

General Liability



Customer Focused >>> Market Driven >>> Forward Looking

General Liability Insurance Overview:

Since general liability insurance is one of the cornerstones of any sound commercial insurance strategy, it's critical that agents and their customers have a stable market to address these needs. Deep South offers high quality general liability insurance protection to a wide range of customers at competitive prices. Deep South is a member of QBE, one of the world's largest and most respected insurance organizations. In these turbulent times, financial stability is a key consideration.

Deep South provides general liability insurance to businesses nationwide, ranging from multi-site manufacturing operations to small distribution companies. Examples of classes of business for which Deep South can provide general liability insurance include:

- Transportation
- Wholesale
- Distribution
- Manufacturing
- Service
- Contractors*

Deep South's regional office presence provides underwriters with the ability to better understand the unique characteristics of the general liability market, by area and industry. This local market knowledge, combined with local decision making authority, enables Deep South to respond quickly and effectively to the needs of agents.

About Deep South

Since 1967, Deep South has been helping independent insurance agents across America meet the insurance needs of customers. Deep South specializes in providing commercial insurance products to companies with favorable loss experience and a strong emphasis on safety. With more than forty years of experience, Deep South continues to draw upon its market driven, entrepreneurial roots, seeking to provide the insurance that America's businesses need to grow and prosper. As a customer focused organization, Deep South is committed to providing unparalleled service to insurance agencies and their customers, while reducing the friction and costs often associated with the purchase of the product. Deep South is a forward-looking company open to new opportunities in the marketplace. The company is constantly working to anticipate changes in the business landscape, enabling it to better meet the product and service requirements of customers.

*Available in select states.

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DEEP SOUTH[®]
INSURANCE SERVICES SINCE 1967

A member of  QBE



Why Choose Deep South?

- Deep South's local offices, with full underwriting authority, understand the unique aspects of regional and local marketplaces. A decentralized structure and local office authority enable the company to quickly meet the needs of customers.
- Deep South takes the time to listen and understand your customers' business before a decision is made.
- Deep South's general liability coverage is competitively priced and uniquely tailored to provide your customers with the protection they need over the long term.
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- Deep South maintains a strong commitment to being easy to do business with. The company understands that the business world moves at a brisk pace and your customers need quality service.
- Deep South offers in-house loss control and claims services to ensure that it delivers on the promise of the products sold with the highest level of care and integrity.

Deep South Products and Services

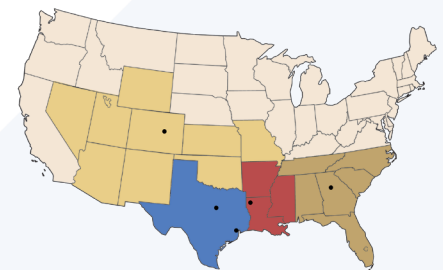
Deep South provides customers with a wide range of commercial insurance products and sophisticated services designed to support professional independent insurance agencies and their customers. The products and services offered include:

Insurance Products

- Commercial Auto
- General Liability
- Inland Marine
- Garage
- Property (Selected States)

Services

- Loss Control
- ClaimCare
- Catastrophe Claims Management
- Full Underwriting Authority



Visit the Deep South website, www.deep-south.com, or contact your local Deep South office for more details.

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