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W.B. WHITE INSURANCE & FINANCIAL SERVICES

News and Tips to Make Your Life Easier and Safer for our friends and clients

Inside This Issue ...

How To Avoid Home Losses That You Must Pay Out Of Your Pocket! ... Page 1

Are YOU The Client of the Month? See Page 2 to find out if you won!

Be Insurance Sure! Car insurance premiums represent a large part of your Insurance portfolio – but are you spending wisely? On Page 3

“Quiz Corner”

Ladders are the largest tool in the house. They are essential for trimming trees, painting, cleaning and many other tasks. However, falls from ladders at home lead to thousands of injuries every year. This true or false quiz tests your knowledge of ladder safety.

1. Today’s ladders are designed so they can safely be used on unstable or slippery surfaces. **T/F**
2. You can reach up to one metre upwards or to the side of the ladder. **T/F**
3. It is safe to stand as high as the second rung from the top of a straight or extension ladder. **T/F**
4. Using the right ladder for the job is critical for safety. **T/F**
5. When climbing up or down, face the ladder and hold the side rails with both hands. **T/F**

Answers on page 2

Can Cruise Control Kill?

We all drive in the rain or other slippery conditions sometime. But

Whose To Blame For Unpaid Home Claims? How About ... Let’s Not Have Any, Instead!

A man goes grocery shopping on a sunny Saturday morning. Along with many items to satisfy his diverse appetite, he throws a big bag of beautiful, fresh apples into his cart. He checks out, pays for the groceries and goes home.



Bruce Forrester
Account Executive

A couple of days later, the man has a craving for a plump, juicy orange. But he soon discovers there are no oranges in his bag of apples. He’s extremely disappointed. So, what does he do?

He calls his lawyer, and his lawyer sues the grocer. The lawyer claims the grocer should have offered oranges to the man. The grocer argues that if the man wanted an orange, he should have bought one. And the battle begins.

Ridiculous? Absolutely. But it happens every day in the insurance industry.

Of course, insurance is much more complex than fruit. But just like the apples and oranges story, people sometimes find themselves without the protection they need, when they need it. And then they discover something very upsetting ... the protection is available, but they did not buy it. They bought apples, and now they need oranges.

Who’s to blame? That depends on the situation. Perhaps the broker made a mistake. Maybe the policyholder declined the coverage. Regardless, the goal is to make sure that you never get into a situation like that in the first place!

What Is An Insurance Policy ... Really?

Insurance is undoubtedly confusing and misunderstood. An insurance policy is not really a product you purchase. Rather, it’s a contract you enter into with the insurance company. The policy spells out the terms of the contract, and those terms add up to one undeniable fact ... insurance does not cover everything.

Many people believe their “stuff” is protected and that’s that. But there’s more to the story. Your insurance protects your stuff against certain events, certain causes of loss – or perils, as the insurance industry calls them.

With home insurance, which I’m focusing on here, fire is a peril and earthquake is a peril and war is a peril. (There are countless others.) All three could destroy your home. But, of the three, only fire is covered by a basic home insurance policy. Damage caused by war or earthquake is not covered.

Optional Coverages

Protection against some perils – like war – cannot be purchased at any price. Insurance companies just don’t sell it. However, protection against other perils



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using your cruise control on wet surfaces is extremely dangerous.

As you probably know, hydroplaning occurs when your tires actually lose contact with the road and are riding on a thin sheet of water. When this happens, your wheels are spinning with no traction.

The only way to stop this wheel spin and maintain control is to reduce power. However, an activated cruise control system will continue to apply power, keeping the wheels spinning!

By the time you disengage the cruise control you may have already lost control.

Hydroplaning STARTS at speeds as low as 50 k/m, and at 80 k/m you could be riding entirely on a sheet of water!

Please, follow these two simple, but life-saving safety tips. When the road is wet ...

1. Turn off your cruise control, and
2. SLOW DOWN and drive safely. Posted speed limits are for dry road conditions.

Answers to Quiz from pg. 1

1. False. Always make sure the ladder is on a firm, level surface and all locks are engaged.
2. False. Stretching and leaning to the side is a leading cause of falls. Move the ladder to reach your work.
3. False. For an extension ladder, the highest safe standing level is the fourth rung. For a step ladder, stand no higher than the second rung from the top.
4. True. The maximum load a ladder can handle is called its duty rating.
5. True. Your body should be centered between the side rails. Use both hands when climbing maintaining a firm grip.

