SBOA INSURANCE

POWERED BY ALCHEMY INSURANCE SOLUTIONS

SBOA INSURANCE

6 Questions to Evaluate Your Tenant Insurance Program

A passive tenant insurance program rarely looks passive on the surface. In many cases, the signs only become apparent when enrollment starts to decline, or recurring revenue begins to plateau.

Use the quick self-assessment below to evaluate your current program. Check each statement that applies to your facility, then compare your score using the guide that follows.

Your Score: ___ out of 6 statements checked.

Self-Assessment Checklist

- [ ] **Our facility's enrollment rate has been reviewed within the last 12 months.**

Why it matters: Enrollment rate is the single biggest driver of tenant insurance revenue, and it drifts when left unchecked.

- [ ] **Our team receives regular tenant insurance training and refreshers.**

Why it matters: Untrained staff tend to skip the enrollment conversation rather than work through tenant questions.

- [ ] **We have a dedicated person responsible for monitoring program performance.**

Why it matters: Programs without a named owner tend to fade into the background over time.

- [ ] **Our enrollment process is built into every move-in rather than being left to tenant discretion.**

Why it matters: Optional enrollment consistently produces lower enrollment rates than a standard, expected step.

- [ ] **We actively monitor compliance and uninsured tenants.**

Why it matters: Uninsured tenants represent both a revenue gap and a liability exposure for the facility.

- [ ] **Our tenant insurance program is reviewed and optimized on an ongoing basis.**

Why it matters: A program that is never revisited cannot improve, even if it was well designed at launch.

How to Interpret Your Score?

5-6 Checks: Performance-Based

Your facility is likely operating a performance-based tenant insurance program that's built to support higher participation, stronger compliance, and long-term recurring revenue.

Recommended next step: Keep tracking enrollment rate and revenue share regularly, and benchmark your program against a structure like Fortified to confirm you are capturing its full potential.

3-4 checks: Developing

Your program has a solid foundation, but there may be opportunities to improve participation and maximize its long-term revenue potential.

Recommended next step: Name one person accountable for the program and schedule a full review within the next 90 days.

0-2 Checks: Passive

Your facility may be relying on a passive tenant insurance program, meaning there could be untapped opportunities to improve enrollment, compliance, and recurring revenue.

Recommended next step: Talk to SBOA Insurance about transitioning to a performance-based structure before more revenue erodes.

Moving Toward The Green Zone with SBOA Insurance

SBOA's Fortified Tenant Insurance Program was built specifically to help facilities move out of the passive zone. CompliVerify automates compliance monitoring, and a dedicated Revenue Optimization Manager provides ongoing guidance, so enrollment rate and revenue share are actively managed rather than left to chance.

Ready to see where your program stands? Talk to an SBOA Insurance specialist today.