



Market Update: Property and Insurance Technology

April 2024

## Highly Active PropTech and InsurTech Franchise

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doma

has sold certain branches of its

GOLDEN GATE CAPITAL

Showing Time

West Coast local retail title



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#### Leader in PropTech and InsurTech Advisory -





has been acquired by

///stewart







theguarantors

has received a Series C preferred







GEOPHY

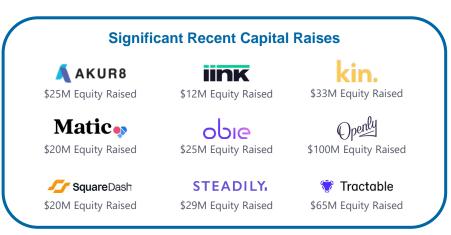




### **Executive Summary—Property Insurance Technology Market Update**

Despite ongoing market challenges, demand for Property Insurance Technology solutions remains strong as key secular tailwinds drive high-growth technology spend and adoption.

- Macro concerns around the broader tech market and higher interest rates led to a **slower 2023 in the Property Insurance Technology market**; however, there was still **\$2.1+ billion in growth equity and debt financing and 25+ M&A transactions** within Houlihan Lokey's Property Insurance Technology landscape in 2023.
- Leading secular themes and all-time highs in insurance carrier cash and total insurance premiums sold are fueling optimism for a strong 2024 in the sector.
- Adoption of software and data/analytics by insurance carriers, brokers, MGAs, and enterprises is accelerating as these solutions improve
  distribution, underwriting, claims, and risk management while enhancing customer engagement, satisfaction, and retention—helping
  optimize risk selection, revenue, forward visibility, and profitability.
- Property Insurance Technology remains an **extremely diverse and rapidly evolving market**: some end markets may be more affected by losses from natural catastrophes and litigation alongside rising claim costs, but **there is still a significant opportunity due to modern technology adoption against a backdrop of legacy systems throughout the insurance value chain.**
- Several recent high-profile capital raises and M&A transactions in the category, with a continued focus on **higher-quality assets with a demonstrated track record of profitability.** The market will increasingly value businesses that have used capital efficiently to build a strong profitability and growth profile.





## Key InsurTech Investment Themes Throughout the Property Value Chain

A	<b>Insurance Ecosystem Continues to Expand</b> (pg. 5)		All-Time High Insurer Assets	Growing Insurance Employment	Premium Growth
В	Underlying Growth in Homeowner Insurance Despite Structural Issues (pg. 6)		Demand at All-Time Highs	Higher Value of Homes and Number of Homeowners Driving Expansion	Supply Constraints Persist Due to Increased Risk
С	Climate Risk Heightens Challenges but Provides Opportunities (pg. 7)		More Frequent and Severe Catastrophic Weather Events	Rising Number of Insured Property Losses	Large-Scale Renewable Energy Infrastructure Investments
D	Demand for Analytics and Growth of Imagery and Geospatial Intelligence (pg. 8)		Rapid Growth in Insurance Analytics	Greater Understanding of Property Risks	Demand for Data-Driven Solutions to Inform the Underwriting Process
E	Increasing Importance of Compliance Within Insurance as Construction Market Gains Further Regulatory Oversight (pg. 9)		Higher Regulatory Standards Focused on Construction Sites	Higher Insurance Prices and Stricter Terms	High Profile Investments Within Construction Insurance
F	Rental Property Sector Insurance Solutions Are Rapidly Developing (pg. 10)	-	Increased Rental Activity and Stock of Rental Units	Coverage and Compliance Gaps in Rental Insurance Sector	New Solutions to Streamline the Rental Experience



### **Insurance Ecosystem Continues to Expand**

Insurance industry scale and reach continues to develop amid macroeconomic volatility.

