



Homeowners Enhancement Reference Guide

Because everything begins at home.



What to expect

Madison Mutual is making some adjustments to our Homeowner's policy offerings to keep our product up to date and profitable.

We'll also be sunsetting a few products, launching a new product, and setting BOP up to accommodate some new risk types to alleviate the sunset of other products.

Highlights

Roof Surfacing Material Schedule (RSMS)

This endorsement applies a depreciation schedule to roof surfaces based on the roof's age and type of material. The schedule establishes how much of the roof's value is recoverable in the event of a covered loss.

Inflation Guard

5% in all states (MO & WI)

Agent Binding Authority

Increase from \$500k to \$1mil

Deductible Options

Eliminating \$250 & \$500 deductible | Adding options for AP/WH: 5000/10,000 and 10,000/10,000

Min & Max COV A Options

- HO3 Min Cov A -\$150k
- HO5 Min Cov A -\$250k
- Increase Max Cov A to \$1.5 million

Other Notables

- No Homesharing
- No longer accepting PPC 10
- Tracking assignment of benefits in claims system



RSMS

Provides a consistent, transparent method of valuing roof claims that accounts for wear, tear and durability of materials. Reduces disputes at claim time by predefining how roof value is calculated.

Helps manage escalating roof replacement costs, especially in areas with W/H activity.

Incentivizes homeowners to maintain or upgrade to more resilient roofing materials.

For Policyholders:

Clear understanding of how roof claims will be settled; potential for more affordable premiums compared to policies without the endorsement; rewards for maintaining newer, higher-quality roofs.

For Agents:

An established understanding of acceptable coverages through MMIC empowers agents to advise clients with clarity and confidence. Expanded binding authority and broader coverage options enable agents to deliver faster solutions and more comprehensive support to their customers.

Roof Surfacing Loss Percentage Table							
Age Of Roof* (In Years)	Type Of Roof Surfacing Material						
	Composition Shingle	Built Up/ Roll	Tile	Shake/Wood Shingle	Metal	Slate	Asphalt Shingle And Other
Less than 1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
3	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
4	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
5	91.7%	91.7%	95.0%	93.8%	96.7%	96.7%	91.7%
6	90.0%	90.0%	94.0%	92.5%	96.0%	96.0%	90.0%
7	88.3%	88.3%	93.0%	91.3%	95.3%	95.3%	88.3%
8	86.7%	86.7%	92.0%	90.0%	94.7%	94.7%	86.7%
9	85.0%	85.0%	91.0%	88.8%	94.0%	94.0%	85.0%
10	83.3%	83.3%	90.0%	87.5%	93.3%	93.3%	83.3%
11	81.7%	81.7%	89.0%	86.3%	92.7%	92.7%	81.7%
12	80.0%	80.0%	88.0%	85.0%	92.0%	92.0%	80.0%
13	78.3%	78.3%	87.0%	83.8%	91.3%	91.3%	78.3%
14	76.7%	76.7%	86.0%	82.5%	90.7%	90.7%	76.7%
15	75.0%	75.0%	85.0%	81.3%	90.0%	90.0%	75.0%
16	73.3%	73.3%	84.0%	80.0%	89.3%	89.3%	73.3%
17	71.7%	71.7%	83.0%	78.8%	88.7%	88.7%	71.7%
18	70.0%	70.0%	82.0%	77.5%	88.0%	88.0%	70.0%
19	68.3%	68.3%	81.0%	76.3%	87.3%	87.3%	68.3%
20	66.7%	66.7%	80.0%	75.0%	86.7%	86.7%	66.7%
21	65.0%	65.0%	79.0%	73.8%	86.0%	86.0%	65.0%
22	63.3%	63.3%	78.0%	72.5%	85.3%	85.3%	63.3%
23	61.7%	61.7%	77.0%	71.3%	84.7%	84.7%	61.7%
24	60.0%	60.0%	76.0%	70.0%	84.0%	84.0%	60.0%
25	58.3%	58.3%	75.0%	68.8%	83.3%	83.3%	58.3%
26	56.7%	56.7%	74.0%	67.5%	82.7%	82.7%	56.7%
27	55.0%	55.0%	73.0%	66.3%	82.0%	82.0%	55.0%
28	53.3%	53.3%	72.0%	65.0%	81.3%	81.3%	53.3%
29	51.7%	51.7%	71.0%	63.8%	80.7%	80.7%	51.7%
30 or older	50.0%	50.0%	70.0%	62.5%	80.0%	80.0%	50.0%

*The Age of Roof is determined by subtracting the Year of Installation, as indicated in the Schedule, from the year of the current policy period effective date.

Off into the sunset



All Dwelling Products

- DP1
- DP2
- DP3



A Few HO Products

- HO2
- HO8

While assessing the company's options for future profitability, it was decided to retire or sunset several products which no longer fit our long-term strategic goals.

Our intent is to roll as many of these properties that meet our UW guidelines back into our current HO Program.

***Note, we will be allowing seasonal dwellings on HO3 & HO5 policies.**



Coming
Q1 2026



Introducing Liability-Only

Our new Liability Only solution for HO3's and HO5's provides core liability protection without unnecessary add-ons, making it ideal for clients who need dependable coverage tailored to their unique risk profile—and for partners who value efficient underwriting and a reliable company.

Coverage L

Liability

Special Exposure Coverage

Swimming Pools,
Trampolines, Ponds,
etc.

Coverage M

Medical
Payments

- *Affinity Discount for Farm Mutuals
- *Multi-Policy Discounts for Auto/Umbrella

