



**BOB RILEY
GOVERNOR**

**STATE OF ALABAMA
DEPARTMENT OF INSURANCE
201 MONROE STREET, SUITE 1700
POST OFFICE BOX 303351
MONTGOMERY, ALABAMA 36130-3351
TELEPHONE: (334) 269-3550
FACSIMILE: (334) 241-4192
INTERNET: www.aldoi.gov**

**WALTER A. BELL
COMMISSIONER**

ASSISTANT COMMISSIONER
RAGAN INGRAM

DEPUTY COMMISSIONER
D. DAVID PARSONS

CHIEF EXAMINER
RICHARD L. FORD

STATE FIRE MARSHAL
EDWARD S. PAULK

GENERAL COUNSEL
REYN NORMAN

RECEIVER
DENISE B. AZAR

LICENSING MANAGER
JIMMY W. GUNN

BULLETIN

**TO: ALL ADMITTED INSURERS OPERATING IN
ALABAMA**

FROM: WALTER BELL, COMMISSIONER 

SUBJECT: MANDATORY SERFF RATE, RULE AND FORM FILINGS

DATE: APRIL 1, 2007

The Alabama Insurance Department is committed to enhancing Speed to Market for All Lines of Insurance. Speed to Market will only be fully realized through the use of electronic filing. The best way to achieve this is through SERFF (System for Electronic Rate and Form Filings).

Effective November 1, 2007, the Rates and Forms Division of the Alabama Insurance Department will no longer accept paper filings of any kind. This applies to All Lines of Insurance and for All Rate, Rule and Form filings. All filings submitted on or after November 1, 2007 must be filed via SERFF or will be rejected.

SERFF is a reliable and relatively inexpensive means of submitting filings that should prove less costly and more efficient for both the insurance industry and the Department. Insurers will be able to sign up for SERFF by contacting the SERFF Marketing Team at: 816-783-8787 or via email at serffmktg@naic.org. Although the mandatory deadline is November 1, 2007, insurers are strongly encouraged to immediately begin making arrangements to use SERFF exclusively. We would also encourage insurers that utilize authorized filers to make filings on their behalf to immediately notify those entities so they can make arrangements to be SERFF compliant prior to the deadline.

Insurers are also encouraged to take formal training so they can fully utilize the SERFF system. Contact information regarding training can be found on the SERFF website at http://serff.com/services_support/training.htm. There are a variety of formats, including online training.

A Data Hosting solution is also available via two authorized vendors, should insurers wish to use their services. Data Hosters are not required although they can provide services such as reporting, disaster recovery, and a process to store historical paper filings. The vendors can be accessed via the SERFF website at http://www.serff.org/services_support/remotehosting.htm

The Department would also strongly encourage the use of Electronic Funds Transfer (EFT) of filing fees as it increases the expedition of the filings, although, at this time, EFT filing fee submissions are not mandated.