## All-Time High Insurer Assets

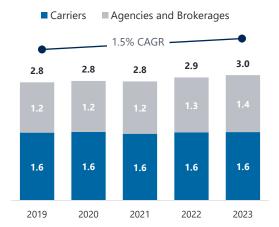
Property-Casualty Insurance Industry Total Assets (U.S., \$ Trillions)



- All-time high reached in 2023 of \$2.8 trillion of cash and invested assets held by U.S. propertycasualty insurance companies.
- CAGR of 5.1% from 2019 to 2023, a 22%-dollar value increase.
- Hold a meaningful amount of interest-bearing or linked assets (e.g., bonds, treasuries, money market, mortgages, other loans), standing to benefit from interest rates reaching the highest level since the early 2000s.

## Growing Employment Despite Industry Consolidation

Insurance Employment (U.S., Annual Average in Millions)

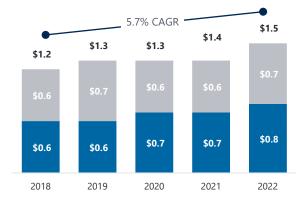


- Record employment in the insurance industry reached 3.0 million in 2023.
- CAGR of 1.5% from 2019 to 2023, compared to U.S. population growth of <1.0% in the same period.</li>
- Agency and broker employment continues to grow despite consolidation among brokers more than 4,700 brokerages were acquired from 2018 to 2023 compared to ~850 carriers.

## 3 ~6% Annual Premium Growth

Direct Written Premium (\$ Trillions)

■ Property and Casualty ■ Life and Annuity



- Direct written premium reached an all-time high of \$1.5 trillion in 2022, after a slight dip in 2020 from Life and Annuity, with meaningful growth expected in the finalized 2023 figures.
- P&C direct written premium growth in 2023 is expected to finalize at 9.0%, driven by rate gains in personal lines and commercial property.
- The top 10 insurers represented 48% of P&C direct premium written in 2022, in line with the same composition in 2008 of 49%.

Sources: FRED, NAIC, iii., S&P Global, Swiss Re Institute.

### **Underlying Growth in Homeowner Insurance Despite Structural Issues**

The outlook for homeowner insurance remains positive as demand has picked up from both a volume and value perspective despite supply constraints due to persistently high carrier losses.

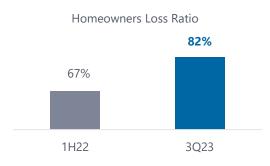
## Demand for Homeowner Insurance at All-Time Highs

Homeowner insurance premiums grew at 8% in 2023

#160.0 \$142.6 \$120.0 \$80.0 \$0.0 2007 2011 2015 2019 2023

## Insurance Providers Face Challenges Due to Increase in Complex Risk and Rise in Homeowners Loss Ratio

Uncertainty remains regarding future catastrophe losses, effects of inflation on loss costs, and loss reserve experience



15-point increase in direct loss ratio highlights legacy players' inability to effectively price and manage risk, with demand for new players to solve pain points.

## Rising Homeownership Levels and the Increased Value of Homes Drive Market Expansion

Demand for homeowner insurance is near all-time highs as homeownership rates and property valuations remain elevated



Leading Players Poised to Capitalize on Investment Theme



Sources: Wall Street Research, Quotewizard, FRED, Fitch Ratings.

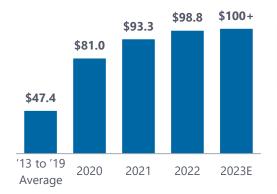
## C

### Climate Risk Heightens Challenges but Provides Opportunities

Home and commercial property markets experience significant losses from a rising number of natural catastrophes and drive demand for enhanced risk selection and monitoring solutions, while renewable energy efforts seek to mitigate climate change.

