

Here's the information you requested!
Special Report for Homeowners

Insurance Insider Reveals Little-Known Secrets:

9 Ways You Can Save \$ on Your Homeowners Insurance -- And Provide Better Protection for Yourself and the People You Love!

By Dan Delgado

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.

Replacement Cost or Actual Cash Value

Your homeowners policy does not provide coverage for all potential catastrophes that could damage or destroy your home. ***Earthquake and flood are two "perils" for which there is no***

coverage. (You can get coverage for earthquake and flood damage in a separate policy.) You do have coverage for losses related to fire, smoke, lightning, wind storms, hail, explosions, vandalism and theft.

There are different ways to insure your home, both the structure and your personal property. Let's take the structure first. **There are two types of coverage: replacement cost and actual cash value.** Replacement cost is better for you, the homeowner. Under replacement cost coverage, the insurance will cover the cost of replacing the part of the structure that is damaged, up to a maximum dollar amount. Under actual cash value, the insurance will cover the cost of replacing the damaged structure minus an allowance for depreciation. If you have an older home, that allowance could be quite significant. Most homeowners insurance policies use the HO-3 policy form – this includes replacement cost for the home and attached structures.

Your contents - Replacement Cost or Actual Cash Value

You can either insure your belongings for their actual cash value, which pays to replace your home or possessions minus a deduction for depreciation, up to the limit of your policy. Or you can opt for replacement cost, which pays the actual cost of replacing your possessions (no deduction for depreciation) up to the limit of your policy.

Suppose, for example, a fire destroys a 10-year-old TV set in your living room. If you have a replacement cost policy for the contents of your home, the insurance company will pay to replace the TV set with a new one. If you have an actual cash value policy, it will pay only a percentage of the cost of a new TV set because the TV has been used for 10 years and is worth a lot less than its original cost.

Generally, the price of replacement cost coverage is about 10 percent more than that of actual cash value.

So how much insurance should you have? ***You should insure your home for what it would cost to rebuild it if your residence were destroyed.*** How do you find this out? This is part of our job and we can have an answer for you in no time. All companies use a "Replacement Cost Estimator" (REC) this is a tool that is used to help estimate what it would cost to rebuild your home, while they are not perfect REC's are useful.

In the home construction world, building costs are calculated on a square foot basis. As such, to determine the cost to rebuild your home, take the square footage of your house and multiply by the average per square foot building rate in your area. Of course this doesn't account for any upgrades but like the RCE it gives you a good estimate.

Homeowners policies also have limits on coverage for such items as jewelry, fine art, fire arms, computer equipment property used in business and more. Read your policy and see what these limits are. For example, the standard policy will provide a maximum of \$1,000 coverage for your jewelry if it is lost or stolen. If you have lots of jewelry, fine art or computer equipment, you should consider purchasing a special personal property endorsement or "floater" that provides the coverage you need.

Speaking of need, ***you need to take written and visual (still pictures or video) inventories of everything you own in your home and in other buildings on the property.*** Include all furniture (indoor and outdoor), appliances, stereos, computers and other electronic equipment, hobby materials and recreational equipment, china, silverware, kitchen equipment, linens, jewelry and clothing. For the major items (computers, televisions, stereo systems, etc.), write down the serial

number, make or model number, purchase price, present value and date of purchase of each item. If you have the receipts for the items, attach them to the inventory. **Make at least two copies of the inventory and store one of those copies offsite -- a safe deposit box is a good place.**

9 Ways to Save \$

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

1. **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 \$1,000 deductible and you file a claim for \$1,500 in damage to your home, you pay the first \$1,000 and your insurer pays the balance, \$500. The higher the deductible you choose, the more you pay. Also, though, the higher deductible, the less you have to pay for your policy. What you need to do is check to find out if a higher deductible, say \$2,500, would reduce your premium enough to justify your additional risk. There is no generic answer or percentage decrease all insurance companies are different.
2. **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 assumed to be in better shape. *Insurers offer discounts of as much as 8% to 15% if your residence is new.*
3. **Wind Mitigation Discounts** – This is a report in itself and yes it's been written email us at mitigation@zipdrip.com and it will be sent to you. A few Items considered are:
 - Roof covering – Many houses have a newer roof if it meets the 2001 Florida Building Code or the 1994 South Florida Building Code you get a discount.
 - Roof deck attachment
 - Roof to wall attachment – this one is easy to get.
 - Opening Protection
4. **Location, Location, Location** -- If your home is near a fire station and fire hydrants, you will pay less for homeowners insurance. Proximity to title water may reduce the number of company options that are available. If you live in an area that is prone to flooding, you may be required to buy a flood insurance policy. If you are not required to buy the coverage and still live in a flood-prone area, your homeowners 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 homeowners 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.* Mortgage companies may want you to insure your home up to the amount of the loan – they can not make you or the insurance company over insure your house. This is against the law.
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. **Type of Construction** – CBS/masonry home are less expensive to insure.
 - They Stand up to hurricanes better
 - And are less likely to be a total loss as a result of a fire
8. **Where There's Smoke . . .** -- There's fire. *Smoking (unattended cigarette butts, etc.) produces more than 23,000 residential fires in this country each year.* That's one of the reasons insurers have discounts for monitored security systems.
9. **Guarded/Gated Communitites** – They do have fewer left and vandalism claims.

