



*Steve Shoultz's*



# “PRIORITY NEWS”

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14074 Trade Center Dr., Suite 138, Fishers, IN 46038 Phone: 317-713-2959, Fax: 317-536-3933

## Inside This Issue ...

- Coppinger Exhibits.....Page 1
- Insurance Review is Important.....Page 2
- “Ask Steve”.....Sidebar
- Strictly Business.....Page 3
- Steve's Blog.....Page 4

Thank You!  
Thank You!

Thanks to all our clients who graciously referred their family, friends and associates to our agency. We build our agency on your positive comments. We couldn't do it without your help!

### This Month's Winners

Jennifer Anderson, Gene Ott, Jeff Hood, Amy Cope, Nancy Elwartowski, Arturo Iniguez

The GRAND PRIZE WINNER will get a 3 day cruise anywhere Carnival goes, including \$600 air fare.



## Coppinger Exhibits

This is a one stop shop from design of your trade show through the set up and tear down at the end of your show. If needed, they even have the capability of storing your exhibit until your next trade show.

The graphic design department will work with you to deliver the message you are trying to deliver. Whether your design requires your exhibit to be portable or permanent, with or without audio visual, Coppinger Exhibits has a solution for you.

Before you go to your next trade show, I recommend you talk to Mike Coppinger. You can reach him at **317-913-1400** or visit their web site at [www.coppingerexhibits.com](http://www.coppingerexhibits.com).

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## "ASK STEVE"

Ask me any question about insurance or how to prevent claims and I'll give you the answer. Simply call, write, fax or email me your questions. You will receive a personal reply immediately, plus if I feature your question in the newsletter you will receive a free gift as a token of my appreciation. After all, your question may help many others too.

**Steve**

I just bought a new car. Do I have insurance until I call my agent?

Jim, Noblesville, IN

Dear Jim,

You have coverage equal to the vehicle it is replacing or the vehicle that has the most amount of coverage on your policy. Some policies will provide temporary coverage for as long as 30 days.

I suggest logging onto my web page, [www.priorityrisk.com](http://www.priorityrisk.com), as soon as you get home with your new car and click the link "Policy Changes" and complete the form. You will need to provide the year, make, model and vin number of the vehicle, as well as, the name and address of the lien holder.

Or you can call my office at 317-713-2959 24/7.

\*\*\*If I don't respond within 24 business hours, please call to verify that I received the information.

*Steve*

## Insurance Review is Important!

June is here and the year is almost half over. It seems like just yesterday it was January. The year is going fast but the changes for the insurance industry are coming even faster! After experiencing record breaking profits the last several years, many insurance companies are expecting an underwriting loss for the first time in 7 years. Now is the time to prepare for the coming hard market.

I think it is more important than ever to complete a review of your insurance program. That's why I'd like to meet with all of my clients, either by phone or in person, to review all their insurance policies. Now is the time to prepare for the coming hard market. We need to discuss the steps you need to take to make sure you continue to receive the very best rates possible.

Additionally, you may have had significant changes in your life or business which affect your insurance needs. When was the last time we had a detailed discussion about your personal needs? What things have changed in your life since we last spoke? It has been my experience that many clients don't think about their insurance when they make major changes or purchases. Yet, overlooking these changes can be very costly, both financially and emotionally, if you experience an uncovered loss.

For personal lines customers, some of the more common changes are: purchase of high valued items such as jewelry, guns, silverware and/or other collectible items, or a new addition to the house that significantly increases the value of your home. For my business clients, it could be the purchase of new equipment or an increase in staff size.

When you receive your next renewal, please call my office to schedule a review of your policy(ies). After all, "Your Protection and Security are my ONLY Priority".

### Try to Explain This to an Insurance Company!



## Tip of the Month

### Good Student Discount

Does your student have a B average – 3.0 on a 4.0 scale? You pay more for insurance if your student is under a B average. Most insurance companies will use the most recent report card OR the cumulative grade point average.

If your child is just under a B average, it may be possible for him/her to bring up the grade in an easier class. Many student's will "coast" in an easier class and be content with a B. With a little effort, many can earn an A which can offset the C they earn in a more difficult class such as chemistry or calculus.

The fact the insurance is less if the student has a B average is often an incentive for them to bring up their grades, which is always a good thing.

"Steve was outstanding to work with. He took us through the entire process, start to finish, putting logic behind the text. Thanks again, Steve!"

Blake Bartling, Indianapolis

"We are very pleased with Priority Risk Management & with Steve. You did a great job in saving us money & at the same time increased our coverage. It is so nice and comforting knowing we have someone who cares and will be there if we should ever need them in regards to any claims we might have."

Riley & Dianne Bradford, Carmel



## Strictly Business

### *Do you know what your experience modification factor (mod.) is?*

I am surprised at the number of business owners I speak to that do not know, let alone understand, the impact their experience mod has, not just on their workers comp premium, but their entire account.

Simply put, a workmen's comp experience modification is the ratio of your actual workers comp losses to losses expected of an employer in your industry. An experience mod of less than 1.00 means your losses are fewer and/or less severe than the average company in your business classification.

On the other hand, a mod of 1.0 and above means that your claims frequency and/or severity is at or above the average company in your business classification. The experience mod is a determining factor in your workers comp insurance premium. If your company has an experience mod of 0.85 then you are receiving a 15% discount from the base rate.

However, the experience mod can also affect the amount of discount you receive on the rest of the package. When your underwriters are trying to obtain a quick snapshot of how well a company is run, therefore how profitable a company they may have to insure, one of the first pieces of information they require is the experience mod of the company.

If your experience mod is greater than 1.0, you should be taking active measures to reduce your mod. The Priority Risk Management Review is the tool we use to help you lower your mod.

If you need help lowering your mod, contact us today.

## Tell Others About Us And Win a Prize

Referrals are the lifeblood of any business, and there's no better source than you, our clients. This month, we honor

**Gene Ott, Realtor for FC Tucker.**

who spread the word of our agency to his clients and brought us new clients. For this referral, we present **Gene Ott with \$25 Gas Card..** Thank you, **Gene Ott.**

Next month's referral business prize winner could be you. Just mention **Priority Risk Management** to a friend, relative, colleague, whomever. Thank you in advance.

*"Opportunity is missed by most people because it is dressed in overalls and it looks like work."  
...Thomas Edison*

## Steve's Blog

### If I have an accident, what should I do?

This is a common question I hear all the time. It is better to be prepared so that when the accident occurs, you know what to do.

- Stop the car and get help for any injured persons.
- Call the police.
- Protect the accident scene. Prevent further damage to the vehicles by setting up flares or getting the cars off the road.
- Take pictures of everything: the cars, the other driver, the position of the vehicles.
- Obtain the name, address, phone number, insurance information, driver's license number and plate number of the other driver and any and all witnesses.
- Each driver and witness should write down (twice) their description of what occurred, sign and date. Then each driver can keep a copy.
- **DO NOT ADMIT FAULT!**
- Call me as soon as possible.

I hope this list will help you, but mostly I hope you are never in an accident.