

# The Florida Home Insurance Buyers Guide

Brought to you by People's Trust Insurance



1-800-500-1818  
[peoplestrustinsurance.com](https://www.peoplestrustinsurance.com)



# Finding a Florida Home Insurance Policy That's Right for You

So you're in the market for home insurance? You may be overwhelmed by this process—but do NOT stress—we are here to help be your guide to understanding homeowner's insurance options and what would be a good fit for you and your home.

We understand that homeowner's insurance is an important purchase for Florida homeowners. We're here to break it down to help you make decisions on purchasing home insurance as affordable as possible.

First things first, what is home insurance? Home insurance covers the structure of your home (in insurance terms your home is called a dwelling) and your personal property (things like your furniture), and in some instances your personal liability for injuries that may occur to others while they are on your property. If your home has a mortgage, your

mortgage lender will typically require you to have home insurance.

People's Trust Insurance has created this guide to help homeowners determine their insurance needs, find ways to save money on home insurance, and provide tools to compare insurance companies to ensure you have the right coverages for your home, at the right price.

## Did You Know

You can switch your home insurance at any time! You don't have to wait for your policy to expire! Notify your carrier and receive a refund on the unused portion of your premium when you switch insurance companies.

## LET'S GET STARTED:



### STEP 1:

#### Determine Your Home Insurance Needs

Before you begin your home insurance buying journey, you should have a clear understanding of what type of home insurance policy and how much coverage you need.

[GET STARTED](#)

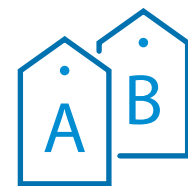


### STEP 2:

#### Find Ways to Save on Home Insurance

Fortunately, there are ways to reduce some of these costs, especially when it comes to home insurance. By doing a little research, you can find significant savings without sacrificing quality.

[GET STARTED](#)



### STEP 3:

#### Compare Home Insurance Companies

Not all Florida insurance companies are alike. Learn how to compare policies so you can make the right decision.

[GET STARTED](#)

# STEP 1:

## Determine Your Home Insurance Needs



When it comes to Florida home insurance, there's no "one-size-fits-all-homes" formula. Some people buy the bare minimum coverage because they have the mentality that "it won't happen to me" while others like to be fully prepared and go through thinking "if it could happen to me, it will happen to me." Think about where you are on the spectrum and your risk appetite as we dive into the types of home insurance.

Learn more about home insurance coverage below and make notes on our easy to use Home Insurance Requirements Checklist that can help you determine the right coverage for your home.

[Download: Home Insurance Requirements Checklist](#)

For your convenience, the checklist is also located on page 17.

## TYPES OF HOME INSURANCE COVERAGE

Most homeowner's insurance policies provide a grouping of coverages. The main types of coverage are listed below. Keep in mind that your loss is only covered by the perils outlined within your policy of insurance (see below box for what a "Peril" is). While the policy will specifically outline the types of perils/ occurrences covered within the policy, it is worth noting that homeowner's policies do not typically cover flood damage and the Insured should purchase flood insurance separately, which is discussed in further detail on pages 4–5 below.

### What Is a Peril?

A peril is an insurance term for a specific risk or reason for a loss. Examples of perils would be Fire, Windstorm, Theft, etc. Policies will specify which perils they cover.

Now, let's learn about what goes into an insurance policy.

### A. Dwelling

Your dwelling is your house. This coverage protects against accidental loss to your home.

### B. Appurtenant Structures or Other Structures

This coverage protects against accidental loss to other structures on your property, such as a detached garage, tool shed, barn, or swimming pool, and typically covers up to 10 percent of the dwelling amount.

### C. Personal Property

This coverage protects against accidental loss to your personal property. Most home insurance policies



automatically include coverage for your personal property at Actual Cash Value, and offer Replacement Cost coverage for an additional premium. Refer to page 7 to compare the two ways you can insure your property.

Your belongings (personal property) are typically covered at fair market value (in insurance terms it's called Actual Cash Value.) In other words, replacement cost of the item minus depreciation (loss of value over time.) For example, your items could be covered for the amount you'd get if you sold them at a yard sale or an online auction website.

On many policies, you can choose to purchase Replacement Cost coverage. With Replacement Cost coverage, your insured personal property is typically covered for what it would cost to purchase them new at the time of the claim.

To learn more, skip to our section on choosing between Actual Cash Value and Replacement Cost on page 6.



