies as issued.

About the Author



Robert J. Connor is senior vice president, chief marketing officer, at Berkley Alliance Managers, a Berkley Company. Bob has more than 25 years of experience in the professional liability segment of the insurance industry. He has worked in a number of roles including underwriter, regional vice president, retail broker, wholesale broker and business development manager. These roles, responsibilities and experiences provide him with a unique perspective. Bob earned his Juris Doctorate from St. John's University School of Law and a Bachelor of Science degree in Economics Management from Ithaca College. Contact Bob at rconnor@berkleyalliance.com.



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