

Gotcha Covered

Frimark/Keller & Associates

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Happy Holidays & Happy New Year
From Your Protection Team



Wishing all of our clients, friends and families a safe and healthy holiday season and year to come!

Happy Holidays!

Howard, Bob, Beth, Kate, Keith, Kelly and Vicki

Bob's Notes

I just want to start by saying how much we appreciate all of our friends who put their trust in us to handle their insurance for family and business. Believe me, it is humbling to know that we have earned your trust, and many of you have given me compliments on some of our team members throughout the year. Those stories are wonderful to hear, because it shows that our people care about you, our clients. I thank you all for doing business with our agency. All of us here know that you have many choices for your insurance,

but you chose us. We are grateful.

This is a joyful, yet reflective time of year. This year, I lost a number of people who were close to me. That happens more often the older we get, but it doesn't get any easier. It makes me feel good to know that we help people when they need it most, when tragedy strikes. If we've done our job, we will be there to make your life easier. I hope we can develop that relationship with you.

We are professional people, dedicated to

protecting your family and business with competitive and comprehensive products and world class service. We also are committed to being a force for good in our community and our world. We highlight some of those things we are involved with in our newsletter, Facebook page and website. We will continue to donate our time, talents and treasures to these endeavors. I will try to live up to these challenges of 2016. To all, have a blessed Holiday season, a Merry Christmas, and a Happy New Year.

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We would like to dedicate this year's newsletters in Memory of

Nancy Frimark

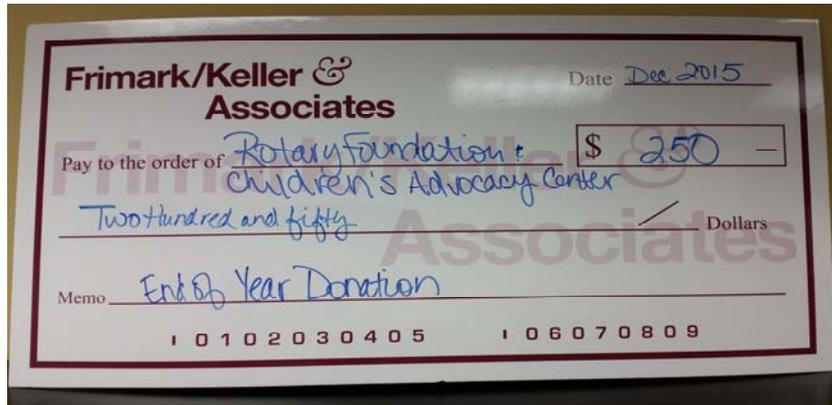
She will be forever missed

THANKS A MILLION REFERRAL PROGRAM

Thank you to all of our clients, family and friends who referred new clients to our agency.

With your referrals we were able to donate \$250 to Rotary Foundation and \$250 to The Children's Advocacy Center.

We are so happy we could help both causes!



At the end of **December**, we will pull a winner from all the clients who made a referral for a **43" TV**. Look for that winner in our next quarter's newsletter and on our Facebook page (www.facebook.com/FrimarkKeller)

We love to receive referrals! Just ask your friends and family to call us at 847-907-4520 for a free no obligation insurance quote! Our foundations will benefit with each referral whether we are able to help with the referral's insurance needs or not!



This Just In...

We can now text our clients!

Please make sure we have an up-to-date cell phone number for you.



Getting in the Christmas Spirit here in the office. Merry Christmas from all of us at Frimark/Keller & Associates



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Quick Tips From Your Insurance Team



Kate Leahy
Commercial Lines Manager

Why There are Audits

There seems to be much confusion, as of late, regarding Workers' Compensation and General Liability Audits. All Workers' Compensation and most General Liability Policies are auditable because they are rated on ESTIMATED figures, (exposure basis of cost, sales, payroll, etc.), given to us by clients. These policies are always audited at the **end of each policy period.**

Depending on the audit findings there can be an Additional Audit Premium due from the client **OR** a Return Audit Premium due to the client. This is stated clearly in the insurance policy itself. After the **Renewal Policy** is issued it is often endorsed to reflect the audit. If the audit results in a large increase **OR** large decrease in exposure basis the renewal policy will be endorsed to reflect the audit and the result is either an additional premium **OR** a return premium.