### What Is an Appurtenant Structure?

Any building on a piece of land other than the main house. For example, a house may have a detached cottage on the same piece of property. Most insurance policies cover the main house on a piece of property and the appurtenant structures.

## D. Additional Living Expenses

This coverage pays for extra expenses (hotel or apartment bills, restaurant meals) incurred if you have to live away from your home following a claim.

### Why do I need additional living expenses?

Think of this like car insurance—if your car is in an accident and you need a loaner car—this type of coverage is like that—except for your home! Coverage for additional living expenses is typically 20% of the cost of insurance on your house.

## E. Personal Liability

This coverage provides protection in the event that someone gets injured on your property, and you are legally obligated to pay for their injury or damage to the property. Check with an agent on specifics regarding what may not be included under Personal Liability.

## F. Medical Payments

This coverage pays for immediate care, such as first aid or ambulance charges, for someone who is injured on your property. The amount of coverage varies by insurance company.

### Additional Coverages to Consider:

Coverage for high value items such as jewelry, furs, silverware, electronics, collectibles, sports equipment, tools, or fine art often require a special endorsement and separate coverage. Ask your agent for details if you need these types of coverages.

Use our home insurance inventory checklist to document your valuables and determine if you require additional coverage. [Download the checklist now.](#) For your convenience, the checklist is also located on page 18 at the end of this guide.

### Flood Coverage:

So does homeowner's insurance cover everything? No, of course it doesn't—but, it's important to know

## Flood continued

that homeowner's policies don't typically cover Flood damage. You may be asking yourself what the difference between Flood damage and water damage is. The main difference between a flood claim and a water damage claim is where the water comes from. With flood damage, the water comes from a natural source (like rain) and two or more properties are involved (if you reside in a generally residential area versus rural area).

For example, if you and your neighbors are all having water issues due to heavy rains and/or rising waters, then you are likely dealing with a flood insurance claim. On the other hand, if you are dealing with water in your house but your neighbor doesn't have any issues, you are most likely dealing with a water damage claim. Water damage is typically covered by your home insurance policy (but ask your agent for specifics).

Now, back to what Floods are. The National Flood Insurance Program defines a flood as: A general and temporary condition of partial or complete inundation of two or more acres of normally dry land area or of two or more properties (at least one of which is the policyholder's property) from:

Overflow of inland or tidal waters;

Unusual and rapid accumulation or runoff of surface waters from any source;

Mudflow; or

Collapse or subsidence of land along the shore of a lake or similar body of water as a result of erosion or undermining caused by waves or currents of water exceeding anticipated cyclical levels that result in a flood as defined above.

More simply, a flood is a natural event or occurrence where a piece of land (or area) that is usually dry land is suddenly submerged in water.

Most importantly, don't wait to purchase flood insurance until the weather forecaster predicts historic rainfall or possible flooding—most flood insurance policies require a 30-day wait period before the policy takes effect! When you're standing knee-deep in water inside your home, it's too late! Learn more about Flood Insurance at [FloodSmart.gov](http://FloodSmart.gov) and get a free quote on your property today 800-500-1818.

Now that you understand what types of coverages go into a home insurance policy, it's time to learn more about how to choose a deductible. Don't worry—we've broken it down to help explain how it works below!

### Did you know

According to [Floodsmart.gov](http://Floodsmart.gov), floods are the most common form of natural disaster in the U.S.A! It may surprise you to learn that nearly 25% of all Flood Insurance claims are from moderate-to-low flood risk areas.

In the event of a flood, just a few inches of water can cause tens of thousands of dollars in property damage to a single home. In fact, over the past 10 years, the value of flood claims averaged over \$33,000 dollars per claim!

Flood insurance is the best way to protect yourself and your home from potential financial hardship should a flood occur.



Call People's Trust Insurance today for a FREE no-hassle home insurance quote at 1-800-500-1818 or visit [peoplestrustinsurance.com](http://peoplestrustinsurance.com) for a quick online quote!

## CHOOSING A DEDUCTIBLE

So what is a deductible? A deductible is the amount of money you must pay out-of-pocket before your home insurance coverage would pay toward a loss. In other words, it's the cost of the loss that you are responsible for as a policyholder in the event of a claim. Depending on how much risk you're willing to take on, you can select a deductible that balances your needs with your budget.

### So wait, what is a deductible?

A deductible is the amount of money you are responsible for paying if you have a claim. For example, if your washing machine floods your house and you file an insurance claim and your deductible is \$2,000, you must pay \$2,000 to your home insurance company before they will fix or pay anything for your claim.

