

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 sporting goods and outdoor retailers. Priorities reflect typical exposure; confirm against rentals, service, and regulated products.

CORE

PREVALENT

SITUATIONAL

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

COVERAGE	WHY THIS BUSINESS NEEDS IT	PRIORITY
☐ Commercial General Liability (incl. Products & Completed Ops)	Covers customer injuries, products sold, and work the store performs — binding adjustment, assembly, installation.	CORE
☐ Commercial Property & Business Income	Covers inventory and fixtures, plus lost income after a covered loss.	CORE
☐ Rental Equipment / Inland Marine	Covers the rental fleet while rented out and in transit.	SITUATIONAL
☐ Firearms Dealer Liability	Needed if the store sells firearms or ammunition — see the firearms dealer checklist.	SITUATIONAL
☐ Crime / Employee Dishonesty	Covers employee theft of high-value goods and cash.	PREVALENT
☐ Workers' Compensation	Required in most states; lifting, ladders, and installation drive injuries.	CORE
☐ Umbrella / Excess Liability	Adds limits above GL for serious rental or product injuries.	PREVALENT

COMMON COVERAGE GAP FOR THIS CLASS

The most commonly missed exposure for this class is the store's own service work. Adjusting ski bindings, assembling bikes and fitness equipment, renting gear, and installing hoops or home gyms all create completed-operations claims if something fails later. Binding manufacturers typically defend shops only for bindings on their current indemnified list, so shops should refuse unlisted bindings, document settings with customer signatures, and confirm their GL includes completed operations and rental exposure.

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.