

The **ROSS** Review

The Newsletter of Ross Insurance Agency LLC

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WHY WE'RE DIFFERENT

We're Dedicated – We're celebrating 50 years of enduring commitment to developing and maintaining quality relationships with our clients.

We're Accessible – No voice mail, no automated push-button systems. Just solid advice from a real person you know by name, plus evening and weekend hours that are convenient for you.

We're Professional – We respect your time and the fact that you have better things to do than worry about your insurance. As an independent agent we work with over 40 companies to find the best combination of coverage and price.

We're Fast – Whether it's a claim or a simple car change, we move FAST. Our staff is dedicated to getting your request or your claim handled quickly and professionally.

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It Could Happen To You!

No Umbrella? You May Get Soaked.

It's an icy winter morning, and you're running a little late. After dropping off the kids at school, you hurry off to work. But the salt truck missed that spot before the stop sign, and before you know it, you're pumping your brakes but nothing is happening. You're not going very fast, but you're sliding through the intersection and nothing's going to stop you...except that other car. Bang!

There are countless ways you can find yourself in front of a judge or jury without committing a crime.

You just collided with an expensive luxury sedan being driven by a promising young doctor on his way to morning surgery. His airbag deployed, and although it could have been much worse, his right hand was injured and has suffered permanent nerve damage – he'll never be able to operate again.

You're not hurt, and the cars get fixed. But then comes the lawsuit. You check your policy and find you have liability limits of \$300,000, so you should be fine, right? Wrong! When the judgment for the other party's loss of future earnings is handed down, it's for \$2.4 million! The insurance company writes out a check for the \$300,000 limit, and you're now on your own with a balance of over two million dollars. Now what? Whatever personal assets you have are on the table.

It might happen in your automobile, or perhaps the neighbor child torments your dog and gets bitten in the face?

Maybe someone at your holiday party has a bit too much to drink and has a horrible accident on their way home? There are countless ways you can find yourself in front of a judge or jury without committing a crime. And with the love affair our society has with lawsuits, you could easily end up on the wrong side of a very large judgment.

But it doesn't have to be that way. Enter the Personal Umbrella Policy. This little superhero of a policy can provide BIG limits of extra liability protection for a very small premium. It won't cover liability due to any business or commercial exposures, but offers an extra layer of liability coverage over and above certain minimum required limits on your personal auto and homeowners policies or over a rental property.



Personal umbrellas are written in million dollar increments, and can range anywhere from \$1 million to

(continued inside)

Money Saving Tips

In tough economic times, we're all looking for ways to save money without leaving gaping holes in our personal protection program. Here are some simple ideas that can help you get more for your insurance dollar.



Eliminate Those Costly Fees

Many insurance companies charge installment fees, cancellation fees and reinstatement fees. These fees can add up to some serious money over time. Consider paying annually or semi-annually to cut down on the number of installments. You may also elect to pay your premium through "electronic funds transfer" (EFT). Payments can be automatically swept from a checking account, and often with no installment charges.

Increase Your Deductibles

Call us to review your deductible levels. Over time, values can go up, but deductibles remain the same. This can leave your deductible too low, and your premium too high. Bumping up your

deductible can save money that is more effectively spent on higher limits of liability, a renter's policy, or maybe a personal umbrella.

Re-think "Full Coverage"

Not to be confused with "full tort", full coverage on your auto policy is the comprehensive and collision insurance that covers you for damage to your auto in the event of an accident, vandalism or theft. Eventually, most vehicles reach a point where the book value of the car simply isn't worth spending money to protect. If your vehicle is over 10 years old, it may be time to review this with our personal lines team, do the math, and figure out if this coverage is worth keeping.

An Overall "Review"

If it's been years since you sat with one of our agents and did a comprehensive review of your personal insurance program, this can be a tremendous investment of 15 or 30 minutes of your time. During this type of "tune-up" we might find additional discounts, annual mileage or distances to work have dropped, young drivers have moved away from home...a whole host of ways we may be able to save you money. If nothing else, at least you'll come away with a fresh understanding of your policies and peace-of-mind knowing you have the coverage you want and need.

Dear Ross Agency

Q: If a tree falls on my property, am I covered?

A: If it falls due to a windstorm or lightning and causes damage to a structure (such as a fence or your home) or blocks a roadway/driveway or access to the home, then your policy will pay for the removal as well as the damage it caused.

If the tree doesn't block access or cause damage, then your policy probably won't pay for removal. The exception would be if the tree is struck by lightning and the damaged tree must be removed. Most homeowners policies will limit the amount they pay for removal.

What if your neighbor's tree falls on your property? Most people assume their neighbor is responsible for any damage, but that's usually not the case. This claim would get turned in to your homeowners insurance carrier. The exception may be if the tree was in danger of falling and you had notified your neighbor of this in writing before the loss occurred.

What if a tree falls on your vehicle? Your homeowners policy will not pay for damage. Only comprehensive coverage under an auto policy will pay for this type of damage.

More questions? Call our friendly service team.



It Could Happen To You (cont'd)

\$100 million. The cost for the typical \$1M umbrella for the average one-home, two-car family is only about \$150 to \$200 per year. Not a lot of money for peace-of-mind.