Keep in mind that your claims deductible varies depending on the type of claim filed (All Other Perils ("AOP") deductible vs. hurricane deductible) – discussed in further detail below.

### How It Works

The more risk you share with your home insurance company, the less expensive your premium will be, and vice versa.

Low Deductible  
HIGHER premium

High Deductible  
LOWER premium



LESS risk for you

MORE risk for you

### All Other Peril "AOP" vs. Hurricane: What's the Difference?

Let's talk deductibles. Your policy includes two types of deductibles. If your home experiences a loss as a result of a hurricane, it will be a more expensive deductible than an "every day loss" also known as All Other Peril (AOP). Let's dig deeper to the right.

## ALL OTHER PERIL "AOP" DEDUCTIBLE

The AOP Deductible (everyday type of claim) applies to all covered losses for named perils. Remember, a peril is an insurance term for a specific risk or reason for a loss.



Fire or  
Smoke



Windstorm  
or Hail



Theft



Vandalism



Water  
(excluding flood)

## Hurricane Deductible

The hurricane deductible only applies for losses that occur from the time a hurricane watch or warning is issued, up to 72 hours after such a watch or warning ends and anytime hurricane conditions exist throughout the state.



Hurricane

Note: Neither deductible applies for losses caused by flood, homeowner's must purchase a separate Flood Insurance policy to be covered in the event of a Flood. Call 800-500-1818 and get a FREE Flood quote!

Now, let's get back to talking about Replacement Cost and Actual Cash Value.

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## Should I Select Replacement Cost or Actual Cash Value?

Your agent will ask you if you want Replacement Cost or Actual Cash Value. What you choose will matter if you have a claim and it always affects the cost of your premium.

Now, let's get into the differences between Personal Property Replacement Cost and Actual Cash Value coverage.

A standard home insurance policy typically includes coverage for your personal property at Actual Cash Value, which factors in depreciation at the time of loss. For example, your TV needs to be replaced—the cost of the TV when you purchased it 5 years ago was \$1,000, the value of the TV now due to depreciation

is \$500. Therefore, you would receive a check for \$500 if you selected Actual Cash Value. See the chart below for a better illustration of this example.

Now, for an additional premium, you can select the Personal Property Replacement Cost coverage endorsement, which will settle losses to your specific personal property at the current replacement cost without factoring in depreciation. In that same TV example listed above and illustrated below, you would receive a check for \$1,000 to replace your TV.

The Personal Property Replacement Cost endorsement also provides replacement cost for several building items that would otherwise be limited to Actual Cash Value. This typically includes: awnings, carpeting, household appliances, and outdoor antennas/outdoor equipment.

### If you have Actual Cash Value Coverage

Your insurance company will reimburse you for the current value of the television, factoring in depreciation.

Original value: \$1,000

5 years depreciation: - \$500

Total Reimbursement: = \$500



### If you have Replacement Cost Coverage

Your insurance company will cover the cost to replace the television with a new one of similar quality.

Original value: \$1,000

Similar TV replacement: \$1,000



### [DOWNLOAD HOME INVENTORY CHECKLIST](#)

Download and fill out the following form as a quick reference while you shop around and compare quotes from different home insurance companies.

For your convenience, the checklist is also located on page 18 at the end of this guide.

Call People's Trust Insurance today for a FREE no-hassle home insurance quote at 1-800-500-1818 or visit [peoplestrustinsurance.com](http://peoplestrustinsurance.com) for a quick online quote!

# STEP 2:

## Find Ways to Save on Home Insurance



Now that you understand what goes into a home insurance policy (the coverage types) and how to choose a deductible and how you want a claim settled if you have one (Actual Cash Value or Replacement Cost) it's time to learn about how premiums are calculated and how to save money on your home insurance.

