



In The News

North Seattle Home Explodes!

You may have read about this unfortunate event that occurred late September. It's events like this that make insured's worried about their insurance coverage. So is an event like this covered by a typical homeowner's policy?

The answer is yes, damage to your real and personal property caused by an explosion, whether it emanated at/in your premises or nearby is covered by your homeowner's insurance policy. This coverage peril has been one of the oldest perils always covered in insurance policies. The primary exclusions in virtually all homeowner's policies are earthquake, flood and earth movement.



PLC Supports Pancreatic Cancer Research

PLC partner Dick Roberts and friends, all clients of PLC, recently participated in the Bert Johnson Memorial Golf Tournament at Port Ludlow golf course, held annually to raise money for pancreatic cancer research. PLC has been a sponsor of the tournament since it was started 3 years ago by Dennis Johnson, another PLC client, who lost his wife to pancreatic cancer. *Continued on Page 2...*

FALL NEWSLETTER 2011

Hi Everyone,

This is our Fall Newsletter, which is our 4th and final hardcopy newsletter of the year. We've had a lot of fun connecting with you in this way, and we hope that you've enjoyed reading them.

At PLC, we see our clients as more than just clients. You are part of the PLC family. We understand that you have lots of choices when purchasing insurance, and we are very appreciative that you have chosen PLC. Thank you for your valued business, and have a great rest of the year!

Dan Rucker, Partner
PLC Insurance

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www.plcins.com

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Do You Have Enough Coverage To Rebuild Your Home?

Imagine how devastating it would be to lose your home in a fire. Now imagine not being able to rebuild it completely because you didn't have the correct amount of insurance. According to Marshall & Swift/Boeckh, publisher of the Residential Cost Handbook, 64 percent of homes in America are underinsured by an average of 27%.

Selecting the proper amount of coverage is the single most important decision you can make with your Homeowners policy. Without it, you may not have enough coverage to rebuild after a total loss. This is called "insurance to value." Below are some explanations and tips to help you make the right choices for your needs — and remember, if you need help, we're just a phone call away!

What is insurance to value?

Insurance to value is the relationship between the amount of coverage selected (typically listed as "Coverage A" or "Dwelling Coverage" on your policy declarations page) and the amount required to rebuild your home. *Continued on Page 3...*

PLC proudly offers the following insurance products, and more:

**Home Auto Umbrella Yacht Business EPLI D&O International Cargo RV
Motorcycle Earthquake Life Disability Flood Environmental**



Get to Know PLC Insurance: **Melody Gunderson, Receptionist**

They say that you have 30 seconds to make a first impression. Well PLC clients know that our receptionist, Melody Gunderson, makes a great first impression, and second, and third... For 17 years this October, Melody has been the voice of this organization. She is the one person that every client speaks to at one time or another, so we thought it would be a good idea to let you get to know her a little better.

Melody grew up south of Seattle and has lived in Snohomish County for nearly 25 years. She currently resides in Lake Stevens with her husband, Gary. Earlier in life, she worked as licensed beautician, and she also worked in the grocery business with Gary. Since 1979, she has enjoyed her career in customer service. "I just enjoy helping people every day. I love working at PLC because the ownership and staff are such a friendly and ethical group. PLC is definitely a place I can be proud to work."



In her free time, Melody loves to travel. "I really enjoyed the art and architecture in Germany." The Cologne Cathedral stands out as the most impressive structure she has ever seen. She will be revisiting Sedona, AZ this year where she was overwhelmed by the natural beauty of the landscape. In addition to travel, she is also very close to her family and two grown boys.

Melody may not be giving hair cuts anymore, but she's been giving great service to PLC clients for 17 years, and we are lucky to have her as a part of the PLC family.

Pancreatic Cancer Research continued...

Pancreatic cancer is the 10th most commonly diagnosed cancer and the 4th leading cause of cancer death in the United States. Pancreatic cancer has the highest mortality rate of all the major cancers: 94% of patients die within five years of diagnosis and only 6% survive more than five years. 75% of patients with pancreatic cancer die within the first year of diagnosis.

