

**WESTERN  
RESERVE  
GROUP**

**Annual  
Report  
2024**



## Mission

To provide quality insurance products that Independent Agents select for their clients, Customers prefer, and Employees stand behind - allowing our policyholders to insure with confidence.

## Vision

To be a leading organization providing quality insurance coverage that protects what matters most, grounded in integrity, and serving our community.

## Core Values (S-E-R-V-E)

**S**uperior Service: We make it happen

**E**xcellence: We are committed to operational excellence and financial stability

**R**elationships: We put people first and value the power of teamwork

**V**olunteerism: We support and improve the community through our culture of outreach

**E**ducation: We continuously educate ourselves to adapt and grow

# Table Of Contents

---

<b>President's Message</b>	<b>2</b>
<b>About Western Reserve Group</b>	<b>3</b>
<b>Financial Highlights</b>	<b>4</b>
<b>Selected Financial Data</b>	<b>5</b>
<b>Employee and Corporate Outreach</b>	<b>6</b>
<b>Directors and Executive Leadership</b>	<b>7</b>



## President's Message

---

After navigating the challenges of inflation and extreme weather over the past two years, Western Reserve Group (Group) emerged stronger in 2024. Our disciplined approach to the industry's headwinds has set us on a solid path to long-term stability. Thanks to the strategic actions to manage new business appetite, improve rate adequacy, and address loss costs through product adjustments, the Group is better positioned than ever to face the future with confidence.

Premium growth was strong in 2024, with the Group achieving a 9.3% increase, reaching \$350.7 million—a new all-time high. A key milestone was the Group's Commercial Lines premium surpassing \$100 million for the first time, ending the year at \$100.5 million. Both Commercial Lines and Farm segments experienced strong growth rates of 9.7% and 14.0%, respectively. Our growth aligns with the long-term strategy of maintaining a balanced business portfolio, with these segments now representing nearly 40% of our total book. We want to thank our agents for helping us reach these milestones and appreciate the continued trust and collaboration.

The Group is pleased to report significant improvement in our operational results. The Group ended the year with a combined ratio of 102.2%, reflecting a reduction in weather-related losses and notable improvements in core loss performance. When excluding the impact of targeted investments in technology, the core book of business delivered an outstanding 97.9%, our best result since 2018. Overall, the Group's combined ratio improved by more than 10 points compared to the previous year.

Commercial Lines achieved underwriting gains for the second consecutive year, finishing 2024 at 89.3%. This progress reinforces our belief that we are on the right track for sustained, profitable growth. The Group remains committed to financial stability and delivering on our promise of protection.

Alongside improved underwriting, 2024 saw strong investment performance, contributing to a return on average surplus of 9.1%. With higher asset levels and rising fixed-income yields, the Group achieved a record investment income of \$19.2 million. Positive returns from equities further bolstered our capital position, increasing by \$27.9 million—the best return on surplus for the Group since 2013.



We are confident that the actions taken over the past few years have set a solid foundation for continued success. To our associates, thank you for your dedication and hard work in leading the Group to these improved results throughout 2024. I am grateful for our employees who live our core values and give back to the communities where we work and live. To our agents, I deeply value your partnership and the trust you place in us. Finally, to our policyholders—thank you for choosing us as your insurer. We at Western Reserve Group are proud to serve you and look forward to continuing our promise for you to Insure with Confidence.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg A. Brunn". The signature is fluid and cursive, written over a white background.

Greg A. Brunn  
President & CEO

## About Western Reserve Group

---

Western Reserve Group (Group), working with professional independent agents, has provided the highest quality property/casualty insurance products, competitive pricing, and exemplary service to hundreds of thousands of policyholders.

Headquartered in Wooster, Ohio, the Group is supported by approximately 300 associates and over 3,600 licensed agents from over 700 locations.

The Group consists of Western Reserve Mutual Casualty Company, Lightning Rod Mutual Insurance Company, and Sonnenberg Mutual Insurance Company, three Ohio-domiciled property/casualty insurance companies.

As a regional carrier doing business exclusively in Ohio and Indiana, the Group has developed extensive expertise and understands the unique needs that exist for our customers. Whether it be for auto, home, business, or farm, we have programs to protect them all.

**VISIT OUR WEBSITE AT [WWW.WRG-INS.COM](http://WWW.WRG-INS.COM)**



## Financial Highlights

Thanks to strong financial performance, loyal independent agents, and dedicated associates, Western Reserve Group is poised to deliver on its promise of protection while also investing in the future.

