

DESIGNED EXCLUSIVELY FOR  
FRANCHISEES



## REST ASSURED...

IMA's program meets all **Choice** requirements



**IMA Builder's Risk Program**  
1,000+ Hotels Insured Nationwide

## WHY SHOULD **YOU** BUY THE BUILDER'S RISK COVERAGE INSTEAD OF YOUR CONTRACTOR?

Often, owners expect the contractor to carry Builder's Risk coverage during the construction of their hotels. At IMA, we believe it is almost always in the best interest of the owner to purchase the Builder's Risk policy.



### ADVANTAGES INCLUDE:

**1** **Reduced Cost UP TO 25% SAVINGS!**  
Many contractors mark up premium

**2** **Control Over Claim**  
Gives the owner leverage and control of the claim dollars

**3** **Protects Loss of Profits**  
The contractor cannot fully protect the owner's interest

### NOT ALL BUILDER'S RISK POLICIES ARE CREATED EQUAL

The IMA Builder's Risk program is **competitively priced** and **tailored specifically** for Choice hotels.

### FOR MORE INFORMATION, CONTACT:



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