



The evolution of contents claims

Managing complexity in a changing risk environment

Contents claims have always been a critical component of property loss recovery. Today, however, they are becoming increasingly complex. Rising replacement costs, more technology-rich households, increasing catastrophe losses, and changing customer expectations are reshaping the way insurers approach contents claims. These trends are creating new challenges for carriers while highlighting the importance of specialized expertise, consistent processes, and technology-enabled solutions.

For insurers, contents claims are no longer simply about documenting damaged property and determining replacement values. The modern home contains a broader range of possessions than ever before, from smart home technology and home office equipment to specialized electronics, collectibles, and high-value personal property. As a result, contents inventories have grown significantly in both volume and complexity.



Ten years ago, a typical contents claim was often straightforward. Today, adjusters are evaluating a much wider range of items, technologies, and purchasing patterns. The complexity of the inventory alone can significantly influence the outcome of a claim.”

Barb Vance
director, product and talent quality, edjuster



Modern Contents Claims

TECHNOLOGY-RICH HOMES

HOME OFFICE EQUIPMENT

SPECIALIZED ELECTRONICS

COLLECTIBLES

HIGH-VALUE PERSONAL PROPERTY

LARGER INVENTORIES

MORE COMPLEX VALUATION

Three trends reshaping contents claims

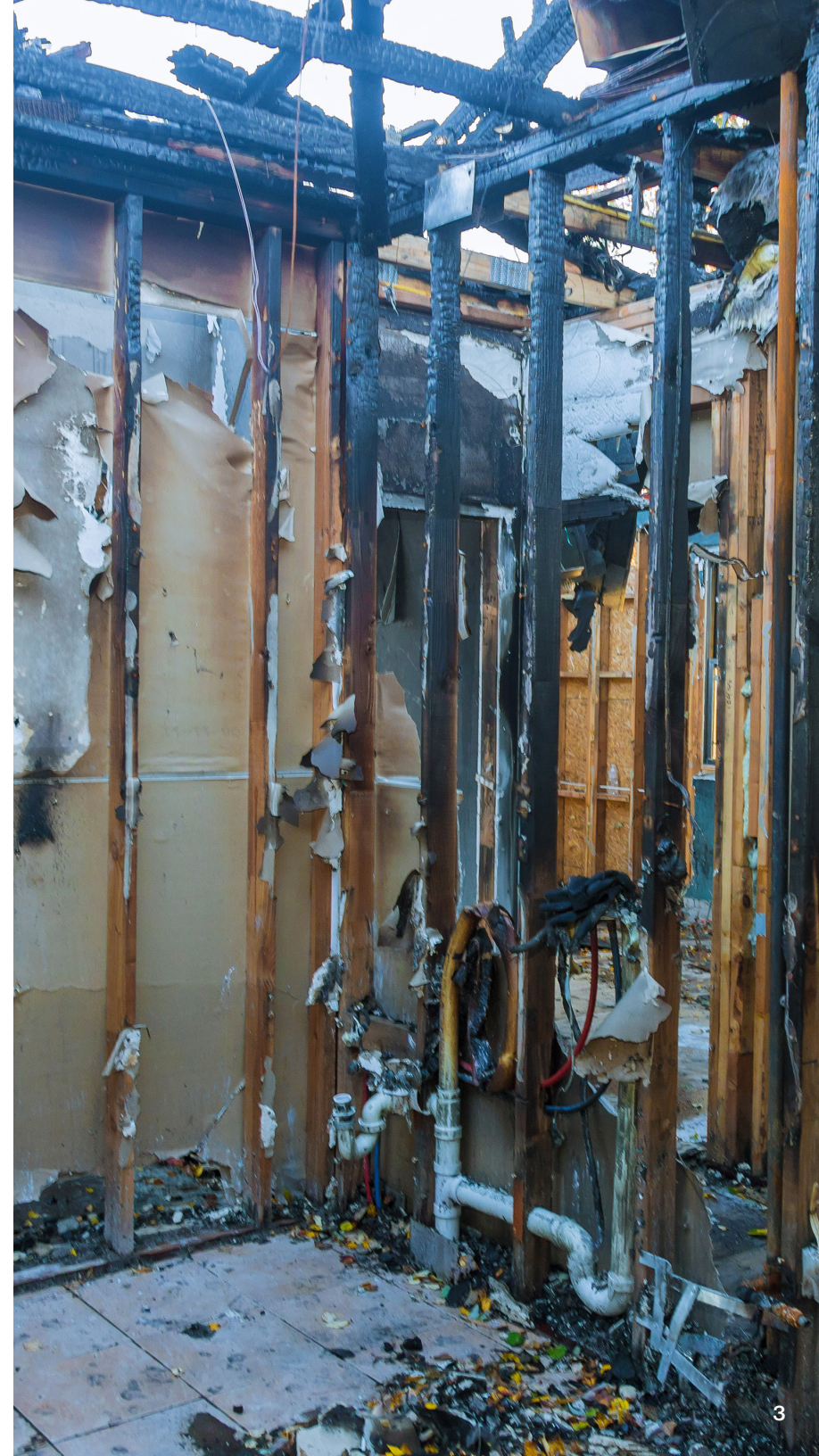
Three forces are placing new pressure on contents claims: rising claim severity, growing catastrophe exposure and higher expectations for digital claims experiences. Together, they are changing how insurers approach documentation, valuation and customer service.

