



Wilson News

2007 Spring

Agency News

As the busy summer months approach and we begin to look forward to the slower pace of living and perhaps more time to enjoy recreation and travel, I want to offer a few suggestions on things we may forget that are offered to help keep you and your loved ones safe.

We tend to play harder in the summer and as a result, risk of injury (to yourself or others) may become more likely. Boating, swimming and water sports can be great ways to fill a warm sunny summer day! Just be certain you educate yourself on safe and legal boating rules of the water. Remember, you have a personal liability obligation to others when they are in your boat, swimming in your pool, or fishing in your pond. Make certain that rules are posted around pools and explained to your guests. The same is true on boats or watercraft, make sure you provide life vests and make sure only experienced boaters operate your watercraft. **And remember: alcohol and boating or swimming don't mix!**

Summer picnics and family reunions are very popular in the summer and something many people look forward to. If you are providing food for a picnic remember to keep safe food practices uppermost in your mind. Be sure you store food properly to avoid any incidence of food poisoning. If you are hosting an event remember to monitor activities that include small children so they remain safe. It's also prudent to minimize exposure to alcohol for guests who may be driving.

Outdoor grilling is an all-American favorite. Gas grills save time and money and provide a healthier way to cook. They can also be a source of hazard if not operated properly, so please be sure to educate yourself to avoid injury. Keep your gas grill a safe distance from your home as the heat can cause extensive damage to the exterior siding.

DJ & Brigitta

Have a Claim?

Some important things to know about claims!

1. If you think you have a claim, we recommend contacting our office immediately. We can assist you with reviewing your deductible, claim history and procedures.
2. If you will be filing a claim, we will need all pertinent information. This means it is important to gather all details at the time of the accident/incident including information on the other parties involved.
3. Once a claim is submitted, you will be contacted by an adjuster. From this point forward, the adjuster is your primary contact. The only time the agency/ agent would get involved is if there is a problem with how the adjuster is handling the claim.
4. In order to expedite processing of your claim, it is important that all calls are returned promptly and all correspondence/ bills are submitted in a timely manner. Remember, the longer a claim is active, the more it costs the company, which in turn impacts all insureds.

WHAT IS INSURANCE?

Simply stated, it's protection against a financial loss.

Insurance is a pooled concept where we are all putting money into "the pot" for payment of claims. Because of this, it is important to understand that insurance is designed to be used for catastrophic claims and issues versus maintenance.

A recent survey by the Insurance Research Council find that 4 out of 10 people who have a homeowners policy do not understand the relationship between a deductible and a premium.

Premium: the amount of money the insured (you) pays to the insurance company in return for insurance coverage.

Deductible: the out-of-pocket expense the insured is responsible for before the insurance company pays for a claim. A deductible is used by the insurance company to encourage the insured to take responsibility for managing their insurance.

Those insureds who assume higher deductibles are rewarded with lower premiums. The insurance company anticipates that these insureds are less likely to turn in "little" claims, rather they will save their insurance for the catastrophic or true accidents.

<http://www.erieinsurance.com/SafeCsmr/UndsndIns/Default.htm>)

Did you know that a Tenant (renters) policy provides not only replacement of your personal belongings but also provides additional living expenses (temporary housing)? And you may qualify for a multi-policy discount on your auto insurance. Contact us for a quote!

PREVENT FIRES

- Clean your dryer vent! Not just once a month but every time you use it. Excessive lint presents a fire hazard.
- One of the leading causes of residential fires is the use of portable space heaters. Think carefully before using kerosene and electric heaters. There are almost twice as many fires from electric heaters as there are from kerosene heaters. However, there are between four and six times more electric heaters in homes. Both are very hazardous when not used properly.

TEN REASONS FOR RENTAL CAR COVERAGE

Although most CDW/LDW fees are considered outrageous, the insured is best advised to purchase for short-term rentals rather than relying on the Personal Auto Policy (PAP). Why?