Mounting Weather Risks From More Frequent and Severe Catastrophic Events

Insured U.S. Property Losses From Natural Catastrophes (\$ Billion)



2.0x +

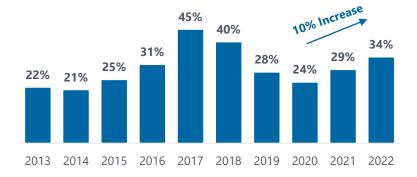
Insured property losses from natural catastrophes in 2022 versus the 2013 to 2019 average.

~7.5x

Increase in predicted losses from a 2-degree Celsius rise in global temperature.

2 States With the Largest Risks Account for a Significant Portion of Total Losses

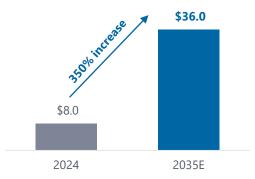
Homeowner Insurance Losses in Texas, California, and Florida as a Percentage of the Total U.S. Market



4 Leading Players Poised to Capitalize on Investment Theme

## Massive Opportunity Developing in Renewable Energy Insurance Sector

Global Renewable Energy Insurance Premiums (\$ Billion)<sup>(1)</sup>



\$358B

Global new investment in renewable energy infrastructure in 1H 2023.







Solutions Helping Solve
Climate Risk Challenges

JUPITER KatRisk

kWh analytics Mitiga

NEW ENERGY Lechnosylva C Zesty AI

Sources: BloombergNEF, iii, Wall Street Research, Yokahu.

(1) Indicates insurance premiums related to the protection of renewable energy-related assets such as solar panels, windmills, etc.

## D

### Demand for Analytics and Growth of Imagery and Geospatial Intelligence

Rising demand for analytics and an increasing number of purpose-built technology solutions have driven a digital transformation in the segment.

Rapid Growth in Insurance Analytics

Global Insurance Analytics Market (\$ Billion)



Growth driven by cloud-based digital solutions, the need to improve the customer experience, and optimizing datadriven decisions.

\$1.3 Trillion Global Value of Analytics to the Insurance Sector (Realized and Potential)

Significant whitespace and massive upside persist for continued adoption and utilization of advanced analytics.

Imagery and Geospatial Intelligence Provide Insurers a Comprehensive Understanding of Property Risks

- With the use of leading imagery and geospatial platforms, **insurers** gain a 365-degree view of policyholder risk.
- Imagery data is utilized to quantify the likelihood of natural disasters such as floods, wildfires, and hurricanes.
- Geospatial data provides detailed insights into specific properties or locations, highlighting potential environmental hazards.
- These insights inform the underwriting process, price policies more accurately, and provide more targeted coverage.

Leading Players Poised to Capitalize on Investment Theme



Sources: Marketsandmarkets, McKinsey.

## E

# Increasing Importance of Compliance Within Insurance as Construction Market Gains Further Regulatory Oversight

An evolving regulatory environment has driven increased investment within construction and property insurance, highlighted by Procore's recent launch of its construction insurance marketplace.

## Further Regulatory Standards Forthcoming Specifically for Construction...

- U.S. Department of Labor issues new guidance on workforce safety, increasing OSHA's authority to target safety non-compliance.
- The U.S. meaningfully lags other developed countries in construction safety.

**50%** 

OSHA inspections were of construction sites.

~170k

2022 U.S. work injuries in construction.

## 2 Driving Increased Costs and Tougher Terms for Construction Insurance...

- Increased underwriting scrutiny, together with poor claims experience over the past several years, have led the construction insurance market in the U.S. to become increasingly difficult.
- Higher insurance prices have been accompanied by stricter terms and conditions, while attachment points are typically higher.

~30%

Increase in base pricing in U.S. construction insurance since 2018.

**Leading to High Profile Investments Within Insurance** 

Procore Launches Construction Insurance Brokerage to Empower Builders

PROCORE®

Procore Risk Advisors combined phenomenal construction risk expertise with the unique ability to use data to represent our superior operational efficiency, risk management, and financial controls.

—Casey French, Clark Construction Inc.

