

Senior Living Soft-Market Brief

2026 · Prospect outreach · Grounded in 2026 market data

Echo Assurance says the 2026 insurance market has handed senior living operators a rare buying window. WTW's *Insurance Marketplace Realities 2026* puts nearly every commercial line — including senior living — in “soft-market territory,” and Hub's 2026 senior care outlook finds underwriters more selective than ever — rewarding operators with strong risk-management frameworks. **Our read: operators who move now buy on their terms; everyone else renews on the market's.**

WHO SHOULD SHOP COVERAGE NOW — ECHO ASSURANCE'S CALL

- **High-performing nursing homes.** Strong CMS ratings and clean state surveys are the ticket to cost-effective, low-deductible programs — and new market entrants are adding capacity.
- **Operators with clean loss history in good venues.** Professional liability forecast flat to +15%; actual primary increases down to 9% in 2Q25 from 12%. Litigious venues (NY, NJ, CA, FL, Philadelphia, Cook County IL) still face intense scrutiny.
- **Operators carrying hard-market retentions.** Raising the deductible further usually isn't the answer — 2026 data shows bigger retentions “is not providing equitable premium relief.” Restructure instead.
- **Operators with clean property loss history.** Senior living property markets remain limited — historical-loss risks face above-average increases or outright carve-outs. Lock terms in now.
- **Anyone buying umbrella/excess.** Hub's 2026 outlook: GL and umbrella/excess premiums “may drop up to 30% in some instances.”

THE 2026 RATE NUMBERS BEHIND THE CALL

COVERAGE LINE	2026 SIGNAL
Prof. liability	Flat to +15%; excess layers seeing the larger increases. Primary renewals 9% (2Q25), down from 12%; excess 13%.
Capacity	Typically \$5M–\$15M per carrier; some carriers cut excess to \$5M from \$10M.
Auto	+10% to +20%. UM/UIM and hired/non-owned auto a growing excess concern; resident transport “of paramount concern.”
Property	Limited markets; clean risks stable, historical-loss risks face above-average increases or carve-outs. Water-damage deductibles rising; BI values scrutinized.
Healthcare PL	+5% to +15%; top-50 malpractice awards averaged \$56M in 2024 (+14% vs. 2023, +75% vs. 2022).

WHAT ECHO ASSURANCE IS TELLING PROSPECTS

- 1 **“The window is open — it won't stay open.”** A rare chance to expand coverage and improve your position — but “clarity doesn't mean complacency.” One bad hurricane season or cyber event can close it fast.
- 2 **“Your loss story is your leverage.”** Favorable loss experience and venue earn flat-to-moderate pricing; CMS ratings and clean surveys earn cost-effective, low-deductible programs. The public record already prices you — make sure it tells the right story.
- 3 **“Defense costs can blow past your limits — separate them.”** Secure defense-cost coverage outside the liability limits when possible — 2026 market data backs the move.
- 4 **“Read the exclusions before you sign.”** Hunt for abuse sublimits, class-action and punitive-damage exclusions, and varying communicable-disease limitations — and keep abuse covered up the excess tower while capacity allows.
- 5 **“Property is the pain point inside the good news.”** Limited markets, rising water-damage deductibles, BI scrutiny — the carrier relationship is the strategy: “it pays dividends to foster an ongoing partnership with your property insurer.”
- 6 **“Underwriters are paying for risk maturity.”** Hub: underwriters “increasingly rewarding institutions that demonstrate strong ERM frameworks and robust governance with more favorable terms and lower rates” — while only 5% of organizations reach advanced maturity.

SOURCES

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Hub International (Gerald Stoll), 2026 senior living outlook via McKnight's Senior Living: <https://www.mcknightsseniorliving.com/home/columns/marketplace-columns/opportunities-and-headwinds-mark-expanding-longevity-economy-in-2026/>
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