HOME INSURANCE

Best Advice. Insure your house for 100 percent of the cost to rebuild if it is destroyed. To lower costs, you can increase your deductible to at least \$1,000.00. Coverage for

normally excluded from a home policy – like earthquake – can (usually) be purchased as an optional coverage. This might be handled on a separate policy or as an endorsement to your home policy. There are many other optional coverages available.

Limits of Protection

Your home insurance policy also comes with protection limits. These limits specify the amount of protection you've purchased in dollars. With few exceptions, the insurance company will not pay more than your policy limits, regardless of the amount of damage.

Your home policy also comes with special limits of protection for things like collectibles, jewelry, guns, business property – and many other areas too numerous to itemize here. Are your policy limits enough?

Is Your Insurance Changing with You?

When you change your property – or how you use your property – your insurance policy does not automatically change along with you. Yesterday your protection may have been adequate. But today it may not be.

For example, an addition to your home increases the cost to replace your home and could eliminate any kind of guaranteed replacement cost option. Also, if you conduct business at home, you may be in for an extremely unpleasant surprise if you have a claim related to those activities. There's more.

What To Do?

- Read your policy – especially the exclusions. Call us with questions. Nobody wants to read it, but your policy is your contract. If the policy says it's not covered, it's not. If the policy specifies a limit of protection, that's the limit.
- Review your insurance with us annually at least. Keep in mind that as your life changes your insurance policy does not. Additions to your home, new sheds or other buildings, changes in how you use your property – and more – all could trigger an unexpected exclusion in your policy.
- You have choices. The cost of your insurance is directly related to your risk. If you want to pay less for insurance, you'll keep more risk yourself – and risk suffering an unpaid claim. If you want less risk, you'll need to pay more for your insurance. Only you can decide what the right balance is for you.

The last thing we want is for you to have an unexpected unpaid claim. Our job is to help you buy the insurance you want. Give us a call. Let us help.

Are You The Client of the Month?

Our brokerage is nothing without your loyalty and faith in us. Even if your name doesn't appear below this month, please accept our heartfelt "thanks" for your support. We truly appreciate it.

For outstanding work telling others about our brokerage, this month we honor **Jeff Fulling** as our Client of the Month!

Jeff will receive a gift certificate from us in recognition of this honour. Thanks for your continued business!

(Who's next? Hint ... it could be you! Watch this space for the announcement.)

Free Report

"Liability Coverage.....what you should know about what's not covered with Umbrella Insurance!"
 Call 905-576-6400 or e-mail us at wwhite@wwhite.com now to receive your free copy!

valuables, such as jewelry and furs, may be extended with an endorsement that insures each item for a specific amount. There's usually no deductible.

Liability coverage is part of your homeowner's package, but it may not be enough if you're sued for damages suffered in an accident. Raising your liability coverage to \$2 million should cost less than \$50.00 per year.

Smart Tips

1. Install smoke and carbon monoxide detectors, sprinkler systems, fire extinguishers and deadbolt locks for discounts that can save you money.
2. Take inventory every few years. Videotape or photograph everything, drawer by drawer and room by room, or record a list on audio-cassette (include makes, models and serial numbers). Store these records safely away from home.
3. Update your insurer. Be sure to tell them about such major changes as home renovations, starting a home business, buying a boat or renting out rooms.
4. Maintain your home. Many companies won't issue a new policy unless you have a roof or heating that's less than 25 years old, 100-amp electrical service, or copper or PVC (polyvinyl chloride) plumbing.

Tell Others About Us And Win a Prize

Thanks to all our clients who graciously referred their family, friends and associates to our brokerage. We build our brokerage on your positive comments.

This month, we honor:

Ross McLean

who spread the word of our brokerage and brought us new clients. For this referral, we present *Ross* with a "dinner for two" gift certificate.

Thank you, *Ross*. Remember, Next month's referral business prizewinner could be you!

BE INSURANCE SURE!

Car insurance premiums represent a large part of your Insurance portfolio – but are you spending wisely?