Leading Players Poised to Capitalize on Investment Theme

Solutions Solving Heightening
Construction and Property Regulations





HAMMERTECH

**JONES** 





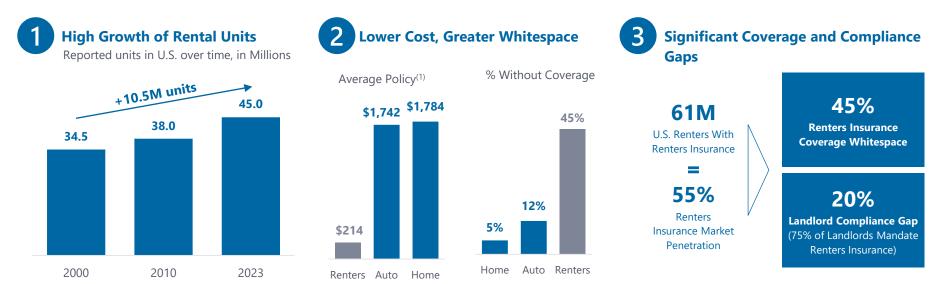
Sources: Osha.gov, Bureau of Labor Statistics, Marsh, Procore.



## F

## Rental Property Sector Insurance Solutions Are Rapidly Developing

Growth is driven by secular tailwinds in rental housing alongside developing consumer demand for better engagement and rental lifecycle management.



- The increasing cost of home ownership (and related volatility of mortgage rates in the current environment) is driving increased and prolonged rental activity alongside a rising stock of rental units.
- New solutions are offering the ability to streamline the rental experience through enhanced unit access (rent insurance), lower cash outlay (deposit alternatives), and easier coverage access (digital contents and liability).
- Landlords stand to benefit from enhanced liability coverage, better tenant engagement, and new, high-margin revenue streams that help bolster NOI.
- There is an increasing share of renters comprising high-income earners and, correlatedly, higher cost/luxury rental units.

Leading Players Poised to Capitalize on Investment Theme



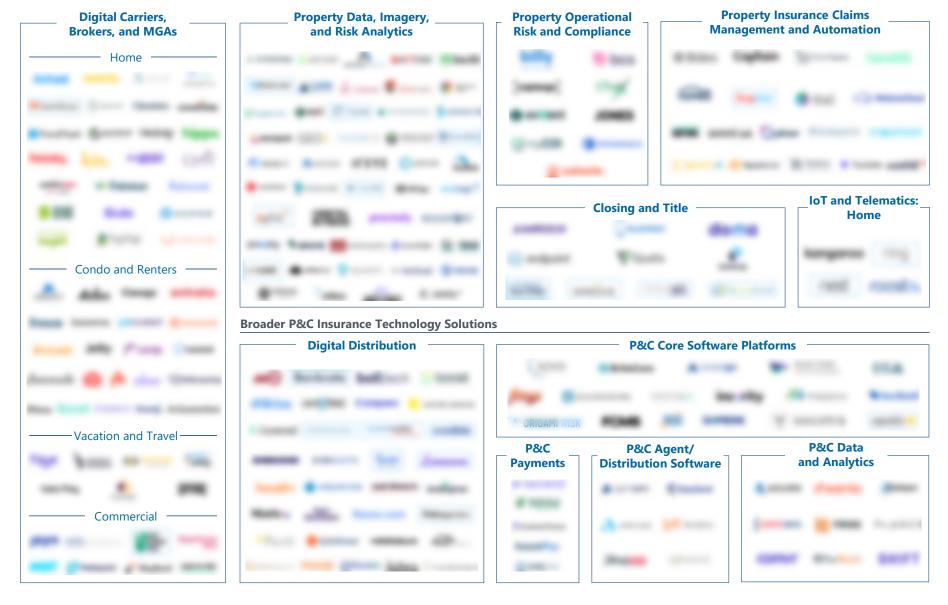
Sources: FRED, Statista, SimplyInsurance, AutoInsurance.org, SafeHome, Insurify, Repairer Driven News, Quotewizard. (1) Average renters insurance policy covering \$30,000 of personal property coverage and \$100,000 in personal liability in 2023.