### WHAT FACTORS DETERMINE YOUR HOME INSURANCE PREMIUM?

Many factors affect the price of your premium, including which insurance company you choose. That's why it's so important to compare companies on more than just price. Insurance companies charge different premiums for similar types of coverage. Your coverage amount and the amount of your deductibles are some of the biggest factors impacting your insurance premium. Some of the other factors that impact your home insurance rate include:

- The characteristics of your home: specifically, the cost to rebuild your home
- How much personal property coverage you have (furniture, tv, etc.)
- Choosing between replacement cost or actual cash value
- The age, location, and condition of your home
- Your roof type and roof age
- Distance of your home to a water source or fire department
- Claims history of your home and homes in your area

Wind Mitigation Features that could help protect your home in the event of a storm

Risk Factors such as an aggressive breed, trampoline, or additional structures

Having protective devices such as a Burglar or Fire Alarm

Operating a business from your home

Renting your home or only being in your home seasonally

Your credit history or insurance scoring

Note, this is only a summary of factors and is not exhaustive to all factors that may contribute to your specific home insurance premium.

#### What is an insurance premium?

Insurance premium is the amount of money that an individual must pay for their insurance policy. The premium is based on all the factors of the home and types of coverages required on the home.

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## RISK FACTORS AFFECT HOW MUCH YOU PAY FOR HOME INSURANCE

Home Insurance premiums are calculated based on home features and risk assessment. When you get a quote for a home insurance policy, the agent will review a series of underwriting guidelines to analyze your risk as a potential policyholder. The factors they will review include the following:

### Credit Score

Some, but not all insurance carriers utilize credit scores for new policyholders. Your credit score indicates a level of risk to insurance companies, with a score of 650 or higher indicating low-risk and the amount of risk increases as the credit score goes down. This is the financial risk aspect of the policy, and it relates to your potential to default on your insurance premiums. In short, lower credit scores mean higher premiums.

### What is Underwriting?

Underwriters determine whether an insurance company should undertake the risk of insuring a client. The action taken by an Underwriter is underwriting.

### Insurance Scoring

Insurance scoring is a measurement that allows an insurance company to evaluate risk factors based on other behaviors. The objective of an insurance company's rating plan is to charge premiums that are appropriate for the level of risk insured. In other words, the more likely you are to have a claim (based on factors that say you are more risky to insure) the more the insurance company will want to charge to insure your home.

How do they calculate my insurance score? An insurance score is calculated from certain information in your credit report. Based on this score, the non-

hurricane portion of your premium may be adjusted, up or down, based on the predicted risk determined by the insurance score. Credit information is predictive of future insurance claims, which is why many insurers use this information to help charge premiums that are as accurate as possible for the risks insured.

### Claims History

Another factor that influences your rate is related to insurance claims you have filed in the past, and it is dependent on your Comprehensive Loss Underwriters Exchange report, called a CLUE report. Your CLUE insurance report contains information about the dates and amounts of any liability claims you have filed, and allows a potential insurer to determine how likely you will be to file claims against the new policy. The more activity your CLUE report reflects, the higher your premiums will be, and the harder it will be to find an insurance company willing to cover you.

In other words, if you have had a lot of claims in the past—you are more likely to have more claims in the future—and therefore, the insurance carrier would want to charge more to insure your home.

It's the likelihood a homeowner will file a claim—the insurer's perceived "risk." And to determine risk, home insurance companies give significant consideration to past home insurance claims submitted by the homeowner as well as claims related to that property and the homeowner's credit.

Insuring a home that has had multiple claims over the last decade, even if a previous owner filed the claim, can raise your home insurance premium. Yes—you can be penalized for someone else's claims history! In some instances your claims history may even impact your eligibility to obtain a policy from some home insurers.

### Location of Your Home

When shopping for a new home, location is an important factor to consider as it can impact the cost of your home insurance premium, and may even cause some insurance companies to not insure your home. Unfortunately, you can't move the location of your current home—and this does play a factor in your insurance premiums.

So what matters in location? Consider how far your home is from the nearest fire station, fire hydrant or source of water for putting out fires. This is good to know since it will impact the chance of how quickly a fire could be put out if it needed to be.

Or, a home's distance to the coast—this impacts the chances of your home being impacted by storm surge, flooding, and other weather related incidences. Other factors may include high crime areas or wildfire prone areas.

Other risk factors include the likelihood of your home being affected by a natural disaster. For example, if your home is located in an area which experiences frequent, severe storms, the basic rates of all area homeowners will be higher. These risk factors do not include disasters that must be specifically insured against, such as earthquakes or flooding. Those perils are not covered at all by a standard policy, and the risk associated with them is confined to policies written expressly to cover those specific types of catastrophes. Because insurance can be complicated, it's critical to use a local Florida agent to help you insure your home—they will know if you need additional coverages on your policy based on where you live.

Replacement cost and accessibility to resources and labor to rebuild are other major drivers of annual premiums. Neighborhood, crime rate, and building material will also play a part in determining rates, too.

