



Middletown's Oldest Agency!

Protecting your financial assets has been our top priority since 1921! The friendships we have developed over the years are truly treasured and we would like to extend a very special thank you for the trust you have placed in our agency. Your patronage and referrals are greatly appreciated.

As an independent insurance agency, we represent many companies including StateAuto, which is one of only 14 companies to earn an A+ rating by AM Best every year since 1954! State Auto was also recognized in recent years as one of the best companies to pay a claim and the best managed P&C insurance company.

In order to provide excellent service to you, we have eight licensed agents on staff. Each year our team participates in at least 90 hours of continuing education to maintain license and certification requirements. In addition to being licensed agents, Bryan Canter and Rob Kilburn, CIC, are graduates of Miami University. Craig Moon, CIC, CPIA and Tom Moon are alumni of Otterbein College.



Front Row: Samantha Palmer, Sandy Kennedy, Donna Morton
Middle Row: Kyle Kilburn, Debbie Schrote, Salli Corrington, Craig Moon
Back Row: Rob Kilburn, Bryan Canter & Tom Moon

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Kyle Kilburn

Our newest team member became a full time agent last July and passed the Ohio property and casualty licensing test in 2006. He is the son of Rob and Pam Kilburn and a graduate of Monroe High School. Kyle graduated from Eastern Kentucky University in 2007 where he earned a Bachelors Degree in Insurance and Risk Management. In addition to his four years of college insurance education, he already has seven years of hands-on work experience with our agency. Although commercial exposure is his primary focus, he will be happy to provide you with a quote for your home and auto coverage.



Kyle Kilburn

To further his insurance expertise, Kyle plans on becoming a Certified Insurance Counselor, a designation held by Craig Moon and Rob Kilburn. This is a rigorous education program requiring the passing of five classes via a comprehensive written essay exam within a five-year period.

Kyle enjoys fishing, golf, four wheeling, and boating on Lake Cumberland. He is engaged to his life long friend, Sarah Mealey, and they have a spring wedding planned. Please stop in and extend a big welcome to Kyle!



Proper Coverage Is Important

Having the proper amount of liability coverage on the auto policy should be your primary goal when obtaining coverage. If you have the misfortune of damaging someone else's vehicle in an accident and are out a few thousand dollars, odds are you will financially recover from the loss. However, if you are sued for \$75,000 or more due to a bodily injury claim and are only carrying Ohio's state minimum per person limit of \$12,500, you've got a BIG PROBLEM. How are you going to pay the \$62,500 plus difference if judgment is awarded?



If the injured party is carrying uninsured/underinsured (um/uim) bodily injury coverage with adequate limits, their company should pay the difference and then come after you to collect. We recommend a minimum liability limit with matching um/uim of \$100,000 per person for bodily injury and a \$300,000 per occurrence limit. This means the most one person can receive is \$100,000 (three people could collect up to \$100,000 each). Higher limits of liability are available on the auto policy and we offer umbrella coverage for additional protection up to several million dollars.

For the home, the difference between \$100,000 and \$300,000 of liability coverage is approximately \$15 a year. In addition to carrying adequate liability limits, it is just as important to make sure your home is insured to value. We will be happy to work up a replacement cost on your home at your convenience. Just give us a call at 513-422-4504 or e-mail us at insure@moonadrion.com.

Homeowners Liability Gap

The homeowners policy covers your primary home for liability, but not other locations you rent long-term or own, such as a vacation home or rental properties. Additional types of ownership, time-shares or fractional ownerships also present a liability exposure. The homeowners policy will not provide you personal liability in the case of time-shares and fractional ownerships if your ownership is deeded.

There are simple ways to provide personal liability for these situations. The homeowners policy can be endorsed to extend personal liability in some of these situations, or it can be added directly to the policy covering that additional location if one is present. In the case of rental properties, it is necessary to secure liability for your exposure as a landlord.

WE RECOMMEND!

Always look over your policy renewal and revised declaration page to make sure vehicles, deductibles, and other coverages are listed as you requested. This is especially important if you recently made a change like adding or deleting a vehicle. If you are unable to come to our office, remember we still make house calls! Some popular endorsements and recommendations are listed below:

- Add back up of sewer and drains coverage especially if you have a finished basement
- Store items above the floor in plastic containers
- Make an inventory, including photographs of your possessions and store it off site
- Consider earthquake coverage & be prepared should the big one hit
- Report any room additions or other improvements that may have increased the replacement cost of your home and we will prepare a new replacement value per your request
- Try to improve your credit rating and consider increasing your deductibles
- Add ID theft protection to your home policy, this coverage is automatically included with State Auto
- Increase your home liability limit to at least \$300,000 and have us price an umbrella policy for you
- Increase your auto liability and uninsured/underinsured motorist bodily injury coverage to at least \$100,000/person-\$300,000/accident for bodily injury with \$100,000 for property damage
- Add uninsured motorist property damage on your car if you don't carry collision coverage
- Consider rental reimbursement coverage along with roadside assistance

Water Damage... what's covered, what's not?