### Direct Written Premium

Direct written premium in 2024 was up \$29.8 million and 9.3% compared to 2023 due primarily to renewal business growth of 13.2%. We controlled new business growth and implemented new underwriting actions throughout 2024 to support profitability.

2024	\$350.7
2023	\$320.9
2022	\$269.3
2021	\$246.3
2020	\$237.4

### Premiums By State

Western Reserve Group is licensed in Ohio and Indiana. Ohio remains the largest state for written premium volume representing 75.2% of the total written premium volume. We continue to strive for increased growth in Indiana through additional agency appointments.

2024	OH	\$263.9
	IN	\$86.8
2023	OH	\$241.8
	IN	\$79.1
2022	OH	\$202.7
	IN	\$66.6
2021	OH	\$185.1
	IN	\$61.2
2020	OH	\$178.1
	IN	\$59.3

### Premiums By Line

All three of our profit centers; Personal Lines, Commercial Lines, and Farm Lines, experienced direct written premium growth in 2024. Personal Lines increased 8.3%, Commercial Lines increased 9.7%, and Farm Lines increased 14.0%. Personal Lines represents 60.8% of the total book of business, while Commercial and Farm Lines represent 39.2%. The overall strategic objective is to balance the book of business by growing Commercial and Farm Lines more quickly than Personal Lines.

2024	Personal	\$213.1
	Commercial	\$100.4
	Farm	\$37.2
2023	Personal	\$196.7
	Commercial	\$91.6
	Farm	\$32.6
2022	Personal	\$162.1
	Commercial	\$79.7
	Farm	\$27.5
2021	Personal	\$149.4
	Commercial	\$72.4
	Farm	\$24.5
2020	Personal	\$149.8
	Commercial	\$64.4
	Farm	\$23.2

### Policies In Force

Through intentional Personal Lines underwriting actions and agency management strategies to improve profitability, policies in force declined by 4.3% ending at 179,088 policies.

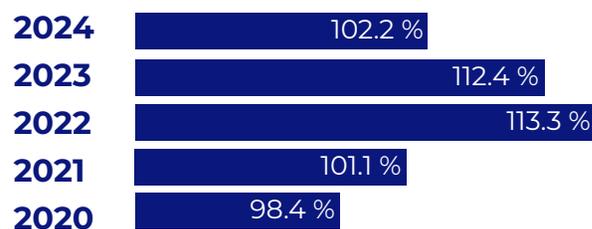
2024	179,088
2023	187,198
2022	181,280
2021	177,298
2020	175,291

## Selected Financial Data

(IN THOUSANDS)  
Years ended December 31

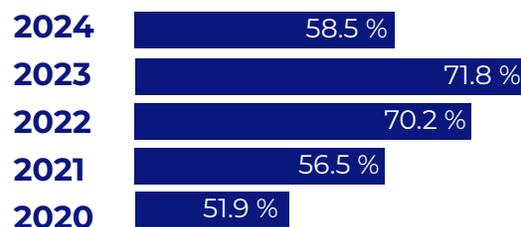
### Combined Ratio

The Combined Ratio finished at 102.2%, which was 10.2 points better than 2023 and is 3.3 points better than our 5-year average. After incurring significant weather losses in 2023, weather losses greatly diminished in 2024, contributing to the improved Combined Ratio.



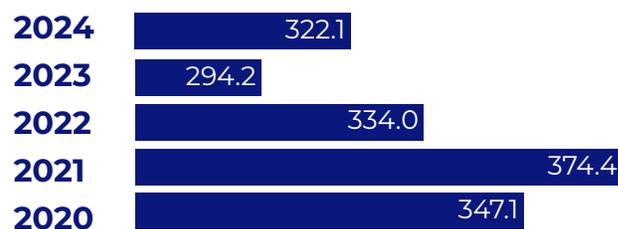
### Loss Ratio

The Loss Ratio finished at 58.5% for 2024 which was 13.3 points better than the prior year. More favorable weather results and underwriting actions lead to the improved results in 2024.



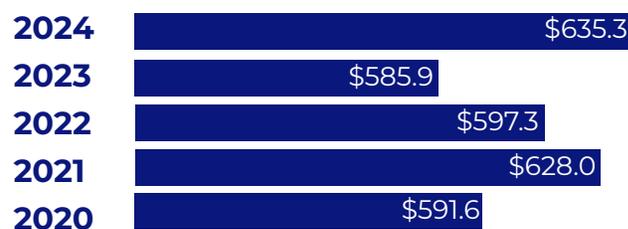
### Surplus

Surplus finished 2024 at \$322.1 million representing an increase of \$27.9 million or 9.5% due primarily to net income for the year and a decrease in nonadmitted assets. Prior year severe weather temporarily drove our surplus down below \$300 million in 2023. We remain A rated by AM Best and will continue to work to bolster our surplus through underwriting and investment initiatives to maintain our solid financial standing.



