



R.A. Fraser Agency

33 Union Street, Suite 3
Doylestown, Pennsylvania 18901

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R.A. Fraser Agency

An Independent Insurance Agency



33 Union Street, Suite 3 - Doylestown, Pennsylvania 18901 - 215.340.1888 - www.RAfraser.com Winter 2006/07

Holiday Reminder!

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Some of the respected National Carriers we represent:

Infinity	AIG
Foremost	Farmers
Dairyland	Travelers
Frederick Mutual	The Hartford
Zurich Small Business	Atlantic Mutual Insurance

Insurance Fraud

If you think insurance fraud only costs the insurance companies, you better think again. It's estimated that insurance fraud costs \$30 BILLION each year, and that cost is largely passed onto policyholders. An average household may pay as much as \$300 per year in premium due to insurance fraud.

Insurance fraud takes many forms, from the more extreme of staged accidents with fake injuries, and inflating claims to recover more money, to so-called soft fraud like lying to your insurer about where your car is garaged to lower your premium. Fraud rips off honest people because it causes higher premiums for all of us.

You can help fight fraud! Be truthful in dealing with your insurance company, watch out for staged accidents, and use only licensed contractors or repair shops. Visit www.insurancefraud.org for more information.

Do I Need Business Insurance?

If you own a business, even a part time business, you need to think about your risk of a loss should an accident occur. This is especially true if you operate your business from your home. Many people believe that their homeowner's policy or personal auto policy will provide coverage for a loss due to your business activities. While some insurers offer a limited amount of coverage for "incidental" business activities for a small class of office risks, most do not. That is why a special type of coverage is available through a "business" type policy.

Here are some common types of accidents that can leave you exposed to a serious loss;

- Your employee (helper) is injured performing work for you.
- Your employee (helper) injures another while driving *their* car for your business errand.
- Your business property/inventory is damaged or destroyed.
- Your product/service is alleged to have injured another.
- Your customer is injured while visiting your office/workplace.

If you have a business insurance program, that's great. We can provide cost/value comparisons from a wide range of insurers. If not, we can get you started on a risk evaluation and strategy to help your business weather the uncertainties of tomorrow. Contact us today!

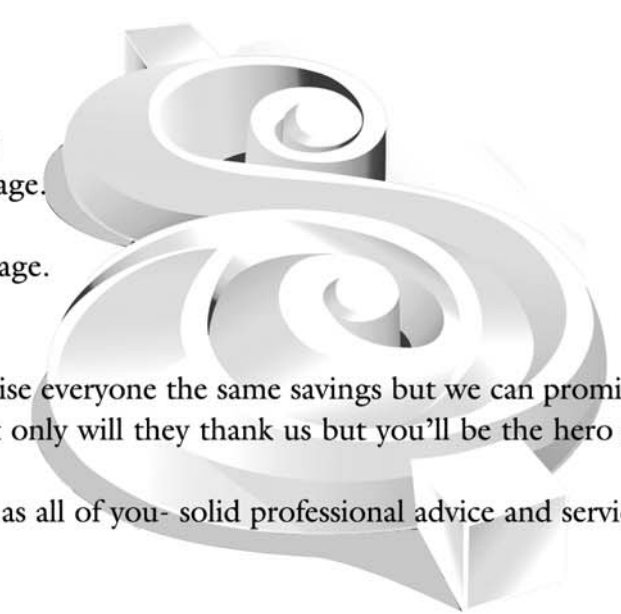
Q: How Much Can Our Clients Save?

Look at what we did for these new clients in the past 6 months:

George C. \$1300/year less than Encompass with higher coverage.
Dennis F. \$860/year less than Nationwide.
Bob & Sharon A. \$400 less than Progressive with higher coverage.
Norm & Randi V. \$1800/year less than Allstate.
Jack K. \$600/year less than Liberty Mutual

Some of these may seem extreme, and they are! We can't promise everyone the same savings but we can promise the best value for your insurance dollar. Refer someone today, not only will they thank us but you'll be the hero as well!

In addition to competitive rates they enjoy the same benefits as all of you- solid professional advice and service that exceeds expectations.



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Company claims hotlines available on our website and your policy.

Why Carry Insurance for People that Don't Have It?