# Property Insurance Technology Vendor Landscape

To view the full market map, please contact:

<u>Chris.Gough@HL.com</u>, <u>Michael.Capocci@HL.com</u>, <u>or Rip.Furniss@HL.com</u>.



### **Highlighted Property Insurance Technology Financings**

#### A consortium led by **Headline** has invested in **iink Payments**. | Announced October 19, 2023



Series A Led by

### Headline

- iink is a digital payments network that helps restoration professionals get paid more efficiently after an insured property loss.
- The financing will allow iink to invest in strategic integrations with mortgage servicing banks and insurance carriers to create an entirely digital and automated workflow, allowing restoration work to occur with greater ease and expediency.
- Other Series A participants include Motley Fool Ventures, Chartline Capital Partners, Silver Circle Ventures, and several of iink's existing investors.

#### iink Profile:

- Founded 2017
- \$12M Series A
- ~\$52M Post-Money Valuation
- 70+ FTEs
- Tampa, Florida

#### A consortium led by Eden Global Partners has invested in Openly. | Announced September 21, 2023



Series D Led by



- · Openly is a provider of personal insurance services distributed through individual agents.
- The platform offers robust premium home insurance sold exclusively by agents. The cutting-edge technology-led platform empowers agents to deliver a superior customer experience, increase agency efficiency, and improve customer satisfaction. The company intends to use the funds to expand operations and its business reach.
- Eden Global Partners is joined with participation from Clocktower Technology Ventures, Gradient Ventures, and Trinity Capital.

#### Openly Profile:

- Founded 2017
- \$100M Series D
- \$ 1001VI SCITE.
- 250+ FTEs
- 30,000+ Independent Agents
- Boston, Massachusetts

#### A consortium led by SoftBank has invested in Tractable. | Announced July 18, 2023



• Tractable is an Al platform for accident and disaster recovery.

- The platform leverages machine learning and artificial intelligence to provide instant visual assessments within the property ecosystem. The Al
  automates the insurance claims and damage assessment process, enabling real-time condition assessment and accurate repair estimates
  based on images captured via smartphones.
- The funds will be used to accelerate Trackable's expansion across the auto and property ecosystems to apply AI to cars and homes that need to be repaired, protected, recycled, or sold.
- · SoftBank is joined with participation from existing investors Insight Partners and Georgian.

#### **Tractable Profile:**

- Founded 2014
- \$65M Series E
- Processes \$7B+ in Annualized Home and Auto Repairs and Acquisitions
- · England, U.K.

#### A consortium led by Zigg Capital has invested in Steadily. | Announced July 5, 2023

#### STEADILY

Series B Led by

**ZIGG** 

- Steadily is an online property insurance coverage platform.
- The platform pre-fills data points on insurance quotes, such as the property size and the year of construction, enabling landlords to purchase insurance and address property needs directly through a mobile experience without having to go through an agent.
- The funds will be used to scale Steadily's landlord insurance offering to meet consumer demand.
- Zigg Capital is joined with participation from Clocktower Technology Ventures, Koch Real Estate Investments, Matrix Partners, Night Capital, and Nine Four Ventures.

#### **Steadily Profile:**

- Founded 2020
- \$29M Series B
- 100+ FTEs
- Beaverton, Oregon

#### A consortium led by **Battery Ventures** has invested in **Obie**. Announced May 7, 2023



- Obie is a provider of insurance to residential real estate investors.
- The unified platform utilizes data to streamline the sale of property insurance, enabling the companies to manage the real estate risk.
- The funds will be used to expand Obie's partnerships across industries and offer additional insurance products to clients.
- Battery Ventures is joined with participation from MetaProp NYC, Thomvest Ventures, GOS Capital, Brick & Mortar Ventures, Valley Oak Investments, and DivcoWest.

