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SPECIALTY

01 / LAUNCH / WHOLESALE

Subject: Introducing Kennelform: a new market for dog boarding and daycare
Preheader: Open from 1 March in six states, through wholesale distribution.

KENNELFORM

A new market. A defined appetite.

Alderquay Specialty launches Kennelform on 1 March 2027, with new submissions and policy effective dates from the same day.

Issued by Orchmere Specialty Insurance Company (A- Excellent) on surplus lines paper, underwritten by Alderquay.

Built for independent dog boarding and daycare facilities, the program brings commercial general liability and animal bailee legal liability into a focused offering. Target accounts have $250,000–$3 million in annual revenue, one to three locations and no more than 100 dogs at any location.

The launch territory is Arizona, Colorado, North Carolina, Ohio, Utah and Virginia. Review the appetite guide for operating controls, limits and exclusions.

Launch-panel wholesalers can submit from 1 March through the secure submission route. If your firm is not on the launch panel, request distribution access and discuss the first account you would like reviewed.

Explore Kennelform →

Nessa Vellcroft, CPCU
Head of Animal Services Underwriting
Alderquay Specialty

Subject to underwriting and policy terms. Surplus lines placement requirements apply.

Illustrative portfolio work by ALLTOVA. Alderquay, Kennelform, Orchmere and named personnel are fictional. No live insurance offering. Orchmere's rating is an illustrative assumption, not an actual AM Best rating.

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01 / LAUNCH / RETAIL

Subject: Introducing Kennelform: a new market for dog boarding and daycare
Preheader: Open from 1 March in six states, through wholesale distribution.

KENNELFORM

A new market. A defined appetite.

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The launch territory is Arizona, Colorado, North Carolina, Ohio, Utah and Virginia. Review the appetite guide for operating controls, limits and exclusions.

For a suitable account, request an introduction to a launch-panel wholesaler. The panel is appointed before launch and can submit from 1 March.

Explore Kennelform →

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02 / COVERAGE CLARITY

Subject: A visitor injury is not a boarded-dog injury
Preheader: Two liability exposures to distinguish in your next account review.

KENNELFORM

Different exposures. Clearer conversations.

When reviewing a boarding or daycare account, distinguish a third-party bodily injury claim from a claim involving a customer's dog in the operator's care.

Kennelform's commercial general liability and animal bailee legal liability sections address those different exposures. Animal bailee limits are $25,000 per dog, $100,000 per event and $250,000 annually, with a $1,000 per-event deductible.

Animal bailee coverage is on a legal-liability basis, not automatic reimbursement of veterinary expenses. Communicable disease is excluded under both sections. The guide explains the remaining limitations and what belongs in a submission.

Read the coverage guide →

Nessa Vellcroft, CPCU
Head of Animal Services Underwriting
Alderquay Specialty

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03 / ACCOUNT PREPARATION

Subject: A boarding renewal ahead? Start with the operating details
Preheader: Three records that make the first review more useful.

KENNELFORM

Turn interest into a useful first look.

For an upcoming boarding or daycare renewal, start with three things: a location and occupancy schedule, the supervision and emergency procedures, and three years of currently valued liability loss runs.

Include the revenue split, maximum number of dogs and overnight staffing. New locations, open claims, coverage lapses or an animal fatality or escape claim within the past three years need a referral before a full submission.

Launch-panel wholesalers use the secure submission route. Other wholesalers request access; retail agents request a launch-panel introduction. Detailed applications and loss information belong in the approved secure channel, not a marketing reply.

Choose your broker route →

Nessa Vellcroft, CPCU
Head of Animal Services Underwriting
Alderquay Specialty

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LINKEDIN / FINISHED POST COPY

Three reasons to pay attention.

1. Now open. Made for boarding.

Kennelform launches 1 March 2027 for independent dog boarding and daycare facilities in AZ, CO, NC, OH, UT and VA. Issued by Orchmere Specialty Insurance Company (A- Excellent) on surplus lines paper, underwritten by Alderquay. Explore the appetite and broker routes.

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2. One facility. Different liabilities.

A visitor's injury and an injury to a boarded dog call for different coverage conversations. Kennelform separates commercial general liability from animal bailee legal liability. The latter is not pet health insurance; communicable disease is excluded under both sections. Read the broker guide.

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3. Start with how care works.

Maximum occupancy. Overnight supervision. Secure gates. Emergency procedures. These operating details belong in the first Kennelform account review. See the submission checklist on page 3 of the appetite guide, then choose a wholesale-access or launch-panel retail-introduction route.

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LAUNCH ANNOUNCEMENT / 1 MARCH 2027

Alderquay introduces Kennelform.

Denver, Colo., 1 March 2027 — Alderquay Specialty today launches Kennelform, its first insurance program, for independent dog boarding and daycare facilities. Launch-panel wholesalers can submit today, with policy effective dates available from 1 March.

Program details

Kennelform combines commercial general liability and animal bailee legal liability for established operators with $250,000–$3 million in annual revenue, one to three locations and a maximum of 100 dogs at each location. The launch territory is Arizona, Colorado, North Carolina, Ohio, Utah and Virginia.

“We created Kennelform around the daily responsibilities of boarding and daycare businesses: caring for customers’ dogs and running premises that people visit. The program brings those distinct liability exposures together, with clear coverage boundaries,” said Nessa Vellcroft, CPCU, Head of Animal Services Underwriting.

Underwriting leadership

Nessa Vellcroft, CPCU, Head of Animal Services Underwriting, brings 12 years of small-commercial casualty underwriting experience, including six focused on animal-services businesses.

Broker access

Three wholesale firms were appointed in January 2027 to serve the six launch states. Additional wholesalers can request access. Retail agents can request an introduction to a launch-panel wholesaler. Brokers can review the appetite guide and access routes on the Kennelform launch page.

About Alderquay Specialty

Alderquay Specialty is a specialist MGA focused on animal-services liability. Kennelform is issued by Orchmere Specialty Insurance Company (A- Excellent) on surplus lines paper and underwritten by Alderquay under delegated authority.

Explore Kennelform →

Coverage is subject to underwriting, exclusions and policy terms. Surplus lines placement requirements apply. Illustrative portfolio work by ALLTOVA. Alderquay, Kennelform, Orchmere and named personnel are fictional. No live insurance offering. Orchmere's rating is an illustrative assumption, not an actual AM Best rating.