

Are You Covered, Are You SURE!

“Is Your Home Underinsured?”

Did You Know That 64% Of All Homes Are Underinsured By An Average Of 27%, With Some Homes Underinsured By 60% Or More? Are you one of them?

Their woeful shortfall in insurance coverage, experts say, is a plight shared unknowingly by millions of American homeowners. It has been fed largely by a shift in the way property insurance has been sold in recent years.

Dear Friend,

So let me ask you a question. If your home was suddenly destroyed because of a disaster like a fire, tornado, earthquake, flood, windstorm, lightning, explosion or any other natural or man-made disaster... how confident are you that your home would be rebuilt, your belongings would be replaced AND the Only Expense you would have is your deductible?

The 7 Dirty Little Secrets Your Insurance Company Doesn't Want You to Know!

Dirty Little Secret # 1: Guaranteed Replacement Cost vs. Extended Replacement Cost

After the natural fires and earthquakes in California and the hurricanes up and down the east coast during the 1990's, the insurance companies lost TONS of money rebuilding homes that were mistakenly insured for too little.

In a move to cut costs from claims, insurance companies began to phase out coverage that guaranteed the replacement of a destroyed home, regardless of the expense to the insurer.

In place of that unlimited coverage, which had become nearly universal, insurer's substituted a similar-sounding policy with a crucial difference: it pays only the amount stated on the policy plus, typically, an additional 20 percent to 25 percent.

The old policy was called a guaranteed replacement policy. The new one, which most Americans now have, is called an extended replacement policy. It sounds like your house will be replaced, right?

Dirty Little Secret # 2: Determining the Amount of Insurance Coverage

Insurance companies insist it is YOUR Responsibility to purchase adequate coverage! The insurance gap has been worsened by the nationwide housing boom that

has rapidly driven up the cost of lumber, bricks, cement and other construction materials. And locally, rebuilding costs have soared even higher in our most popular counties: Hamilton, Boone, Johnson and Hancock.

With the extended replacement policy, the insurance companies have deftly shifted the burden of determining how much to insure a home for, onto unsuspecting homeowners, like YOU!

Dirty Little Secret # 3: Building New vs. Rebuilding

For years insurance agents have been completing a replacement cost estimator to determine how much money it would take to rebuild your home. However, the calculations were being done incorrectly!

Most insurance companies were simply trying to estimate how much it costs to build a new home. However, the costs to build a new home vary dramatically from rebuilding a home after an insured loss.

When a new subdivision is being built, the developer realizes some economies of scale. Contractors can work their way down the street working on one house after another. If one house isn't ready, they can move on to the one next door. But, when an insurance company is rebuilding a home, it is similar to building a custom home. Construction delays are routine while one contractor waits for another to complete his job.

Dirty Little Secret # 4: Your Insurance Company is Part of the Problem!

Your insurance company will overpay to have your home built faster! All the time your home is being rebuilt the insurance company is paying for you to stay in temporary housing. They have a financial incentive to have the home rebuilt as quickly as possible.

In order to eliminate construction delays, insurance companies will actually offer contractor's a premium to place their job at the top of the list, complete the work on time, or even early!

And let's face it, the quicker the home is rebuilt, the happier the client is going to be.

Dirty Little Secret # 5: Your Insurance Agent Is Part Of The Problem!

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– Your Protection and Security are our ONLY Priority –

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Insurance agents are under intense pressure to make sales. One way an agent can keep the price down is aim low in valuing houses. The goal, they say, is to keep premiums down to keep customers from going to competitors, and sometimes even a few dollars can make a difference.

I hate to say it, but many agents are just plain lazy! Too lazy to gather all the necessary information to accurately determine the cost to rebuild a home. A few of the shortcuts they take are: performing a “quick quote”, using incorrect square footage, and using the purchase price or mortgage amount to determine the amount of insurance.

Most replacement values are determined by using a computer program. A “quick quote” uses industry averages to determine the replacement cost. Then, when a customer decides to buy coverage, the agent fails to add important details like designer cabinets and fixtures that tend to increase the home value and the cost of insurance.

The square footage in a home is the single most important part in determining the cost to rebuild. The square footage is based on outside measurements. Many agents will obtain this figure from real estate listings that use inside measurements. Or, they may simply allow the customer to guesstimate the amount of square footage in their home.

Another common mistake is the agent that uses the purchase price or mortgage amount to determine the insurance amount. Mortgage lenders often require insurance coverage based on the purchase price. But, the cost of rebuilding a home often differs significantly from the purchase price or market value.

Dirty Little Secret # 6: The Standard Policy Does Not Include Coverage For Some Of The Worst Disasters!

Some of the most devastating disasters are not covered by the standard home policy. Damage from a flood or earthquake is not covered by the standard home policy.