Increasing claim severity

Inflation and higher replacement costs continue to drive claim severity across the property insurance industry. Furniture, appliances, electronics, and household goods cost significantly more to replace than they did only a few years ago. Even relatively routine contents losses can result in larger settlements as replacement values continue to rise.

For insurers, this places greater emphasis on inventory accuracy, valuation consistency, and policy adequacy. Small discrepancies in documentation or pricing can have a meaningful impact on claim costs when multiplied across thousands of claims.

At the same time, many policyholders underestimate the value of their contents. Following a total loss, the cumulative cost of replacing everyday belongings often exceeds expectations, creating potential challenges around limits, coverage, and customer satisfaction.





The growing impact of catastrophe losses

Catastrophe events continue to test traditional contents claims processes. Wildfires, floods, severe storms, and smoke events often result in total-loss scenarios where documentation is limited, and inventories must be reconstructed from memory.

In Canada, severe weather events have produced record levels of insured losses in recent years, increasing pressure on insurers to manage large volumes of claims while maintaining service quality and consistency. Industry-wide, insurers are balancing the need for rapid response with the requirement for accurate valuation and defensible claim outcomes.

Catastrophe events also create additional complications, including supply shortages, rising replacement costs, limited documentation, and increased demand for restoration services. These conditions reinforce the importance of structured contents processes and experienced specialists who can help insurers navigate complexity at scale.



The challenge during a catastrophe is not simply claim volume. It's maintaining consistency and accuracy while helping policyholders rebuild from what may be a complete loss."

Barb Vance
director, product and talent quality, edjuster

Technology + Expertise = Better Claim Outcomes

Technology Enables

SPEED

EFFICIENCY

CONSISTENCY

DIGITAL DOCUMENTATION

Expertise Ensures

ACCURACY

JUDGMENT

FAIR VALUATION

COMPLEX ITEM REVIEW

Technology is Raising Expectations

Technology is transforming nearly every aspect of contents claims management. Digital inventories, image recognition, AI-assisted documentation, and valuation tools can improve efficiency, reduce administrative effort, and support more consistent outcomes.

At the same time, the technology customers use every day is shaping expectations for the claims experience. Policyholders increasingly expect digital interactions, self-service capabilities, real-time updates, and faster resolutions. Claims experiences are no longer compared solely against other insurers. They are being measured against the service standards established by leading retailers, banks, and technology companies.

While AI is creating significant opportunities, the industry is also recognizing its limitations. Highly specialized items, luxury goods, collectibles, and heavily damaged contents often require expert review. Questions around restoration, replacement, quality equivalency, and valuation continue to depend on professional judgment.

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The strongest outcomes occur when technology and expertise work together. AI can accelerate workflows and improve consistency, but experienced professionals remain essential for validating information, resolving ambiguity, and ensuring fair settlements.”

Barb Vance, director, product and talent quality, edjuster

What leading insurers are doing differently

For insurers, the opportunity is to treat contents claims as a strategic part of the overall claims experience not just an administrative step. When handled well, contents claims can help control costs, reduce cycle times, improve policyholder confidence and support more consistent outcomes.

Looking ahead

The contents claim of the future will be shaped by increasing household complexity, more frequent catastrophe events, continued inflationary pressures, and growing customer expectations. Technology will continue to play a larger role in documentation, inventory creation, and valuation. However, expertise, transparency, and consistency will remain the foundations of a successful claim outcome.

For insurers, the opportunity is clear: combine advanced technology, proven processes, and specialized contents expertise to create a faster, more accurate, and more customer-focused claims experience. Those that do will be better positioned to manage rising complexity while delivering results for both policyholders and the business.

- **1 Engage early**
IDENTIFY RESTORATION OPPORTUNITIES AND BUILD ACCURATE INVENTORIES
- **2 Enable with technology**
IMPROVE EFFICIENCY WHILE MAINTAINING QUALITY CONTROLS
- **3 Apply evidence-based valuation**
USE SPECIALIST REVIEW TO SUPPORT CONSISTENCY AND DEFENSIBLE OUTCOMES

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