You may have read very recently that Apple co-founder Steve Jobs died after a battle with pancreatic cancer. The number of new pancreatic cancer cases and the number of deaths caused by the disease are increasing. In fact, the expected number of new pancreatic cancer cases is projected to increase by 55% between the years 2010 and 2030.

Historically, pancreatic cancer research has been drastically underfunded. PLC is proud to be a sponsor of the Bert Johnson Memorial Golf Tournament which has raised thousands of dollars in the fight against this horrible disease.

5 Things You Should Never Reveal On Facebook

Social networking is sweeping the world and has millions of Americans sharing their photos, favorite songs, and recent happenings on Facebook. But be careful of the details about yourself that you make available on these sites because you never know who might be reading them. We all know that questionable pictures and comments have cost people their jobs, but criminals are increasingly using social media sites to find their next victim. Here are 5 things to avoid when posting.

Your birth date and place – Giving your birth day is fine, but your exact birth date and place are two key elements in predicting most, if not all of your social security number.

Home address – This seems obvious, but an estimated 40% of social networking users share this information.
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64% of American Homes Are Underinsured

Continued from Page 1...

Insuring your home for anything less than 100% insurance to value could mean you wouldn't have enough coverage to replace your home in the event of a total loss.

Why is the cost to rebuild different from the market value?

A home's market value reflects current economic conditions, taxes, school districts, the value of the land and location, and other factors unrelated to construction cost. The cost to rebuild your home is based only on the cost of materials and labor in your area. It is important that you insure your home based on its reconstruction cost, NOT its current market value.



Why is reconstruction more expensive than new construction?

New-home builders typically build many homes at once, and solicit bids from various sub-contractors to receive the best pricing. Their business model is based on economies of scale. For example, they may purchase 20 bathtubs at once, securing a lower unit cost. These economies of scale don't exist when building a single home.

How can I make sure I have the correct amount of insurance?

- Work with your PLC agent to provide detailed information at time of purchase to be sure that you receive a thorough and accurate quote.
- Ask us about additional coverage options that may be available.
- Tell us about any changes or improvements that you make to your home.
- Feel free to contact us for an updated insurance to value for your home.

Your PLC agent is ready to answer any questions you might have regarding the proper valuation of your home.

Facebook Continued...

Vacation Plans – Posting that you will be away from your home is like giving criminals an invitation to burglar your home. Post pictures after your trip.

Confessionals – You may hate your job, dislike your boss, or have undisclosed casino winnings, but Facebook is no place to announce this. Employers regularly use social media sites to determine who to hire or promote and even who to fire. In 2010, an estimate 8% of companies fired someone for misuse of social media.

Password Clues – Anyone who has online accounts has answered many security questions with things like mother's maiden name, street you grew up on, first pet etc. If you have the answers to those questions on your Facebook profile, you've given criminals an easy way to guess your passwords.

Protect yourself by using the proper security on your social media sites, and be careful what you make available to the rest of the world. You never know who is reading.

Tip

Business Insurance Perspective

An estimated 75 percent of commercial buildings are underinsured. After a loss, the urgency in rebuilding will often inflate the replacement cost of existing structures as much as 10% higher than if you were breaking ground on a new structure. Factoring in the foundation, debris removal, and increased cost of construction due to building ordinance changes, and you can exhaust your limit in a hurry.

Contact a PLC agent to receive an updated valuation on your commercial buildings.



The PLC Insurance Reward Program:

Your referrals mean the world to us. We work hard to earn each referral with great service every day. You've supported us with referrals for 50 years, and we've found a new way to say, "Thanks!" As our way of saying thank you for this business, we've developed the PLC Insurance Referral Rewards Program.



Refer someone to PLC Insurance and get something back! For every referral, you get a \$5 Starbucks gift card. (A referral is when we get a call for a quote from someone saying you referred them to us.) You will also be entered into our monthly drawing for a \$50 gift card, as well as our annual drawing for a \$500 shopping spree!

At PLC, we believe it is important to give back to our local community, so we will also make a **\$5 donation to Northwest Harvest** for every referral that we receive. Thank you again for your valued business!



[Recipient Name]
[Street address]
[Address 2]
[City, ST ZIP Code]

