



Steve Shoultz's



“PRIORITY NEWS”

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“Steve,
Thanks for the prompt,
professional service.”

Mike Davis
Noblesville, IN

“Wow! Super Service AND
saved us bundles of money!
Thanks, Steve.”

Brenda Zeis, McCurdy
Mechanical, Fishers, IN

“Steve, I can't thank you
enough! When my house
burned I just knew the
insurance company would
be hard to deal with, but you
were with me every step of
the way to make sure I
received everything I
deserved and more! Thanks
for turning a disaster into a
positive experience.”

Paula Earleywine,
Indianapolis, IN



Happy Thanksgiving!

I know, it is hard to believe that the holidays are almost upon us. My how time flies, it seems like just yesterday I was starting Priority Risk Management. I can't believe I took a leap of faith a little more than 3 years ago and opened the doors on August 1, 2005.

Nevertheless, I wanted to take this opportunity to thank all my Great Clients, YOU, for your business. I would not have a business without you. You are appreciated! My business is growing steadily thanks to loyal clients like you.

Many of you have taken advantage of my “Just Keeping Talking” referral campaign and have helped me grow my practice by referring your friends, family and business associates. Don't forget, the drawing for this year's Grand Prize, a 3 Day Caribbean cruise for 2 and \$600 airfare, will be held on Jan. 7, 2009 at Logan's Roadhouse on 82nd Street. Of course you are all invited to the drawing!

I truly feel blessed and thankful for all the good things in my life. I'd also like to thank my family for all their help and support. A very special thanks to my wife, Emily. As many of you know, my oldest daughter Sara was married this past summer. It was great to have all our family and friends together as we celebrated her special day. Soon my daughter Kayla will be graduating from high school and joining her brother, Mark, at Indiana University. My youngest son, Doug is now a freshman in high school and learning to drive. Once he has his drivers' license, Emily and I will almost be empty nesters!

Thanks again for your business, loyalty, trust and referrals. Have a Great Holiday Season!!

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

Shelley Johnson, Daryl Franklin, Penny Head, Michelle Shaffer & Jennifer Anderson



The GRAND PRIZE WINNER will get a 3 day Caribbean Cruise including \$600 air fare.

You too can be a winner!

My best new clients call me because you recommend me, so...I LOVE it when you "Just Keep Talking" about the special treatment and low prices you receive from me!

3 Chances for YOU to Win!

CHANCE #1

- 3 free lottery tickets, AND

CHANCE #2

- 1 chance to win a \$25 Gas Card, AND

CHANCE #3

- 1 chance to win the Grand Prize

On January 7, 2009 we'll conduct a random drawing from all chances at the Grand Prize.

THE GRAND PRIZE WINNER will receive two tickets for a 3 day Caribbean CRUISE from Carnival Cruise Lines plus up to \$600 air fare.

You are the best advertising I can get!

Open Enrollment

It is open enrollment time and health insurance has increased again. Is there any reason why we should not purchase an individual policy?

You bet there is! The one major advantage and it's a biggie. Once you are insured under your employer's plan, you will always have health insurance, no matter what your health conditions, as long as this employer offers this benefit.

Under an employer group health plan, your employer can switch companies and under the Health Insurance Portability Act, the new company must insure all employees that were previously on the plan, regardless of their health conditions. Under an individual health insurance plan, you will always be required to meet their insurability guidelines.

In other words, when you pick an individual health insurance company, you need to be prepared to stay with that company until you are eligible for Medicare. Keep in mind, if you become uninsurable on an individual plan and wish to return to your employer's plan, the employers insurance company can refuse to insure you.

This is a complicated subject and I have just scratched the surface of the issue with this very brief answer. I encourage you to call me to discuss your individual situation in detail.

Remember at Priority Risk Management **"Your Protection and Security are our ONLY Priority."**



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Here are More Sobering Statistics:

- According to The Centers for Disease Control and Prevention (CDC), motor vehicle crashes are the leading cause of death among U.S. teens, accounting for 36 percent of all deaths in this age group.
- The risk of motor vehicle crashes is higher among 16- to 19-year-olds than among any other age group, and per-miles-driven teens ages 16 to 19 are four times more likely than older drivers to crash, says the Insurance Institute for Highway Safety (IIHS).
- Risk is highest at age 16, and the crash rate per miles driven is twice as high for 16 year olds as it is for 18 and 19 year olds, according to the IIHS.
- IIHS statistics show that 16- and 17-year-old driver death rates increase with each additional passenger.



The Staggering Cost of Insuring Teen Drivers

Ask any parent who has just added a kid to the family's insurance policy and they'll tell you how expensive it is to have a teen behind the wheel. But the overall cost of teen driving is as tragic as it is staggering.

According to a recent report from AAA, car accidents involving drivers 15 to 17 cost society more than \$34 billion in medical expenses, property damage and related costs in 2006. AAA also reports, in 2006 drivers ages 15 to 17 were involved in approximately 974,000 crashes that injured 406,427 people and killed 2,541.

Parents can reduce the high cost of insuring their teen drivers. There are special discounts that can really make a big difference in how much you will have to pay for your teen to drive. Some of these discounts include:

- **Good Student-** If your teen driver has a "B" average or better, you can save up to 10%.
- **Multi-policy-** If you insure your home and cars with the same company, you can save up to 15% on both policies
- **GPS Teen Driver Monitoring System-** There is one company that offers a 15% discount for installing this unit in the teen driver's car
- **Safe Driver-** If your family has a clean driving and claims record, you can save up to 15%
- **Good credit-** Some companies reward responsible customers based on their credit. This can be very significant and can save you as much as 35%.

The bottom line is that the most responsible families will pay the lowest premium. Stress to your teen that avoiding tickets and accidents is most critical to not only keeping your insurance rates down, but of course, assure the safety of your teen driver and others.

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

Penny Head

who spread the word of our agency to her clients and brought us new clients. For this referral, we present **Penny Head with a \$25 Gas Card**. Thank you, **Penny!**

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.

“Thanksgiving dinners take eighteen hours to prepare. They are consumed in twelve minutes. Half-times take twelve minutes. This is not coincidence.”

Erma Bombeck

Steve's Blog

HIGHER PREMIUMS IN 2009?

I have been forecasting a hardening of the market due to underwriting losses. The sudden down turn of the financial markets will serve to only hasten the arrival of the hard market.

On Oct 20, Progressive announced net realized pre-tax losses in the investment portfolio of 1.36 billion dollars for the months of Aug. and Sept. By comparison, the total value of their investment portfolio is approximately 12.7 billion dollars. No doubt, they will experience similar losses for the month of Oct.

Progressive was quick to point out that while they have less operating capital, they continue to have all they need today to meet the regulatory requirements. Shortly after their Aug. release, Fitch Ratings affirmed Progressive's AA+ Insurer Financial Strength rating with a stable rating outlook.

What does all this mean? While Progressive is still very financially sound, they will need to raise additional capital to replace the recent losses. This can only be done one of three ways: write more business, increase premiums or lower expenses. I will leave it to you to decide which course of action you think they will take.

While Progressive was quick to announce the results, surely there are more companies to follow with a similar story.

In addition to watching your 401K plan shrink while gas prices shoot through the roof, you should be anticipating increases in your insurance premiums in 2009.