



## Have you thought about your surety bonding program recently?

Bonding demonstrates your qualifications and commitment and can help differentiate you from your competitors. Even if you're not actively pursuing hard bid work, where bonding requirements are commonplace, there are a number of great reasons to think about your company's surety capacity, including:

- A bonding capacity letter is a great marketing tool for your business when trying to land contracts. The ability to provide a potential client a letter from your bonding company, outlining your surety capacity, shows your company has been thoroughly vetted by an independent third party and can give you a leg up on your competition.
- If you plan to work with general contractors, you'll inevitably run into rigorous prequalification requirements, one of which may include a capacity letter from your surety carrier. Having a solid surety relationship ahead of time will make this a much smoother process.
- In addition to prequalification requirements, many general contractors require surety bonds from their subcontractors. Understanding your company's surety capacity is great knowledge to have as you seek out new avenues for the growth of your company.
- At some point in time, you may want to pursue government contracts, or other hard bid work. Being prepared for bonding requirements in advance will put your company in the best position possible to take advantage of future opportunities. Don't get caught off guard by surprise bonding requirements!

By working with a West Bend appointed agent, we can help ensure all your contractor risks are taken care of, all in one convenient place. If you currently don't have a bonding program in place, we can get your business pre-qualified and establish a bonding program to ensure you're prepared for any opportunities that may arise. West Bend Surety has a variety of tools to help your business achieve its goals for bonding capacity including:

- Capacity of up to \$30 million per single job along with a \$60 million bonded aggregate work program.
- For those firms that may not yet qualify for standard bonding, West Bend partners with the SBA Bond Guarantee Program. This allows for a wider degree of flexibility with underwriting terms and can help a contractor get started in developing its surety program.
- A small contractor bonding program, where underwriting is primarily predicated upon personal credit scores of the owners of the company. This is a great way to begin a new surety relationship for those contractors who have never previously had one.

We can also handle all your license/permit and other commercial bond needs. Just ask us how!