1. Loss Valuation- your PAP covers the lesser of the "actual cash value" or the amount "necessary" to repair or replace. The rental agreement often requires the insured to reimburse at "full value".
2. Loss Settlement- there may be disagreement over the value of the vehicle or the amount charged for repair.
3. Loss Payment- the rental agreement often requires immediate reimbursement which commonly is charged to the insured's credit card.
4. Loss Damage Waiver- rental agreement may require reimbursement for more than collision.
5. Indirect Losses- the insured might be held responsible for the lessor's loss of rental income on the damaged unit
6. Administrative Expense: insured may be liable for various loss-related expenses
7. Other Insurance: The PAP says it is in excess over other policies causing potential controversy over who pays what.
8. Excluded Vehicles & Territories: The PAP may contain limitations or exclusions about which vehicles it covers and where vehicles are covered at.
9. Excluded Uses & Drivers: The PAP may contain limitations or exclusions about what a covered vehicle (including rental) may be used for and/or who may drive a covered vehicle.
10. Additional and/or future costs: The PAP includes a deductible. Also, filing a claim on your PAP could cause premium increase, loss of credits, etc.

LIFE IS IMPORTANT

| | | |
|---------------|---|-----------------------------------|
| Can of pop | = | \$1.00 |
| Snack | = | \$1.50 |
| Monthly Total | = | \$75.00 (\$2.50 x 30 days) |

If you were to spend that much a month, a male age 35 could afford a \$500,000 life insurance policy or MORE! For a female, \$700,000! If you do not need that much protection, your cost is less.

What are you worth to your family? What would they do if something unforeseen happens? Can they afford to go on? Who would pay for the home? Who would take care of the children? Do you have protection, as you would want it to be? Can you afford it? Yes, because your family being fully protected is more important than a SNACK!

We all spend \$2 to \$3 a day on non-essentials, the question is, WHAT ARE YOU SPENDING toward the most essential need your family has for their future? Let us provide you with the protection you need and can AFFORD! Contact us for a quote and to set an appointment to start your coverage as soon as possible.

Business

Spring Clean-Up Ideas:

Spring cleaning shouldn't be reserved only for your home! There are many things you can do to assure your commercial business building and premises remain safe for your employees and customers alike.

- Check parking lots and sidewalks for holes, cracks or uneven areas to avoid slips, trips and falls.
- Check exterior lighting
- Check roof for signs of wear (before a leak develops)
- Check windows and doors for signs of leaks
- Service air conditioner before using it
- Implement a regular vehicle maintenance program and ask your employees to become involved in reporting any maintenance issues as



soon as they are noticed.

- Implement regular safety meetings for employees. These meetings don't need to be lengthy...focus on one or two key items at every meeting. Ask employees for their input.
- And finally, consider implementing an incentive program to reward employees for safe work practices.

TO YOUR HEALTH

With the return of warm weather it's the perfect time to **GET MOVING!** Take advantage of nice weather to take a walk or bike ride with your family; and don't forget the family pets...they need exercise too.

With childhood obesity at an all time high, it's the responsibility of every adult to be a positive role model to influence a child to practice healthy lifestyle habits. The summer is the perfect time to take advantage of fresh fruits and vegetables as healthy snack alternatives.

And when you're done eating that healthy snack, go for a walk, play catch, shoot baskets, catch butterflies or fireflies, swim, canoe, go for a bike ride, fly a kite, play hopscotch or jump rope. Play like a kid again and teach a kid in your life how to play like a kid too. You'll both be better off for it; the reward will be eliminating stress and developing a long term commitment to a healthy living lifestyle.

Remember to talk with your children and grandchildren about safety when playing too!

About Wilson Insurance Management...

Personal: Homeowners, Renters, Automobile, Catastrophe Liability (umbrella),
Boat/Personal Watercraft, Recreational Vehicles

Commercial: Package policies, Workers Compensation, Automobile, Property, Liability,
Fire, Crime, Marine, Catastrophe, Professional Malpractice, Bonds

Life: Term, Whole, Universal, Group, Juvenile

Other: Annuities, IRA, Health

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