HUNTINGTON INSURANCE

A Huntington Bank AFFILIATE

Huntington Insurance Industry Update

PERSONAL LINES

The personal insurance market continues to evolve in 2026. While rate increases and underwriting scrutiny remain common, market conditions have improved compared to the hard-market years of 2022-2025. Insurance carriers are regaining profitability, inflationary pressures have moderated, and underwriting decisions are increasingly based on individual property characteristics rather than broad geographic restrictions.[1]

Today's market is less about widespread carrier restrictions and more about proactive risk management. Homeowners who maintain their properties, invest in loss-prevention technologies, and actively manage risk are often seeing more favorable underwriting outcomes than in recent years.[2]

KEY DRIVERS

- Inflation remains a factor, although construction and labor costs have moderated to approximately 3-4% annually.[3]
- Advanced vehicle technology and rising repair costs continue to increase auto claim severity.[4]
- Catastrophic weather events remain a major driver of insurance pricing and underwriting decisions.[5]
- Carriers are placing greater emphasis on property-specific risk characteristics, maintenance, and loss prevention.[2]

THE IMPORTANCE OF A RISK ADVISOR

Today's most successful personal insurance strategy is no longer simply shopping the market. Instead, it involves helping clients evaluate and strengthen their overall risk profile.[7]

A Huntington Insurance Risk Advisor Can Help:

- Review coverage adequacy and replacement cost valuations
- Identify opportunities to improve insurability
- Recommend risk-mitigation strategies
- Navigate evolving underwriting requirements
- Support long-term wealth preservation and risk management objectives

The partnership between a Wealth Advisor and Risk Advisor has become increasingly important as insurers place greater scrutiny on high-value homes, umbrella programs, and affluent client risks.[7]

WHAT YOU CAN DO TO HELP MAINTAIN CONTROL

As carriers place greater emphasis on individual property characteristics, homeowners have more opportunities to positively influence their insurance profile.[2]

- Install water leak detection and automatic shutoff devices
- Consider electrical monitoring solutions such as TING
- Install centrally monitored fire and burglar alarm systems
- Maintain or replace aging roofs before they become underwriting concerns
- Complete regular home maintenance and repairs
- Review dwelling values periodically to help avoid underinsurance
- Bundle policies and explore available discounts
- Work proactively with your Risk Advisor before renewal

[1] 2026 Personal Lines Market Trends Notes, Executive Summary. Market conditions are improving but not significantly softening.
[2] WTW, CRC, and M3 underwriting observations summarized in 2026 Personal Lines Market Trends Notes. Increased emphasis on property-specific risk mitigation, maintenance, and underwriting selection.
[3] 2026 Personal Lines Market Trends Notes. Reconstruction costs and labor expenses continue to increase approximately 3-4% annually.
[4] CCC Crash Course 2026 Report summarized in 2026 Personal Lines Market Trends Notes. Auto claim severity continues to increase due to vehicle complexity and repair costs.
[5] Climate Central, WTW, CRC, and M3 sources summarized in 2026 Personal Lines Market Trends Notes. Weather-related losses remain a significant pricing and underwriting factor.
[6] 2026 Personal Lines Market Trends Notes. "2022-2024 were driven by inflation and carrier profitability concerns. 2025 was a transition year. 2026 is a stabilization year."
[7] 2026 Personal Lines Market Trends Notes. Risk advisor value proposition and proactive risk management strategy for affluent clients

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