

CRAWFORD INSURANCE AGENCY

SO YOU KNOW

Climate Change Is Debatable. The Risk It Poses Is Not.

Volume 7, Issue 1

December 2012

Inside this issue:

Company Highlights 2

Risk Management 101 2



Don't text and
drive - I don't !



One call for all your
insurance needs:

- **Auto**
- **Home**
- **Life**
- **Disability**
- **Business**

There are initiatives in process throughout the insurance industry that will likely impact the structure of your homeowners policy. These changes are a result of sustained variations in Ohio weather patterns, and the elevated **frequency** and **severity** of homeowners claims statewide. Companies will approach these changes in various ways, so it's important to understand the modifications underway across the industry.

Ohioans witnessed the transition in our weather. Since 2002, the number and the severity of catastrophic weather events has steadily increased across the state. These weather patterns have impacted homeowners and the insurance industry alike, leading to a sharp increase in weather-related insurance claims. *More than half of all homeowners' premiums paid now go to claims for severe storms (more than three times the number it was just 15 years ago).*

Climate scientists predict a trend toward more extreme events in years to come. A recent report by the Intergovernmental Panel on Climate Change forecasts more frequent heat waves, blizzards, flooding, droughts, and elevated thunderstorm/hail activity.

Insurance companies are addressing this trend in several ways. Some are increasing base rates across the board (in some cases significantly) to generate additional revenue to cover the increase in claims. Others are instituting new deductibles for specific parts of your home (i.e. **the roof**) or for specific perils (i.e. **wind and /or hail**) that will shift a larger portion of future losses to the policyholder. Most insurers are adopting an approach that institutes a combination of both price adjustments and deductible changes.

Even with the changes seen across Ohio, we are very fortunate that the Buckeye State is still considered one of the most affordable insurance markets in the nation.

At the CIA, we will help you understand your current coverage and how these changes impact you. We can explain why Ohio insurance companies are taking this necessary action, and offer any additional information you may need.

We are committed to serving your insurance needs and earning your trust. Please contact us at any time for more information on ways to **maximize** your insurance coverage and **minimize** your premium cost. We're here to help!



Dwight Crawford

**More than 90% of Americans
now live in places considered
at moderate-to-high risk of
wildfires, hurricanes, floods
and other disasters !**

The most likely compromise will be similar to the resolution U.S. coastal areas chose over a decade ago. The remedy was using a separate deductible for claims caused by wind or hail (typically 2% of the dwelling coverage – capped at \$2,500).

For claims as a result of other covered perils (i.e. fire, theft, lightning, etc.) your policy's fixed deductible will likely remain unchanged.



The CIA is fortunate to have two agents on staff who have earned degrees in Insurance and Risk Management.

Both **Dwight Crawford** and **Derek Crawford** earned their degrees from The Ohio State University. We are currently the only agency in Ohio that offers their clients the benefit of professional agents with this educational advantage.



CRAWFORD INSURANCE AGENCY

Asset Protection Specialists



4224 Fulton Dr NW
Canton OH 44718-2822

Phone (330) 493-1010
F A X (330) 499-3723
Toll Free (877) 997-2327

WE'RE ON THE WEB !

www.CRAWFORDINSURANCEAGENCY.COM

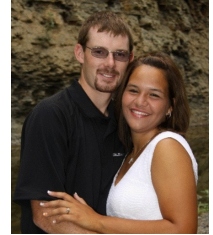
Company Highlights

2013 is going to be a very special year for us as both of our children are going to be married.

Courtney will become **Mrs. D.J. Kramer** on **June 29, 2013** in Norwalk, Ohio.

Derek will be married to **Emily Husted** on **September 14, 2013** in Canton, Ohio.

Our children have always made excellent choices for their friends, and they have made exceptional choices in their future spouses. We feel blessed and are excited for the upcoming events.



GOOD PEOPLE - GREAT SERVICE - HONEST VALUE

Risk Management 101

Choices to Help You Lower the Cost of Protection

HIGH TECH

- Buy a navigation system to prevent you from doing unnecessary driving.
- Evaluate the cost/benefit relationship of purchasing an energy efficient heating and cooling system.
- Consider replacing your land line with a cell phone. Affordable plans are now available which also include camera capability and free long distance.
- Install a home or office backup generator system for uninterrupted power.

LOW TECH

- Save money by buying rechargeable batteries so you can function during a power outage.
- Schedule to have your furnace ducts cleaned.
- Have a plumber install a *water pressure based* sump pump backup system. The cost is minimal compared to the inconvenience and mess of water and sewage.
- Verify the operational status of smoke detectors and carbon monoxide (CO₂) detectors.

NO TECH

- Clean out the basement and get rid of a ton of old crap. Do it today!
- Clean out the garage because your spouse likely stuffed a bunch of junk from the basement there.
- If you're old enough to *remember* Elvis, have gutter guards installed. The King would tell you the cost is small compared to a very painful injury and an extended hospitalization.
- Leave a radio on when you're away from home to confuse potential burglars.



Copyright 2012
CIA Information Services
All Rights Reserved