Another item that seems to be confusing is Certificates of Insurance. If you hire someone to work for you, **ALWAYS** collect a certificate of insurance from that person or company as proof of insurance coverage for them. Otherwise you **WILL** be charged at audit for their insurance, not to mention it is very dangerous to hire an uninsured person or company. So the best piece of advice I can give you is **NEVER** hire anyone without insurance coverage, and if you want to hire them and they do not have insurance, refer that person directly to me and I will obtain insurance for them. Also, when you collect a certificate of insurance from anyone working for you **ALWAYS** make certain you are named as an additional insured on that certificate. If you have any questions or concerns call me. I am here to assist you.

Replacement Cost v. Market Value

One of the biggest questions we get asked from homeowners is how much to insure their home for. When you purchase a house, the mortgage company requires the homeowner to obtain insurance prior to closing. Most homeowners assume the amount of the dwelling coverage will be equal to the amount they paid for the house. This is incorrect in some cases.

Market value is the price you paid for your home. **Replacement cost** is the cost it will take to rebuild your home in the same spot, same size and same quality of construction, at today's costs. Insurance companies use the replacement cost valuation. These can be two different numbers.

For insurance purposes, you should insure your home to 100% of it's replacement cost. This ensures the ability to rebuild the entire house, the way it is now, in the event of a total loss.

To make sure you are insuring your home correctly discuss the details of your home including: square footage, number of bedrooms, bathrooms, kitchen, basement, fireplace, etc. Insurance companies use a formula to generate the correct replacement cost. The coverage amount and premium might be a bit higher, but you will be properly insured. After a claim occurs is not the time to find out your insurance is not adequate. Having 100% replacement cost on the dwelling takes away this possibility.

Give me a call to discuss your options or if you would like to make sure your home is properly insured.



Keith Armstrong
Personal Lines Manager

Watching Out For Thieves on Your Doorstep

You know the pleasurable feeling you get when you arrive home after a hard day at work or running errands to find that special package you ordered waiting on your doorstep? It's great right? As we increasingly shop online, sometimes for pricey items, let's say it's something we'll be looking forward to more and more. What if you got home and it wasn't there? What if you check the retailer or shipper's website and it says that it was delivered? Chances are you are a victim of a growing crime trend— theft on your doorstep. Thieves patrol neighborhoods looking for these items and sometimes stake out homes that they know

get regular deliveries.

It's time to take action to protect what is yours. Here are some ideas:

- Arrange with a neighbor and leave a note on your door asking for the items to be delivered to them.
- Ask a neighbor to keep watch and bring in any packages they see.
- With expensive items, insist on signing for delivery. That way the carrier won't leave it if you aren't home.

- Try to schedule shipments when you know you will be home.
- Buy and secure a large security box that you leave open but that locks when the lid is closed.
- Have it delivered to a mailbox if the vendor permits this.



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Our number ONE focus
is YOU



Independent Insurance Agents

WIN! WIN! WIN! TRIVIA CONTEST

This quarter Frimark/Keller & Associates is sponsoring a Trivia Contest and offering you a chance to win a \$5 scratch off lottery ticket. Test your knowledge! Answer the question below and you could be this quarter's winner. The entry closest to the correct answer to the following question will be the winner. If more than one person has the exact same answer, the winner will be the person whose name is pulled from a hat. Write your name and answer, then fax to 847-907-9479, mail this page to 1920 Thoreau Drive, Suite 114, Schaumburg, IL 60173, or email your name and answer to vicki@frimarkkeller.com. Good Luck!

What are the names of the twin Mars rovers that landed on Mars in 2004?

Which one is still working on Mars?

Your Name: _____

Address or Contact Details: _____

Your Answer: _____

Last Quarter's Winner:

Congratulations to Ed Thommes for correctly answering last quarter's trivia question! For the correct answer **Ed** has won a \$5 scratch off lottery ticket. **Last quarter's question was: Twelve years ago, a new online store revolutionized the way we buy and listen to music. What was it?** Answer: Apple's iTunes Store