Most people think of rising streams, rivers, lakes and oceans when they think of flood. But 67% of all flood claims are caused by a large amount of rainfall in a short time period that causes standing groundwater to infiltrate your house. Unfortunately, in the last few years too many Hoosiers have learned the value of flood insurance.

Many areas in Indiana are right on top of fault lines and the damage could be severe. This coverage can be added at a nominal cost in most instances.

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Dirty Little Secret # 7: Your Policy Limits Coverage For The Most Common Losses!

Every policy has sublimits for the most common losses. The insurance companies are much like the casinos in Las Vegas. They are always looking for ways to stack the odds in their favor.

The vast majority of claims result from theft of personal property. The standard home policy limits the amount to be paid when valuables such as money, jewelry, guns, silverware, furs, computers, cameras, securities, credit cards and collectibles are stolen.

Your home policy does not automatically cover sump pump failure or water and sewer back-up, or identity theft. The amount of coverage that can be added to the policy for these losses varies drastically from one insurance company to the next.

Dirty Little Secret # 8: Your Credit Matters!

I know the title of this report only promises 7 secrets, but this one is too important to leave out! Consider it a FREE BONUS!

It really doesn't deal with the topic of underinsurance but, rather how your rates are determined. Because of financial circumstances, some people are tempted to cut coverage in order to lower their premiums. I believe it is of the utmost importance that you know how to get the best price for your home policy.

(Visit my website: www.2InsureMyIndianaHome.com to download my FREE Report, "8 Ways You Can Save \$ on your Homeowners Insurance – And Provide Better Protection for Yourself and the People You Love!")

Nearly all insurance companies, if not all by the time you read this report, use some form of credit scoring to determine your rates. They disguise the use of credit scores by calling it an insurance score! But make no mistake about it, the better your credit rating; the lower your rates are going to be! Now, the use of credit scores is far from standardized. On more than one occasion, I have seen people qualify for the lowest rates with one company and the highest rates with another! What this means to you is: it is best to work with an independent agent that specializes in home insurance and can offer your several companies to choose from.

The key to buying the right amount of insurance coverage is to make sure you buy enough of the right coverage to protect your home and belongings in case of a total loss.

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Get a Professional Review Of Your Homeowner's Insurance Needs To Determine The Right Kind And Amount Of Homeowners' Insurance That Is Best For You

To get your Free, *No-Risk And No Obligation Homeowners Insurance Analysis*, call us at **317-713-2959**. Or, if you prefer, fill out the Request Certificate, located on the next page, and fax, email or mail it to us. And, after we've received your request, we'll get back to you within 48 hours to set up a time to complete your Free, *No-Risk And No Obligation Homeowners Insurance Analysis*.

Let me assure you, during our meeting, you won't be asked to buy anything. In fact, I insist you *leave your checkbook at home!* It isn't important for us to do business now, or even in the future.

The purpose of the Free, *No-Risk And No-Obligation Homeowners' Insurance Analysis* is for me to share some important ideas and information with you. This way, you'll be able to learn how to best protect your home and your family's future.

And, if it works out that we can help you...great. We'd love to.

But, if we find you have a better buy, are adequately covered, or can improve your coverage by making a few changes with your current insurance company, we'll let you know. There's absolutely no obligation on your part, whatsoever.

Warmest regards,

Steve Shoultz

"Your Protection and Security are Our ONLY Priority"

P.S. By the way, if you would like for us to send a copy of this special report to a family member, friend, or co-worker, please call us at **317-713-2959**.

P.P.S. Even if you think you already have the right insurance protection for your home, getting an all important professional "second opinion" to confirm your good judgment will give you even more peace of mind. So, arrange for your Free, *No-Risk And No-Obligation Homeowners' Insurance Analysis* today. Fill out the Request Certificate, located on the next page, and fax, email or mail it to us today.

You'll be extremely glad you did.

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Your No-Risk And No-Obligation Homeowners’ Insurance Analysis Request Certificate

YES! I want to speak with you to make sure I have the right insurance protection for my home and valuable assets. I understand, during our conversation, I won't be asked to buy anything, and there will be no pressure and absolutely no obligation whatsoever. The purpose of our conversation is simply for you to share some important ideas and information with me, so I can make sure I'm getting the best buy for my money.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

The best day and time to reach me is: Day: _____ Time: _____

Do you have a homeowners’ insurance policy right now? Yes _____ No _____

If Yes, what is your monthly or yearly premium? \$ _____ a month \$ _____ a year

If you'd like to learn how you can protect your family's dreams in case you die unexpectedly, ask for your FREE copy of the special report called... *“How To Make Sure Your Spouse And Children Won't Have To Suffer Financial Hardships In Case You Die Prematurely!”*

Do you want a copy of this free special report? YES _____ No _____

Comments: _____

To get your Free, No-Risk And No-Obligation Homeowners’ Insurance Analysis...

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