Dan McMorrow
Account Executive

Once upon a time, we Canadians regarded insurance as a real snooze. Well, the alarm has gone off. High premiums are taking a deeper bite out of our household budgets. In the year ending April 2003, auto premiums in Canada jumped about 26 percent with the average Canadian family now spending approximately \$1,000.00 a year to insure each car.

Here is a closer look at what we're buying and why – and how to stretch every insurance dollar.

Best Advise. Third-party liability covers injury to other people or their property if you're the at-fault driver. Though Canadian drivers must have at least \$200,000.00 of this coverage (\$50,000.00 in Quebec), that doesn't go very far these days. These days it is not uncommon to see \$2 million in coverage as the standard for many drivers. Given the higher amounts awarded in court settlements, raising your coverage might be a safe bet.

Still, to be sure, always read your policies to see that you're buying only what you need. Collision or comprehensive insurance is not mandatory, for example, unless you're leasing or financing your vehicle. If you own an older model, you may want to drop that insurance. Also, find out from your broker if raising your deductibles will help you save on your premiums.

Smart Tips

- Drive Safely. People with no at-fault accidents and traffic convictions pay the lowest rates. If you've been driving for a decade or more, consider taking a course to brush up your skills.
- Pay for minor damage. If your deductible is \$300.00 or \$500.00, for example, don't claim for damages of \$1,000.00 or less. Someone I know claimed just over \$300.00 in repairs. Combined with a couple of speeding tickets, his annual premium doubled to \$3,000.00. Check with your broker to see if smaller claims could change the conditions of your coverage.

The model you buy affects your premium. Visit the Insurance Bureau of Canada web site (www.ibc.ca) to see theft-and-collision claim records for different vehicles. Models with a higher number of claims could have higher premiums.

Install an antitheft device. It could get you a discount. Check which type your insurer recommends or buy a car with an approved, factory-installed device.

Some companies offer a waiver-of-depreciation endorsement. On a brand-new car this will ensure that you'll receive the full replacement cost, not the depreciated price, if in an accident your car is written off in the first two years.

Tell your insurance company when a teenager starts using the family car. Many offer discounts for students who attend an approved driving school and some even offer discounts for good grades.

Consolidate. Consider using the same company to insure your home and auto. You may get discounts.

Free Report

"The different kinds of life insurance policies...what they're good for, when to use which one".
Call 905-576-6400 or e-mail us at wwhite@wwhite.com now to receive your free copy!

Pearl of Wisdom

"Once you eliminate the impossible, whatever remains, no matter how improbable, must be the truth."

- Sherlock Holmes (by Sir Arthur Conan Doyle, 1859-1930)



A Not-So-Trivial Pursuit

Every quarter, W.B. White sponsors a Trivia Contest and offers you a chance to win valuable prizes, one of which is NOT a million dollars. Test your knowledge! Just two correct (or nearly correct) answers and you could be this quarter's winner. The entry that comes closest to the correct answers to the following question will be the winner. If more than one person has the exact answer to the first part, the one who comes closest to the correct answer of the second question wins. If more than one person answers both questions correctly, the winner will be the person whose entry reached our office first. Write down your name and answers, and then fax — (905) 576-1367 — or send — 110 King Street East, Oshawa, ON. L1H 1B6 — or e-mail — wbwhite@wbwhite.com this page. Good luck!

QUESTION: What was the name of the first airplane flown at Kitty Hawk by the Wright Brothers, on December 17th, 1903?

Your Name: _____ Your Answer: _____

P.S. The answer to the previous question: The 1st nuclear-powered submarine, the Nautilus, commissioned by the United States Navy in 1954, made her maiden voyage on what date?

Answer: Congratulations to **Linda Gates** who guessed the right answer of: **January 17th, 1955.**

Remember: Proper insurance protection requires constant vigilance. Did you know that 37% of unpaid claims result from perilous **GAPS** in insurance coverage? Be sure to let us know whenever changes arise in your life (new car, adding on to your house, etc.).

Note: Providing your e-mail address will help us deliver important information to you about your protection.

Our clients say it best...

"W.B. White Insurance have looked after my home, cottage and car insurance for 50 years. Any claims I have had have been promptly looked after to my satisfaction. I strongly recommend W.B. White to any person seeking advice and satisfaction for their insurance needs.

Dr. A.E. (Ted) Johnson, Oshawa, ON

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