

SOME FREES ADVICE

Frees Insurance, Inc. 120 Gay Street, Phoenixville, PA 19460
610-933-4950

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Fall 2006



The staff at Frees Insurance is always willing to help. When you call, any of us can talk to you regarding your account. We are:

Robb	Nancy	Lisa
Patty	Dianne	Kelly
	Dave	

Are You Under-Insured?

Unless you've done major renovations or built a new house in the last several years, you may not be aware of the fact that home rebuilding costs have soared. Because of this increase you may be underinsured.

Several of our carriers here at Frees Insurance have built in inflation guards. You may see that every year your homeowners insurance increases slightly even though you haven't changed your coverage. This is to make sure that you have sufficient insurance to cover your replacement costs.

"What would it actually cost to rebuild your home from the ground up? That is what

you're buying insurance for – to rebuild your home and to replace your belongings," says Jeanne Salvatore of the Insurance Information Institute.

We recommend that you consider the following when trying to evaluate if you have sufficient insurance coverage.

- ⇒ Does your policy cover rebuilding (the home) and replacement (your things) costs?
- ⇒ Annually review how much coverage you need, considering home improvements and new possessions.
- ⇒ Add special endorsements to your policies as

needed. Art, jewelry, collectibles and furs may not be covered under your homeowners policy.

We would like an opportunity to review your policies to ensure that you are not underinsured. We may be able to increase your coverages while maintaining your current premium levels. Simply by increasing your deductibles you could save up to 10%. This would allow you to reallocate the premiums savings to effectively insure all your valuables.

If we haven't adjusted your homeowners insurance deductible recently, please give us a call to review.

If You're In An Auto Accident What You Need To Do Next

As your insurance agent, we hope you never get in an automobile accident. However, accidents do happen. If you do find yourself in the unfortunate event that you are in an accident, we want you to know what to do.

1. Move out of the way of traffic and turn on your hazard warning lights.
2. Call the police even in a minor accident. If someone is injured, request medical assistance. If fire is involved, request fire department aid.
3. Do not discuss the accident with anyone other than the police, your insurance agent (Frees Insurance) and your insurance carrier.
4. Exchange necessary information with the other driver(s).
 - Driver's name, driver's license, address and phone number.
 - Owner of vehicles' name, drivers' license number, address and phone number.
5. Report the accident to Frees Insurance as soon as possible. During work hours please call 610-933-4950. After hours or during the weekend please call 610-935-1873. The faster you report your claim, the sooner we can get you back on the road.

Vehicle's year, make, model, license plate number, insurance company and policy number.

If You Like What We Do, Tell Someone!

Much to Robb's chagrin, our marketing department is beginning a referral program. Frees Insurance is a unique place with an old fashioned way of doing business. We believe in treating our clients to Historic Service from the initial consultation, through annual reviews of your insurance portfolio, and in the unfortunate event of having to file a claim.

Here in Chester County we had a very eventful summer as far as weather is concerned. Several of our clients called with downed trees, impacted houses and fences, and water in places not meant for water. The staff at Frees Insurance tries to be as helpful as possible during these very trying occasions. Our agents were out on the road immediately seeing as many claims

as possible. One week in July we saw over 60 clients in three days.

We've heard from many of you that you appreciate the help you received from our office. We are grateful for your calls, thank you notes and the such. Thank you for your positive feedback.

If you like the service you get

from Frees Insurance, please tell someone. Tell a neighbor, a friend or a work associate. We would never ask you directly for names and numbers of your friends. We only ask that you think of us when an acquaintance is asking you to recommend a local insurance agent.

What Are Your Hobbies?



We often ask our clients, "Do you have a business in your home?". You may initially think not, however the definition of "business" in the

homeowners policy includes almost all types of moneymaking operations. To get a better picture for insurance purposes the real question is: What are your hobbies?

Anything you may make in your home and sell, such as pottery, quilts, toys, watercolor paintings, or furniture could be considered a home based business. The defined dollar limit for home business

income is just \$2,000. Therefore, if you are selling the items you make at home at flea markets, garage sales, online, or from a shop in what used to be the garage, your homeowners policy could exclude coverage for a "business" loss.

The supplies you keep in your house for these pursuits also may not be covered under your homeowners policy.

So next time you speak with us

"He has all the virtues I dislike and none of the vices I admire."

Winston Churchill

make sure you tell us about your hobbies. Not only will we be able to discuss your insurance needs, we'd just like to know what you're up to. Who knows, you may find out someone in our office has the same interest as you!

Frees Insurance—Historic Service

In preparation for Frees Insurance's 75th Anniversary in 2008, we have put in place a new campaign. Our new tag line is "Historic Service". We want to make sure we understand and convey to our customers exactly what Historic Service means to us.

Here's how we see Historic Service:

- * We have been serving the Phoenixville area for

over 73 years. We see this as solving problems, regardless of what they may be.

- * We have instituted a new annual portfolio review for each of our clients. We are reviewing all of your insurance needs, whether we currently provide you coverage, or simply see a need for coverage. Frees Insurance strives to

maximize your coverage while trying to minimize your premiums.

- * We strongly believe in personal accessibility. We are not an 800#. When you call our phone number or stop in our Gay Street office you are going to receive personal attention from our staff.

- * And speaking of our staff, in a work-force where

switching jobs is the norm, we are unique. Our staff collectively has 130 years experience, with six of our seven employees working at Frees Insurance for more than 20 years.

As we approach our Anniversary we hope you let us know how we can continue to give you the "Historic Service" you deserve.