Some people scoff at the notion of paying to carry insurance coverage to cover injuries caused by an uninsured or underinsured driver. "Why should I pay because some else fails to be financially responsible?" Unfortunately, too many people either don't have current insurance or have the state required minimum of \$15,000 for bodily injury liability. Uninsured and underinsured motorist coverage provides coverage for medical bills if you are hurt by another driver who falls into that category.

It is especially important to consider if you have motorcycle insurance, as a disproportionately large share of motorcycle accidents are caused by drivers who fail to see you or react in time, and motorcyclists are not as protected as car or truck operators.

You have the option to carry limits on this coverage as high as your liability coverage is, and you can also choose stacking which increases your coverage for additional premium. Claims under this coverage can also be affected by the tort option you have chosen.



Storing your Toys for the Winter

Don't make the assumption that your homeowners insurance will cover motorcycles, boats or ATVs while they are in your garage or on your property. In most cases they are not, so you need to keep those other policies in force year round. Call us today for details to protect your hard earned toys!



Referral Rewards

Refer a friend or family member to us and be entered for a drawing every few months for a \$100 American Express Gift Certificate Card. One entry for each referral with no limit. Submit online or simply tell them to let us know when they call. Thanks for helping us help others!

Past winners: Leigh and Tim Feather, Mike Mancini.

Home Replacement Cost vs. Market Value

With the prices of homes stabilizing or even dropping in some areas, it may seem that your home would require less insurance. That can be a dangerous assumption. Insurance coverage is based on the cost to rebuild and does not include land value. Sometimes it can be higher than market value for a few reasons:



- Cost to remove debris from a damaged home.
- Most people want their home rebuilt faster than originally built, and speed adds to cost.
- Rebuilding to conform to new codes can add to cost.
- Fluctuations in market prices for building materials. Overall increases in the past 12 months alone are averaging almost 8% (Bureau of Labor). Increased diesel fuel costs are passed on as well, and with added labor costs, the total cost increase is closer to 12%.
- No economy of scale for rebuilding one home (volume discounts).

Agents typically use software programs which are based on the size and features of your home. Some companies will send out trained appraisers who can make a more accurate determination, but these are still only guides. It is the ultimate responsibility of the insured to determine the amount of coverage to carry.

If you increase the living space of your home or remodel a room, you should call us to make sure your insurance keeps up with your changing needs, but simply replacing existing features does not add to the cost as those items were already there. Most policies sold today also have automatic yearly increases to make sure they keep up with the construction market.



News Fresh off the Wire...

A few months ago we launched our new website www.rafraser.com, making it easier to find the information you are looking for. You can request appointments, policy documents, ask a question, and more. Take a look and let us know if there's any way we can serve you better.

We've also added American Modern Insurance to our group of respected carriers. They specialize in motorcycle, classic car, dwelling and recreational vehicle insurance.

"The weak can never forgive. Forgiveness is the attribute of the strong."
Mahatma Gandhi

15 Minutes Could Cost You A Lot.

These days it seems everywhere we turn we're bombarded by TV and online advertising for cheap insurance usually involving some kitschy cartoon figure.

The fact is unless you take the time to study and understand insurance and the changing marketplace, you may be making an uninformed decision that could cost you a lot if you have an accident or claim. Who will you turn to for help at that time, a \$10/hour employee? Are you getting an insurance solution specific to your needs, or just a one-size-fits-all policy?

It seems so easy to compare by price alone, but it's dangerous without working with an independent agent like us to help you understand your choices and exposures. Insurance is an important financial service and like any other service or product, you get what you pay for. Think twice before getting caught up in a cut rate marketing machine.

What You're Saying...

"It never seems like the Fraser Agency is too busy to answer a question we may have. In addition if they need to get back to us with an answer you can always count on them to do that. Even when our teenage daughter was in an accident, they calmed us and it was comforting knowing we didn't have to worry- they were there."

D. Miller, Quakertown, PA

"Personal service and trust are important to me. You have provided that for many years. You know what you are doing and make good recommendations. Thank you."

M. Book, Pipersville, PA

"Thank you! You have saved us about \$1,000 per year and also increased our coverage where we had gaps."

D. McRoberts, Ottsville, PA

"Friendly and easy to work with!"

L. Donchez.

"Everything with my recent claim went very smoothly. I couldn't be more satisfied. Thank you!"

Kristina Milliron, Doylestown, PA



Thank you,
Thank you,
Thank you!

"Dost thou love life? Then do not squander time, for that is the stuff life is made of." - Benjamin Franklin