#### Obie Profile:

- Founded 2017
- \$25M Series B
- ~\$151M Post-Money Valuation
- Chicago, Illinois





## Spotlight on Houlihan Lokey's PropTech and InsurTech Sector Coverage

Click on the images below to access Houlihan Lokey's recent sector-specific reports.



2023 PropTech Year in Review



**Commercial Real Estate Technology** 



**InsurTech Market Update** 



**Multi-Family PropTech Market** 

### A Global Leader in Technology Advisory

#### **Partner-Led Approach**

Providing unbiased, insightful advice in the best interest of our clients, Houlihan Lokey will have **significant senior resources dedicated** to guiding clients.

#### **Key Facts and Figures**



36

LOCATIONS WORLDWIDE ~2,000

FINANCIAL PROFESSIONALS

312

MANAGING DIRECTORS(1) 2,000+

CLIENTS SERVED
ANNUALLY

\$8.8B

MARKET CAPITALIZATION(2)

\$1.8B

REVENUE(3)

## **Expertise in High-Growth Technology Sectors**

Significant experience and expertise across vertical and horizontal business management software, HCM, property tech, tech-enabled services, UCaaS, industrial tech, data and analytics, FinTech, adtech, and cyber.

2023 M&A Advisory Rankings
All Global Technology Transaction

	Advisor	Deals					
1	Houlihan Lokey	89					
2	Rothschild & Co	76					
3	JP Morgan	68					
4	Goldman Sachs & Co	63					
5	Morgan Stanley	59					

Source: LSEG (formerly Refinitiv). Excludes accounting firms and brokers.

## **Global Tech Coverage and Knowledge**

Our global footprint with offices in key M&A markets in the Americas, Asia, and Europe gives us integrated coverage, while our local roots mean that we have a strong understanding of the markets we cover.

**16** Technology Offices Globally

**150+** Technology-Focused Financial Professionals

**30+** Technology-Focused Managing Directors

#### **Broad and Deep Investor Coverage**

**29** senior officers dedicated to the sponsor community in the Americas and Europe.

Coverage of **1,300**+ private equity firms, **300**+ credit funds, and **70**+ family offices.

Catalog and deal experience on financial sponsor preferences and behaviors.

Houlihan Lokey's Capital Markets Group comprises more than 90 dedicated professionals across 12 offices in six countries that raised and advised on more than ~\$14 billion in capital in 2023.

 $Note: Ranking\ based\ on\ data\ provided\ by\ LSEG\ (formerly\ Refinitiv).\ Excludes\ accounting\ firms\ and\ brokers.$ 

- (1) As of December 31, 2023; excludes corporate MDs.
- (2) As of March 31, 2024.
- (3) LTM ended December 31, 2023.

## Our Tech M&A Team Is No. 1 Globally With Unparalleled Reach

#### **Americas**

Atlanta Baltimore

Miami

**Los Angeles** 

Minneapolis

**San Francisco** 

Washington, D.C.

São Paulo

**Boston** 

Charlotte **New York** 

Chicago

Dallas

Houston

**Europe and Middle East** 

Amsterdam

Milan

Antwerp

Munich

Dubai

**Paris** 

**Frankfurt** 

**Stockholm** 

London

**Tel Aviv** 

Madrid

Zurich

**Manchester** 

Beijing

Fukuoka

Gurugram

**Asia-Pacific** 

Shanghai

Singapore

**Sydney** 

Hong Kong SAR Tokyo

Mumbai

**GLOBAL TECH** M&A ADVISOR\*

36 **LOCATIONS** WORLDWIDE **150**+ **TECHNOLOGY FINANCIAL** 

**PROFESSIONALS** 

TECH MANAGING **DIRECTORS** 

**TECHNOLOGY DEALS IN CY23** 

**Local Technology Team** 

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