

Companies Investing in CTS Program Save on Liability Insurance

By now you are probably aware that investing in the InfoComm Certified Technology Specialist credential, the only AV certification recognized by ANSI and ISO, has its advantages. But you might not realize that U.S.-based InfoComm member companies that have CTS-holders on staff can potentially save money on their liability insurance.

“We were recently able to help an InfoComm member save 25 percent on their insurance because of the number of employees who are CTS certificants,” said Jeff Darling of Cooley & Darling Insurance Agency, InfoComm’s insurance broker. “While the amount of savings that an individual company can achieve will vary based on percentage of certified staff and the positions they hold, it is good to know that companies that invest in the CTS program will see some return on that investment when purchasing insurance.”

Discounted insurance provides further proof that more industries are becoming aware of the benefits of the CTS credential. “Insurers are willing to extend lower rates to companies who have invested in the CTS program because having well-trained personnel decreases the risk of liability, and the CTS exam has been recognized by outside bodies as being a fair assessment of an individual’s audiovisual knowledge based on peer-developed standards of competencies,” said Randal A. Lemke, Ph.D., Executive Director, InfoComm International.

[The InfoComm International Business Insurance Program](#) offers affordable premiums and broad coverage for owned, leased or rented AV equipment, workers' compensation, general liability and business automobiles. The InfoComm International Business Insurance Program is managed by Lighthouse Companies. For more information contact Jeff Darling, at + 1.703.881.0113 ext. 702 and provide your InfoComm member ID number.

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