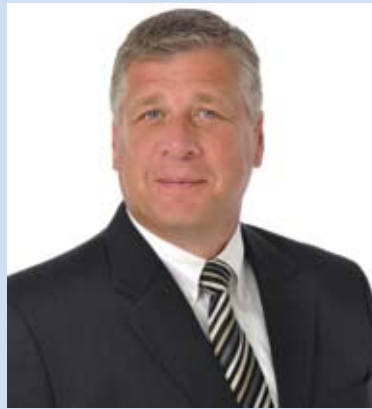
Of course, this always brings us to the question of "How much is enough?" This is an impossible question to answer with any confidence because no one knows what the future holds. There is

simply no way to know if you're going to be sued or how much you're going to be sued for. This leaves only one sensible option: Get pricing on various levels of umbrella coverage, discuss with one of our agents what you feel your exposures are to these types of risks, then pick a level of coverage that both fits your budget and provides you with a better night's sleep.

Remember, being sued for big dollar amounts has very little to do with your earnings or what you have. It has everything to do with protecting the lifestyle you and your family have come to enjoy. Talk to your agent and make sure you have proper umbrella protection. This is a critical piece in your personal asset protection program. Without it, you could be in for stormy weather.

Customer Corner – Paul Davis Restoration

A National Company that is locally owned and operated, Paul Davis Restoration and Remodeling is an emergency service and restoration company that specializes in handling crises with one of our most valuable assets, our homes. Owner Stephen Rotay assures you that from a minor water incident to a devastating fire, Paul Davis can provide the peace of mind of working with trained, certified professionals. Our service and performance has gained us the recognition of being named Central Pennsylvania's #1 Restoration Company by the Central Pennsylvania Business Journal. If you or your company have



Owner and GM Stephen Rotay

concerns about disaster readiness or need someone to turn to regarding construction or contents damage, remember: **CALL PAUL.**

“We’ve dealt with Ross Agency for our employee group benefits for years now. We’ve even changed carriers in that time, and the folks at Ross have always been there to handle questions and provide the best value for our money. Health insurance is a major issue these days, and a big part of keeping our staff happy and well-protected. We can’t say enough about the level of service and personal attention the Ross Agency staff has provided. We recommend them without hesitation.” Stephen Rotay

Meet the Risk Family

Ralph and Rita Risk have been insured with our agency since before their first child (John) was born. Now that John is finally graduating from college and set to move out, Ralph and Rita know they should call us to review their coverage.

So, while John is busy searching for an apartment and Rita is packing away some of his stuff, Ralph calls our office. He wants to know what changes he needs to make to their insurance program now that his son will soon be on his own. Ralph has many insurance issues to consider:

If John decides to take the summer off and spend time going cross-country, would his things be covered while they're in storage? Are all the nifty electronics (GPS, etc.) he's loaded into his car covered? If John wants to rent a car, is his roommate covered to drive it? What if they drive to Mexico or Canada?

How much would a short-term health policy cost? John will need a policy until his new employer's coverage starts.

What affect will John's roommate have on Ralph's insurance? Is his roommate covered on the auto policy, or under the renter's insurance?

In the end, all it takes is a quick stop by our agency and the Risks get all the answers they need to make the proper insurance choices. And John is now well on his way to setting up his own insurance program.

Whenever you experience a significant lifestyle change, don't forget to call us to make sure your insurance still suits your needs.

(The Risks are fictitious characters designed to represent typical situations our valued clients may face.)

Do You Hear Wedding Bells?

Planning a wedding is a wonderful and often expensive venture. That's why we offer policies to cover your special day for as low as \$160.00. From the actual ceremony to the reception, our new Wedding Protector Plan can cover:

- Added expenses or lost deposits
- Cancellation or postponement
- Photographs & video expenses
- Special attire & jewelry
- Liability & liquor liability

Next to saying "I Do", this could be the easiest part of planning your wedding! Give us a call or visit our website for details. Go to rossinsuranceagency.com and look under the "Personal" tab for Wedding Protection.



Is Your Property More Than 25 Years Old?

Make Sure Your Coverage Is Up To Code

Replacement coverage means the insurance company will pay to repair or rebuild only the “damaged” portions back to the way they were before the loss. You may have to do much more than that to meet the new building codes. Without what is called “Law & Ordinance Coverage”, you may have to pay for these additional upgrades yourself. Examples could be handicapped bathrooms, handicap ramps, elevators or sprinkler systems.

Most insurance policies provide a small amount of law & ordinance coverage – usually not more than \$10,000 for commercial properties and 10% of your

dwelling limit for homeowners. This amount may fall way short if you’re forced to meet ADA requirements, or re-wire your entire house.

The good news is that you can add more law and ordinance coverage to your insurance policy. You can purchase a limit of your choosing to help with the



cost to meet new codes or ordinances. If you own a building or home, especially one that’s more than 25 years old, contact our office for a quick quote on the cost to add this coverage.

If you’d like more information on code compliance in your neighborhood, check your township’s website – many now have local codes online for easy access, although, easy access doesn’t make for easy reading! If you’d like more information on how adding this coverage to your policy can protect you, contact the Ross Insurance Agency service team today.



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