## Condition of Your Home

Do you take good care of your home? If you don't, a home insurance company may not want to provide coverage for your home.

How will they know I don't make my bed every day? Well, the good news is—bed making is not required! But, most home insurance companies will require an inspection for new policies. At time of inspection, home insurance companies want to see that your home is well-maintained because it decreases the odds that the homeowner will file a claim. Cleaning your gutters, maintaining your roof, trimming your trees are more than just aesthetics to your home.

Having a pool also means paying higher rates. Other home-specific factors which affect your risk, and therefore your rates, including whether your home has a security system, deadbolt locks, or a fence around the property. Each time you add security, it reduces risk, so a home with a monitored security system is less expensive to insure than one without any sort of alarm.

## Building Materials

The building materials used in the construction of your home will affect the cost to insure it. For example, it's more expensive to insure a frame house than one made of brick. If you are building a new home, using stronger construction materials and construction techniques may save you money on insurance premiums in the long run.



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## How can I be a “good” policyholder? We put together a list of ways you can be a “good risk” policyholder

- Replace roofs that are older than 20 years
- Have your roof inspected every year for damage, fix damage immediately
- Clean your gutters each year
- Have your dryer lint and AC inspected and cleaned annually
- Maintain water pipes
- Have trees trimmed and maintained around your property
- Install no-burst hoses on toilets, sinks, and appliances
- Inspect and replace worn weatherstripping
- Install smoke detectors, burglar alarms, and dead-bolt locks
- Invest in storm shutters for doors and windows, hurricane-resistant siding, and a code-standard roof that can withstand winds up to 130 mph will help your home withstand a storm

Other factors that are out of your control also affect your rate. One of these factors is Assignment of Benefits. [Learn more now about Assignment of Benefits](#)

## THE COST OF ASSIGNMENT OF BENEFITS AND REPAIR SCAMS

Have you heard the term Assignment of Benefits (AOB) in the news? Do you know how an AOB impacts you? Remember, you should always read everything you sign in connection with an insurance claim.

An AOB is an agreement that, once signed, transfers the insurance claims rights or benefits of your insurance policy to a third party. An AOB gives the third party authority to file a claim, make repair decisions and collect insurance payments without your involvement.

Wait what? Yes, if a homeowner is tricked into signing an AOB document they may lose the rights to

their claim—that means they have lost control over collecting a pay-out or having repairs made to their home. The person to whom they assigned their rights may get to choose what happens.

Yes, this is scary, but don’t worry—because now that you know what an AOB is—you can prevent it from happening to you!

In the event of a claim, always call your insurance company first and check with them before signing any documents. Educate your friends and neighbors—because AOB abuse affects all homeowner’s insurance rates. When insurance companies have to pay out more on a claim than the correct amount, this comes back in the form of higher premiums for all policyholders at all companies.

Florida home insurance premiums have continued to increase significantly as a result of hurricanes and Assignment of Benefits abuse. Keep reading to learn more ways that can help you save money!



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## 4 SIMPLE WAYS TO SAVE MONEY ON YOUR HOME INSURANCE PREMIUM



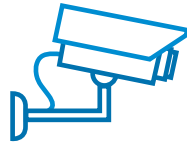
Get Rid of Unnecessary Coverage



Increase Your Deductible



Add Wind Mitigation Features



Add Security Features

Ask your insurance agent about possible available discounts for: smoke detectors, fire extinguishers, sprinkler systems, burglar and fire alarms, deadbolt locks, being of age 55 and older, living in a gated community, upgrades to plumbing, heating and electrical, and wind-resistant windows, doors, or shutters.

Surely you've heard many "facts" about home insurance—well, we're here to help set the record straight!

Ask your agent about discounts for which you may be eligible.

## DEBUNKING MYTHS ABOUT HOME INSURANCE COSTS

**MYTH:** I can only switch my home insurance policy when my policy expires.

**FACT:** You can cancel your home insurance policy at any time. You will receive a refund of the unused insurance premium. For example, if you pay \$365 a

year for home insurance and cancel your insurance policy on day 100, you would be refunded \$265.