Water damage claims are some of the most challenging claims for a property adjuster to handle. Under the homeowner special form policy, the first steps to determine if coverage is afforded is to first review the exclusions and then limitations listed in the policy. This policy provides very broad coverage for water-related losses. In the special



form policy, any peril that is not excluded is covered. However, there are certain circumstances where even the special form policy will not provide coverage. Examples of what the homeowner policy will not pay for include, but are not limited to, the following:

- Freezing, unless you have taken specific precautions to protect against freezing
- Flood or surface water
- Hydrostatic pressure
- Backup of sewers and drains unless specifically insured by endorsement
- Damage caused by continuous or repeated seepage if you neglected to take precautions upon discovery

When water has leaked or escaped from within an appliance or plumbing, the resulting damage is covered. However, the appliance or the plumbing that malfunctioned or broke down and caused the loss to happen is not covered. In the case of a plumbing leak, the plumbing itself is not covered because of its malfunction. The tear-out of wallboard, cabinets, etc. and the resulting need to replace or repair these items damaged in the effort to repair the leaking pipe is covered in most cases.

Life Insurance

In addition to providing protection for your home, auto, and commercial exposures, we also offer life insurance. If you are in the market for a life policy, we have access to many excellent companies. Give us a call or email us for a quote.

Tidbits:

- Talking on the phone while driving is not advised and text messaging while driving is definitely not safe! Please take time to discuss with your young driver this very dangerous practice and remind them that driving is a privilege! Remember, your children will most likely mimic the way you drive... they learn through observation!



- More than 100 million records with sensitive private information have been stolen from Americans since 2005. Over 670,000 identities were stolen last year alone. The latest scam involves a criminal remitting a change of address form to the post office without your knowledge. Contact us for suggestions to help prevent this from happening. Also be very careful of providing personal information to a complete stranger on the other end of a toll-free phone number!

- Personal umbrella insurance is a low cost policy that provides additional coverage if you are sued for damages suffered by someone as a result of an accident involving your car or property, or during recreational activities such as golfing. An umbrella policy is worth the price and could save you from financial ruin. Please call for more information.

- In thirty-percent of reported home fires in dwellings equipped with smoke alarms, the devices did not work. There are actually more homes today with smoke alarms that do not function than homes with no smoke alarms at all. Change the batteries at least once a year.

- It is best not to use a debit card when renting a car. Companies that allow a rental with a debit card often put an authorization hold on the debit card during the rental, usually between \$300 and \$500. The unused funds will be returned to your account after you return the car, but it might take up to two weeks for the funds to be released back to your account. (www.bankrate.com/brm/news/cc/20061122_debit_card_car_rental_a1.asp)

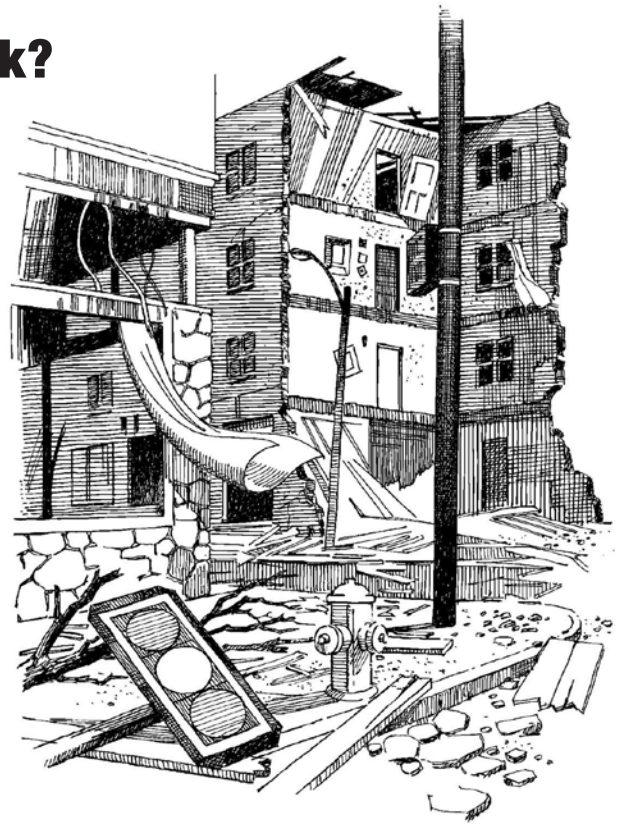
- More problems for Allstate Insurance: In the Jan 21/28, 2008 edition of National Underwriter P&C, an article mentions that Florida's insurance commissioner has suspended Allstate's authority to write new policies and the state of Missouri has levied a fine of \$25,000 a day. (At issue in the Missouri case is a consultant's report that some charge counseled the insurer to handle all claims with a policy that would make it difficult for anyone to collect).

Earthquake... closer than you think?

Earthquake and insurance experts nationwide urge builders and insurance regulators to prepare for the potential catastrophic damage that would follow a major earthquake along the New Madrid Fault. This fault threatens the Midsouth and Midwest and has caused quakes equal in power to those produced by the San Andreas Fault. Scientists predict the probability of the New Madrid causing a 6.0 earthquake or greater is significant in the near future. They also say that the areas it covers are just as at risk to a major catastrophe as Florida and the Northeast are to hurricanes and the Pacific Coast is to earthquakes. It is not a matter of if it will happen, but when it will happen.

Between 1811 and 1812, four catastrophic earthquakes struck the central US during a three-month period and were felt by an area of more than one million square miles. An earthquake with a magnitude of 7.7, similar to one that occurred in Dec. 1811, is estimated to result in more than \$60 billion in insured losses today.

Contact us today about adding earthquake coverage to your homeowners policy.



The information in this newsletter is meant as a guideline only. There is nothing in this newsletter that alters the coverage or interpretation of any specific policy. Because some statements are generalizations, and because different companies' policies contain slight differences, please refer to your specific policy. Call our office before making any judgments or decisions concerning your particular situation and coverage that may, or may not, apply.

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