

Pull out your current policy and check the box next to any coverage you can confirm is already in place — anything unchecked is worth a quick conversation with your advisor. Coverage checklist for importers and import wholesalers of finished goods. Priorities reflect typical exposure for this class; confirm against your actual products, suppliers, and customer contracts.

COREPREVALENTSITUATIONAL

— Core: almost always needed · Prevalent: commonly carried by businesses in this class · Situational: depends on specific exposure

COVERAGE	WHY THIS BUSINESS NEEDS IT	PRIORITY
☐ Products Liability	Covers injury claims from goods you import — you are usually treated like the manufacturer when the overseas maker can't be reached.	CORE
☐ Commercial General Liability	Covers premises, operations, and advertising injury claims.	CORE
☐ Ocean / Marine Cargo	Covers goods from the supplier's door through ocean and inland transit — confirm who holds the risk under your Incoterms.	CORE
☐ Vendor's Endorsement / Additional Insured	Retailers and marketplaces require it to carry your products.	CORE
☐ Umbrella / Excess Liability	Adds limits for serious injury claims; big-box retailers often require it.	PREVALENT
☐ Product Recall	Pays to notify customers, retrieve, and destroy recalled goods — products liability does not.	PREVALENT
☐ Property / Stock (incl. 3PL Locations)	Covers inventory at your warehouse, third-party warehouses, and fulfillment centers.	PREVALENT
☐ Trade Credit	Covers unpaid invoices if a major retail customer can't pay.	SITUATIONAL
☐ Customs Bond / Trade Compliance Liability	Required to import; some carriers offer coverage for penalties and defense costs.	SITUATIONAL
☐ Media / Intellectual Property Liability	Covers claims that a product, design, or listing infringes another's rights.	SITUATIONAL
☐ Cyber / Privacy Liability	Covers e-commerce sales, customer data, and wire fraud with suppliers.	SITUATIONAL
☐ Foreign Liability	Needed for staff traveling to factories or goods sold outside the U.S.	SITUATIONAL

COMMON COVERAGE GAP FOR THIS CLASS

The gap most often missed by importers is relying on the overseas supplier's insurance. U.S. courts generally let injured buyers pursue the importer when the foreign maker can't be served or has no U.S. coverage, and supplier policies often won't respond to U.S. suits at all. Indemnity from an overseas supplier is also hard to enforce. Confirm that your own products policy covers every imported line, including your own brands, and that cargo coverage starts where your risk starts under the Incoterms you use.

IMPORTANT — PLEASE READ

This checklist is a free educational tool from Cory Washington & Co. to help you review your own coverage and have a more informed conversation with a licensed insurance professional. It is general information only — not insurance, legal, or financial advice, and not a recommendation to buy, change, or cancel any policy. The Core / Prevalent / Situational labels describe general patterns observed for this class of business — what is commonly carried, not a personalized recommendation or needs analysis for your specific operations. Coverage terms, availability, limits, and requirements vary by policy, carrier, and state, and only the language in your actual policy governs what is and isn't covered. Checking or leaving blank any item above does not indicate that you are adequately insured or under-insured. Using this checklist does not create a client, agency, or fiduciary relationship. Always consult a licensed professional about your specific situation.