**MYTH:** Your home insurance premium increases every time you file a claim.

**FACT:** Filing a claim does not necessarily result in a premium increase. In fact, the first time you file claim, your premium will likely stay the same. It's when you file multiple claims that you'll start to see your premium go up. Remember, claims will be added to your CLUE (Comprehensive Loss Underwriters Exchange) report and insurance companies will most likely take a look at your claims history before insuring you. (Look back on page 9 for a refresher on what the CLUE report is). This is why you should always estimate the cost of repairs before filing a claim. If it isn't much higher than your deductible, you may want to consider paying for it out-of-pocket for more savings in the long run.

**MYTH:** You should insure your home based on its market value.

**FACT:** The housing market fluctuates. If you base your insurance coverage on a market price, you could overvalue your home and waste money on your insurance coverage or undervalue it and lose money if you need to rebuild. Always appraise based on what it would cost to repair or rebuild your home.

**MYTH:** A home insurance policy covers all of your belongings in your home.

**FACT:** Most insurance policies protect certain items in your home. Insurers place limits on coverage for certain possessions, such as jewelry and rare collections. You would likely need to purchase additional insurance in the form of an endorsement, also called an "add-on," for those items.

**MYTH:** To save money on your premium, you have to reduce your coverage.

**FACT:** Reducing your home insurance coverage is not the only way to lower your premium. Increasing wind-mitigation features can help you reduce cost without sacrificing coverage. You can also consider increasing your deductible. Ask your agent about discounts you may be eligible for.

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# STEP 3:

## Compare Home Insurance Companies



You're almost there, now that you understand what goes into an insurance policy and how your rates are determined—it's time to compare your options. After all, not all home insurance companies are alike. Before making a final decision, you should conduct a direct comparison of the companies you're considering.

Use our guide while you review below to help you compare Home Insurance Companies.

[Download the Home Insurance Company Comparison chart now](#)

### WHAT SHOULD YOU LOOK FOR IN A HOME INSURANCE COMPANY?

Finding the right insurance policy for your homeownership needs is about more than just the lowest price. As you compare home insurance companies, also take these factors into consideration:



Added Value



Customer Service



Financial Strength



Convenience

**Added Value** – Getting the most value from your home insurance company comes down to more than just the lowest price.

Is the coverage being offered the same from each company? Is the quote providing you with the coverage you need, and not more?

**Customer Service** – Providing quality service is not only about responding when disaster strikes. It's equally important that your insurance company is there for you whenever you need them, no matter how big or small the problem.

Is it easy to get in touch with a customer service representative? Do they have easy access for online bill pay and policy access? How quickly do they respond to your questions? These are all important indicators of the insurance company's availability.

**Financial Strength** – You deserve peace of mind knowing that your home insurance company is financially stable enough to protect your home and belongings when a widespread disaster strikes.

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Review your insurance company's Demotech rating—which measures an insurer's financial performance and its ability to pay claims. Only consider Florida insurance companies with a Financial Stability Rating of A, Exceptional.

**Convenience** – When disaster strikes, time is of the essence. Can your insurance company provide rapid recovery after a loss? Do they have the resources available to make emergency repairs and restore policyholders to pre-loss condition 24/7?

From simplified claims and priority repair service to quality workmanship and materials, you should be able to count on your insurance company to save you time, hassle and money in the event of a loss.

Getting premium quotes is a good way to compare different companies' pricing. When you get quotes, ask your agent to make sure you are quoting the same coverages and limits and find out about the carriers Customer Service and Claims handling. Remember, lower premium doesn't always equal better value.



## IF A HURRICANE HIT, WOULD YOUR INSURANCE COMPANY HELP WITH THE RECOVERY?

You want to make sure your insurance company has the physical and fiscal resources ready to respond in the event disaster strikes. Don't give up sleep or peace of mind. Ask your insurance company what their plans are if there is a hurricane.

Let's divide and conquer. First, let's talk about what the physical part of recovery means for an insurance company. Insurance is changing, and there are some insurance companies that are providing the services of physical recovery after a storm for their policyholders. This includes investing in preparedness and having access to quality recovery supplies, including plywood, tarps, tools, generators and other items that are in demand after a storm.

Additionally, it includes your insurance company having a managed repair process for their policyholders if they have a claim. What's a managed repair process you ask? Well, this means that the insurance company takes the hassle out of you having to find and coordinate contractors to make repairs on your home in the event of a claim. Plus, you know the contractors have to be good because it's in the insurance company's best interest to repair your home well so that they can continue to insure it for many years to come. By choosing a company that has physical resources to help in the event disaster strikes you aren't stuck at this alone—and you aren't trying to manage a difficult repair process.