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. Tenfold. In fact, that's how I have built my business.

Three Steps to Protection

There are three 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. **Use an independent agent.** There are several ways home insurance is sold in this country. Some people buy it by calling a toll-free number and talking to an employee of an insurance company. Others take advantage of direct mail offers. And some buy from agents who represent just one insurance company. ***A direct mail piece is not going to be able to assess your level of risk. Do you really want an insurance company employee to be your agent?***

And what happens if the agent who represents just one company doesn't have the kind of insurance coverage you need? You need someone who's going to work for you. And you need someone who can offer you several options. Someone who can go to numerous insurance companies and compare their products and prices. Someone who, if necessary, can place parts of your insurance program with more than one company. Do you want a good price? Do you want options and flexibility? And do you want protection against worst-case scenarios? There's only one option here: Use an independent agent.

- 3. Don't trust the financial protection of you, your family and your assets to an insurance agent who is not a homeowners 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 homeowners 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.

Did you know?

That most homeowners insurance policies have an exclusion "Ordinance or Law" exclusion means that an insurance company does not insure for loss caused directly or indirectly by any Ordinance of Law requiring or regulating the construction, demolition, remodeling, renovation or repair of property (check your policy for the complete details about this exclusion). Simply put -- this law means that if there is any city, county, or state ordinance or law that increases the cost to fix the damage to your home -- it is not covered by your policy unless your agent adds an Ordinance or Law endorsement. An example of the need for this coverage could be -- you have a total loss from a hurricane. While attempting to reconstruct your home you discover that the county now requires that home be higher above the crown of the road than the existing foundation is. The additional cost of removing the old foundation, Bringing in fill dirt and pouring the new foundation is not covered. How much would this cost you??? For this reason it is very important that you add to your homeowners insurance policy an endorsement that will protect you from this potentially catastrophic loss. The Ordinance or Law endorsement comes as a percentage of what your home is insured for, usually 10%, 25% or even as high as 50% of the insured value of the home. In other words if your home is insured for \$200,000 and you have Ordinance or Law coverage that is 25% of the insured value you would have \$50,000 of protection. You should demand at least 25% Ordinance or Law protection.

This endorsement is even more important for all policies that insure homes that received their building permit prior to 03/01/02, on 03/01/02 building code were drastically changed making an Ordinance or Law endorsement necessary. Please ask if you have any questions concerning this or any of the other things I mention.

This is an example of one of the items that can be glossed over by an agent but you can see how important it is.

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

I believe I serve families in our community better than anyone in this area -- in any profession. I believe this because I spend a lot of time with my 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 my office. My staff and I will be glad to help.

PS If you want more information concerning what the different types of coverages mean to you email us at homeinsprotection@zipdrip.com and we'll get it to you immediately.

PSS We have dozens of free reports and information on our website visit us at www.thedelgadogroup.com

PSSS Oops, by the way – don't forget to call 778-5555 or 465-1478 for you homeowners insurance quote. We can also help with your flood, auto and umbrella liability insurance.

LOOK WHAT OUR FRIENDS HAVE TO SAY

A friend of mine suggested I call The Delgado Group after my homeowners insurance more than doubled. I am so very glad I did. I was thrilled with the courteous and professional service I received and they saved me more than \$1,500 by switching me over to another company, thanks Delgado Group!

Daniel Bin, Vero Beach

I've had my homeowners insurance with The Delgado Group for 6 years when I called about my renewal I was told that I should get a wind mitigation form filled out. I did this and saved \$1,147 for the year on my homeowners insurance. I'm glad The Delgado Group keeps track of ways I can save money on my insurance.

**Robert Dooling – Fort Pierce
Client Since 2002**

My old insurance company decided to non-renew my homeowners insurance at the height of hurricane season. I was a little stressed to say the least.. I contacted Dan at the Delgado Group and he found me not only an insurance policy for my home, but I now have more insurance coverage for less than I was paying those other guys. Thanks Dan.

John & Nora Simons-Sebastian, FL