

-Special Report for Homeowners-

Insurance Insider Reveals Little-Known Secrets:

# 9 Secrets To Really Saving On Homeowners Insurance That The Insurance Companies Don't Want The Public to Know!



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**By Don Hastings**

Your home is probably your most valuable asset. ***It is also a huge risk for you financially.*** What if something happens to it? A fire? A flood? Vandalism? What if someone visiting you slips, falls and suffers a serious injury? And sues you? An accident like that could put a dent -- or worse -- in your financial security.

For most people, insurance is a mystery. They know they need to have insurance for their homes (mortgage lenders require it), but they don't understand the coverage provided by the policy. And they don't know which insurance companies offer the best -- the best! -- prices. Because they don't understand the product, many people think insurance is a rip-off, **and it is -- if you pay too much or buy coverage you don't need.**

All homeowners insurance is not created equal. In fact, almost none of it is. *There are thousands of different products out there, from hundreds of insurance companies.* How do you find the insurance and the insurance company that are best for you? You read this special report and tap into my vast knowledge of the products and the companies that offer them.

I am an insurance "insider." A licensed member of the "club." I've sold the product. **I know what kind of insurance fits your needs. And I know what insurance companies sell this kind of insurance at the best -- lowest! -- price.** Because I've specialized in the insurance needs of homeowners and their families, I have decided to dedicate myself to solving for you some of the mysteries of homeowners insurance.

## 9 Secrets to Saving



Now that you know the basics of a Homeowners insurance policy, here are 9 ways you can pay less. In many cases, you can get the same level of coverage for fewer dollars.

1. **One Insurer, Multiple Policies** -- Do you have an automobile insurance policy? If so, is it with the same insurance company that provides your homeowners insurance? If the answer's no, *you're paying too much -- for both policies*. Almost every insurance company that sells homeowners insurance wants its policyholders to also buy auto insurance from that company. These insurers offer so-called multi-policy discounts. Usually, *these discounts are at least 10%* -- and some insurers apply the discounts to both the auto and the homeowners/renters policy.
2. **Raise Your Deductible** -- The deductible is the amount you pay before insurance kicks in if you have a claim. For example, if you have a \$250 deductible and you file a claim for \$1,000 in damage to your home, you pay the first \$250 and your insurer pays the balance, \$750. The higher the deductible you choose, the more you pay. Also, though, the higher deductible, the less you have to pay for your policy. Depending on the insurance company, you can save between 12% and 37% if you have a deductible of \$500 to \$5,000.
3. **New Is Better** -- Insurers really like newer homes. That's because it's less likely something will go wrong with the electrical, heating and plumbing systems. In addition, the structure itself is in better shape. *Insurers offer discounts of as much as 8% to 15% if your residence is new.*
4. **Location, Location, Location** -- Where do you live and what is your home made of? If you're in the Eastern United States, it's better from an insurance perspective to have a brick or masonry residence because such a structure has a greater resistance to wind damage. By contrast, frame homes are better in the earthquake-prone West. *The right structure in the right region can save you 5% to 15%.* Further, if your home is near a fire station, you will pay less for homeowners insurance. If you live in an area that is prone to flooding, you may be required to buy a flood insurance policy, which costs about \$400 a year. If you are not required to buy the coverage and still live in a flood-prone area, your homeowner's policy will not provide coverage for losses arising from flooding.
5. **Insure the House, Not the Land** -- Nobody is going to steal your land. Fire and high winds won't "destroy" it. As such, when deciding how much homeowner's coverage to have, don't include the value of the land, only the value of the house and any other buildings on the property. *If you include the value of the land, you're paying too much.*
6. **Don't Insure What You Don't Have** -- Each year, you should review your policy to see what coverage you have for your possessions. If you have made a major purchase, you will want to increase your limits of coverage, **but what if you sell something or somethings? You don't need as much coverage.** Pay particular attention to items that are covered by endorsements or "floaters" to your policy, items such as jewelry and computer equipment.

7. **Better Safe(r) Than Sorry** -- Smoke detectors, burglar alarms and deadbolt locks are usually worth discounts of at least 5%. **You can get even bigger discounts, 15% to 20%, if you install a sophisticated sprinkler system or an alarm system that rings at the police station or a security company.** However, not all of these systems qualify for discounts. Before you install one, check with your insurer to find out what type of system qualifies for a discount and how much you would save on your premium if you installed the system.
8. **Group Discounts** -- Some insurers offer discounts to certain business or alumni associations. If you are a member of such an association or associations, ask the director(s) of the association(s) if there are any insurance companies providing discounts to association members.
9. **Don't Jump Around** -- If you've been with an insurer for a while and you like that insurer, stay put. **Some insurance companies automatically have discounts for policyholders who have been with the companies for a certain number of years.** For example, 5% for at least three years, 10% for at least five years.

## Is Your Coverage Adequate?

I won't kid you. There's more to this insurance game than saving money. In fact, while it's nice to lower your insurance costs, it's probably even more important to make sure you, your loved ones and your assets are covered adequately. It's not a pleasant thought, but ***insurance is about worst-case scenarios. It's also about peace of mind, knowing that you have the worst-case scenarios covered.***

Because I know peace of mind is so important, I am willing -- actually, I'm excited -- to reveal to you the secrets about insurance. ***Secrets that ensure you have all the protection you need.***

***Why would I just give these secrets away? Because it's just as good for my business as it is for you.*** I want to let you in on the knowledge I have accumulated as an insurance industry professional and insider. I want to do this because I have found, time and time again, that generosity and the willingness to provide really great service come back to me. Ten fold. In fact, that's how I have built my business.

## Two Steps to Protection

There are two basic steps you can take to protect your and your family's financial well-being:

1. **Have an insurance specialist conduct a risk analysis of your home, car(s) and family.** How can you adequately address your risks with insurance if you don't even know what these risks are? I've found that most people face more risk than they know. Because everyone is different, it's not like you can ask a friend or relative to assess your insurance needs -- unless they are insiders in this business. ***If you haven't had your risks assessed by an insurance professional, you could be inviting financial disaster.*** You need a professional, a knowledgeable insurance insider, to put together a comprehensive insurance plan that truly protects you. Our office will do that for FREE.

2. **Don't trust the financial protection of you, your family and your assets to an insurance agent who is not a homeowner's insurance specialist.** A specialist? Absolutely. Look, insurance is a huge industry. *There's insurance for everything. And nobody can specialize in all of it.* In fact, a professional independent agent can specialize in only a few niches -- and really understand them. And I do. I've studied the homeowners insurance market in our community for years.

I know:

- ◆ Which homeowner's insurers have the best rates.
- ◆ Which give the most discounts.
- ◆ And which provide the best claim service.

I will give you this information for FREE. No charge. No obligation. I do this because I've built my business on my reputation. I never hard-sell insurance. I'm in the service business. The better service I provide, the better it is for all of us.

**My clients stay with me because of my service – and they refer me to their family and friends.**

At Informed and Insured, we believe we serve families in our community better than anyone in this area -- in any profession. We believe this because we spend a lot of time with our clients, determining their needs, their level of risk, and finding the perfect insurance program for them.

So if you want to protect yourself, your family and your assets from a crisis or catastrophe or just see if you can save money on your insurance, call one of our offices at 757.273.6104 or 804.344.8411. My staff or I will be glad to help.

Sincerely,

*Don*

Don Hastings



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