Now let's dive into the fiscal resources your insurance company should have. Fiscal refers to the finances of a company—their ability to pay if you have a claim, and their ability to pay if lots of people (think about how expensive it would be if a large hurricane hits) to pay all of those claims.

Many insurance companies take out their own insurance from a company to make sure they can pay in the event many policyholders have a claim. This insurance is known as reinsurance. In other words, the insurance company takes out an insurance policy (known as reinsurance), just like a homeowner, to cover some of their losses in the case of a catastrophic event. It's important the company you choose has reinsurance and reserves (money in the

bank) to pay for the possibility of many claims at the same time.

Reinsurance is vital to the strength and stability of any homeowner's insurance company because in the event of a catastrophe, with multiple homes claiming simultaneous losses, the insurance company needs to have the ability to cover those claims and losses.

How do you know if your insurance company has enough reserves in the bank? All insurance companies are rated for their financial strength and ability to pay claims. The insurance company you pick should have received a Financial Stability Rating<sup>®</sup> of A, Exceptional, from Demotech, Inc., an independent financial analysis firm that reviews insurance carriers. You can review a company's Demotech rating on Demotech's website at any time by visiting: <http://demotech.com/>.

## WHAT CAN YOU DO ABOUT INCREASING FLORIDA HOME INSURANCE PREMIUMS?

Keep your home well maintained and replace items as needed to prevent losses. Consider solidifying your home with wind mitigation features to protect your family and home for years to come in our hurricane prone state.

When shopping for home insurance, shop local. A Florida property insurance company understands the Florida Insurance market better than many of the national providers. This allows Florida-based companies to craft unique policy language and coverage options specific to Florida that can help keep premiums lower.

## I'M READY TO PURCHASE!

Once you've determined your insurance needs, found ways to save money on your home insurance, and compared insurance companies in Florida, you'll be ready to make a smart buying decision. See, that wasn't that bad!

Remember, keep your household inventory in the event of a claim. Continue to maintain your home, as home insurance doesn't pay for wear and tear, and read your policy to know what is and isn't covered. Ask your insurance agent if you have questions—that's what they are there for! Happy shopping!




### What is a wind mitigation inspection?

A wind mitigation inspection is needed to determine which credits apply to a home. During a wind mitigation inspection, a certified inspector looks for key features and add-ons that reduce the amount of damage your home may suffer in the event of a hurricane or strong windstorm and in return you get credits toward the cost of your home insurance.

# HOME INSURANCE COMPANY COMPARISON

Fill out and refer to this chart as you shop for home insurance. This will help you determine which company will meet your homeownership needs and priorities.

Company Name					
Years in Business	10				
Flexible Coverage Options	Yes				
Financial Stability Rating	"A"				
Size	Over 110,000 policyholders				
Discounts Available	Yes				
Affiliate Contractor	Yes				
Seamless Recovery Process	Yes				
Online Payment	Yes				
Florida-based	Yes				
100% Customer Satisfaction Guarantee	Yes				
24/7 Emergency Claims Service	Yes				
Annual Premium					

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Call People's Trust Insurance today for a FREE no-hassle home insurance quote at 1-800-500-1818 or visit [peoplestrustinsurance.com](http://peoplestrustinsurance.com) for a quick online quote!



# HOME INSURANCE REQUIREMENTS CHECKLIST

Use this sheet to help save time when shopping for home insurance. This information can help you determine the type of policy you need as well as coverages.

How many people live in your house full-time: \_\_\_\_\_

Is your home your primary, seasonal or secondary residence: \_\_\_\_\_

Year built: \_\_\_\_\_

Square footage: \_\_\_\_\_

Construction of the house: \_\_\_\_\_

Type of plumbing, heating and electrical systems: \_\_\_\_\_

Proximity to a fire hydrant and fire department: \_\_\_\_\_

Detached structures like a shed & garage: \_\_\_\_\_

Wood stoves, fireplaces (a.k.a. solid fuel appliances): \_\_\_\_\_

Materials used for the roof (e.g. asphalt shingles, metal, slate): \_\_\_\_\_

Materials used for the exterior walls (e.g. brick, stone): \_\_\_\_\_

Do you run a small business from your home? (If so, you may need additional protection which you might not have considered.) \_\_\_\_\_

Do you need additional coverage for expensive items such as jewelry, computers, coin collections, or artwork? \_\_\_\_\_

Other notes: \_\_\_\_\_

\_\_\_\_\_

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