FOR COMMERCIAL BROKERS

Start every new-business conversation with real intelligence, not a blank slate

Win more commercial accounts with AI-enriched prospect profiles from Epic Book Builder

Book Builder is an AI-powered risk intelligence tool that helps commercial lines brokers research and qualify prospects in minutes.

Send a business name and address by email, and Book Builder returns an enriched prospect report with a business analysis, NAICS classification, suggested coverages and web presence summary.

Each report draws on thousands of public sources, including company websites, social networks, consumer reviews, and public records, with a source link behind every insight. Coverage suggestions follow a Canadian rulebook, and every request returns a report in either English or French.

Replace hours of manual, one-business-at-a-time research with a consistent, data-backed process, so your producers can focus on building relationships with new clients and winning profitable new business.

> **“Book Builder insight was very valuable and provided important context that I would not have otherwise had.”**
>
> Will Klein, Commercial Lines Producer, Stoneridge Insurance

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Enables your brokerage to:

Move from lead to first conversation faster
by replacing manual research across multiple sites and tools with one enriched prospect profile delivered to your inbox

Qualify opportunities earlier and more consistently
as every producer and branch works from the same data

Reduce E&O exposure on new business
by grounding coverage conversations in sourced risk data instead of producer recall

5 minutes

From request to prospect report in your inbox

Core Capabilities

AI-Enriched Prospect Profiles
Generates a detailed business report from as little as a business name and address, drawing on thousands of public sources. Includes a full business analysis overview and NAICS industry classification.

Coverage Suggestions for New Business
Identifies exposure gaps for prospective clients and recommends relevant coverages using a Canadian rulebook and Canadian coverage names. Each suggestion links back to the insight that triggered it, with other coverages to consider listed separately.

Risk and Underwriting Signals
Surfaces potential risks and underwriting signals, such as employee count, live music or deep frying, plus distances to emergency services, so producers can have informed conversations with insurers from the start.

Simple, Email-Driven Requests
Submit up to 10 businesses in a single email and receive PDF reports back, typically within minutes. No new system to learn.

Built for Canada, in English or French
Available in all provinces, with every report delivered in either English or French to support bilingual brokerages, including those in Quebec.

Have Questions?

Call 866.899.5120
Visit appliedsystems.ca

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