### Total Admitted Assets

Total Admitted Assets for the Group in 2024 were \$635.3 million, an increase of \$94.4 million from prior year, as a result of investment and cash management strategies deployed to meet the needs of our policyholders throughout the year.



### Net Income (Loss)

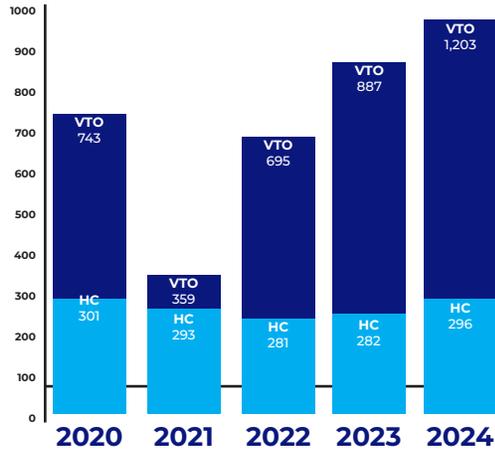
In 2024, premium growth, decreased weather losses, and strong investment returns generated \$15.9 million in net income for the year.



# Employee & Corporate Outreach

## Employee Count and VTO

Western Reserve Group has a commitment to Community Outreach and offers 16 hours of “Volunteer Time Off” (VTO) annually to every employee. In 2024, WRG Employees utilized 1,203 of VTO hours serving over 30 different organizations to help our local Community.



## Outreach

Financially, Western Reserve Group supported over 40 nonprofit organizations through fundraisers, paid casual days, and corporate donations for a total of \$60,000.



## Directors

### Kenneth L. Vagnini

Retired President of  
The Gerstenslager Company

### Eddie L. Steiner

CEO, CSB Bancorp Inc.

### Floyd A. Trouten

Director, Barnes Wendling CPAs Inc.  
Vice Chair of the Board

### Mary Legerski

Retired Sr. Director Corporate  
Compliance at Cleveland Clinic

### Kevin W. Day

Retired (formerly President / CEO of Western  
Reserve Group)

### Dorothy C. Baunach

Retired CEO of DigitalC

### Greg A. Brunn

President / CEO of Western Reserve Group

### John P. Murphy

Retired (formerly President/  
CEO and Secretary of Western  
Reserve Group)

### Jeffrey P. Hastings

Attorney and Counselor at Law,  
Chair of the Board of Western Reserve Group

## Executive Leadership

### Greg A. Brunn

President / CEO of Western Reserve Group

### David Freetage

Vice President - Chief Information  
Officer (CIO)

### William J. Galonski

Vice President - Claims, Chief Claims Officer  
(CCO)

### Michael A. Shutt

Vice President - Finance, Treasurer & Chief  
Financial Officer (CFO)

### Kay Risner

Vice President – Insurance Operations, Chief  
Underwriting Officer (CUO)



Western Reserve Group is a 2024  
Top Workplace!

## Our Mission

To provide quality insurance products that Independent Agents select for their clients, Customers prefer, and Employees stand behind allowing our policyholders to insure with confidence.

*Very happy with my adjuster and would prefer to work with her on any future claim I may have. She was prompt, pleasant and answered all of my questions. She took the worry away from an unfortunate experience.*

*I appreciated her quick responses during this time. As we don't deal with this very often so being scared and her calmness and knowledge helped very much.*

-Carol M.

*Communication was great. Made me feel at ease that everything would be taken care of very fast and efficient. I appreciate everything. Handled my claim in a timely manner. Thanks for that!*

-Holly L.

*We are so appreciative of the support our agency & clients receive from WRG. This reinforces our relationship and confidence when selling your product to our clients. Keep up the good work. We appreciate you!*

-Julie S

*My first claim experience with your company and first of any kind in 20 years. I was extremely satisfied in all aspects of the claim processing. It was fast, efficient, and accurate. The adjuster was great to work with, very professional.*

-Alyssa T.









**Western Reserve Mutual Casualty Company**  
**Lightning Rod Mutual Insurance Company**  
**Sonnenberg Mutual Insurance Company**