

# COMMERCIAL COVERAGE



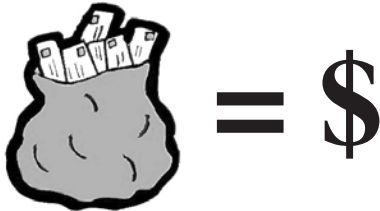
2010 | No. 2

## GOING GREEN - ADEQUATE INSURANCE COVERAGE NEEDED

The phrase “going green” is being used more and more in virtually all industries and the construction industry has been at the forefront. The concept of sustainable green building is a major focus.

A number of organizations and programs have been established which promote the green or sustainable building concept. These organizations and programs established certain standards relating to construction that attempt to measure the environmental performance of the building throughout its useful life.

At the present time, the cost of going green in terms of construction will add to the structure’s construction costs. How much cost is added will be dependent on how much innovative green technology is incorporated.



### ***Mail Delivery Costs Will Soar***

Businesses that rely on U.S. mail will pay five percent more on average in 2011. Declining volume — the same problem behind the decision to end delivery on Saturdays — will also push prices up at almost twice the rate of inflation. A hike will come also in first class — from 44 to 46 cents. It’s time to stock up on “Forever” stamps, the Kiplinger Letter said.

### **Insurance Products Available**

One of the areas that has been overlooked is the area of green building insurance. Fortunately, the insurance industry is supplying an insurance product to meet the needs of those who choose to erect and maintain green buildings. The new green coverage is generally available as an endorsement to existing property and casualty policies that provide for replacement cost coverage. The green coverage is generally an enhancement that provides an additional amount of money to update the replacement of covered property using green materials, equipment or techniques. Such coverage is generally limited to specific property and has to be tailored to the specific property. Nevertheless, the coverage is available. Anyone who intends to own a green structure should give consideration to it.

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## WISCONSIN JOB WORRIES

Wisconsin Manufacturers and Commerce announced a state wide poll showing Wisconsin voters are most concerned about jobs and the economy. The poll found that 38 percent were worried about jobs and the economy while 31 percent were concerned with taxes and government spending — the largest two issues identified in the poll. It also found that 60 percent of voters said the state is on the wrong track — a danger sign for incumbents.



## LIABILITY AWARENESS LACKING

Two-thirds of small business owners are worried employees might bring a discrimination claim or other employment-related charge against them, yet only 1.2 percent of small businesses recently surveyed by Hartford Steam Boiler actually purchase employment practices liability insurance.

Not having such coverage could be trouble for the six million or so small commercial businesses, defined as having 100 or fewer employees.



## HOW CAN I KEEP MY PREMIUM DOWN?

Here are a few ways to keep your premium down:

- **Choose a higher deductible.** Deductibles represent the amount of money you pay before your insurance policy kicks in. The higher the deductible, the less you will pay for the policy. At the same time, be sure you don't set the deductible so high that it will be a financial burden for you to pay the deductible if you have a loss.
- **Buy a package policy.** A package policy, such as a Business Owners Policy, will cost less than individual coverages.
- **Work closely with your agent.** The more our agency understands about your overall business and finances, the better we will be able to find competitively priced products for you.
- **Ask about specific actions you can take to prevent losses.** You may be able to reduce your premium for certain coverages by following specific recommendations. These can include tips on workplace safety, disaster preparation and devices that reduce losses (loss mitigation), such as installing alarms and sprinklers. In addition, there are steps you can take to lower the possibility that one of your employees might file a lawsuit against you for discrimination or sexual harassment, for example.
- **Avoid losses.** Remember, insurance works a lot like credit. Costs are lower for customers with better claim histories. The more losses you have, the higher your premiums will be. This loss history suggests that you're not careful and there could be more losses in the future. If a loss history is bad enough, some businesses may have trouble obtaining insurance.



### ^ What This Symbol Means to You

There is a difference in where you buy your insurance. Many don't realize there are three sources for insurance:

#### 1 CAPTIVE AGENTS

who can sell you the insurance of only one company.

#### 2 TELEPHONE & INTERNET REPRESENTATIVES

who can offer you the insurance of one company only on the telephone or via computer.

#### 3 INDEPENDENT INSURANCE AGENTS

like us — who represent many insurance companies. We research these firms to find you the best combination of price, coverage and service for all your insurance needs.