

# 2 FOR TUESDAY from Big "I" Markets

## UNCOMPLICATING AFFLUENT SYSTEMS, TRULY TERRIFYING TALES OF E&O & FRENCH FRY DISTRACTIONS

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Remember to Vote Today!

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### AFFLUENT HOMES OFTEN HAVE COMPLICATED SYSTEMS, AIG OFFERS AN UNCOMPLICATED COVERAGE

Did you know that when George W. Bush built his Crawford, TX ranch in 1999 it included two geothermal heat pumps for cooling and heating? They require no gas or oil and use only 25% of the electricity of a typical HVAC system. Complicated systems for homes are great when they operate properly but when they fail it can be expensive and time-consuming to repair or replace, especially when the original equipment was installed at the same time the house was built.

Home equipment warranties typically only cover design or manufacturing defects. They do not apply to human error in installing, operating or maintaining the equipment. AIG Private Client Group is pleased to offer Equipment Breakdown and Equipment Breakdown Plus to address this gap in coverage, reduce out of pocket expenses and minimize the hassles associated with lengthy and disruptive repairs.

Home equipment includes central air conditioning systems, heating, swimming pools, ventilation, emergency generators, well pumps, chair lifts and elevators, home entertainment and computers (available under Equipment Breakdown Plus) and more.

You can choose a coverage limit that meets your needs with a deductible separate from your standard home deductible. If your home becomes uninhabitable, you can be reimbursed for related expenses. You can replace broken equipment with a model that is better for the environment, safer or more efficient.

Here is a real life example: the ports in an air conditioning compressor cracked. The compressor condenser and evaporator were a matched set, so each needed to be replaced. Cost to replace the entire pump system \$7,400; cost for the family to relocate for 2 days \$1,200.

The Equipment Breakdown and Equipment Breakdown Plus option is part of AIG's Private Client coverage which is available for \$1MM or more with a minimum of two lines of business.

Additional coverages are:

- Guaranteed replacement cost - Included
- Back-up of sewers and drains - Included; up to dwelling value
- Business property - Up to \$25,000
- Deductible options - Up to \$100,000 available
- Primary flood - Available
- Identity fraud restoration expenses, ATM robbery, and financial fraud, embezzlement or forgery - Available
- Traumatic threat or event recovery - Available
- Green rebuilding expenses - Available
- Waiver of deductible on losses over \$50,000 - Available
- Replacement cost cash out option - Included
- Lock replacement - Included; no deductible
- Food spoilage - Included
- Loss prevention devices following a claim - Included; up to \$2,500 available

The AIG Private Client Program is available to registered members in all states.

Log into Big "I" Markets and click on *Affluent Program – New Business* to learn more!

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### SPECIAL FEATURE:

#### *Truly Terrifying Tales of E&O*

By David Hulcher - AVP, Agency Professional Liability Risk Management

We hope you and your family enjoyed a fun Halloween. If you would like to keep the holiday spirit of suspense and horror going a little longer, allow us to share some terrifying real-life E&O case studies from the E&O Happens website. Log in with your Big "I" username and password to peruse over two dozen examples where agent errors and omissions led to professional liability claims.

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In addition to learning from stories of what went wrong, surf over to the "Prevention Tools" tab to browse proactive measures you can take to prevent E&O claims from happening in your agency. Whether you delve into an agency E&O self-assessment or just browse our "quick tips" you'll be taking steps to help you avoid a frightful legal outcome.

Learn more at [www.iiaba.net/EOHappens](http://www.iiaba.net/EOHappens).

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## TEXTS, GPS, AND FRENCH FRIES: ARE YOUR CUSTOMERS PROTECTED?

By April Shrewsbury, *Manager of Personal Umbrella Markets*

Screeeeeeech....CRASH! That was the sound I heard last year as I ventured into an intersection, onto U.S. Route 460 in Bluefield, VA. After a great lunch with my mom at La Fiesta, I was making a right on red as the driver next to me started into the intersection and was struck at full highway speed by another driver. Thankfully, everyone walked away from that accident. What I noticed was that the driver in the oncoming vehicle never applied her brakes, which would suggest that she didn't see the red light...a distracted driver.

### A pervasive issue

We've all seen countless articles, TV commercials, and public service announcements, warning of the dangers of distracted driving. Distracted driving can include activities such as texting or reading a text, checking the GPS, talking to others in the car, applying make-up, and (who isn't guilty of this one?) fumbling around in a paper bag for that one last french fry. It is such a pervasive issue that there now exists the Official U.S. Government Website for Distracted Driving ([www.distraction.gov](http://www.distraction.gov)), full of facts, figures, and suggestions for talking to drivers (and it's not just the teens).

### What does it mean for us as insurance agents?

At any given moment in this country, approximately 660,000 drivers are using cell phones or manipulating an electronic device while driving (according to the National Occupant Protection Use Survey). As insurance agents, these drivers are our customers. We strive to protect them from loss, whether caused by their own actions or those of others. It's an unfortunate reality that our customers are driving while distracted, or are at least driving where the drivers around them are distracted. Even children walking home from school are at risk. It's not a matter of if they'll be involved in a distracted driving-related accident, but when.

### How can I help protect my customers?

A Personal Umbrella Liability Policy can help protect an insured against financial ruin (losing their home, future earnings, and other assets) when they or a member of their household are sued or found liable for a car accident (among other things). Given the likelihood that today's drivers will be involved in a distracted driving-related accident, that fact alone is reason enough to offer an umbrella to every customer.

The Big I's endorsed carrier for personal umbrellas, RLI Insurance, offers a personal liability limit of up to \$5 million (\$1 million in New Mexico), for when your customer is found to be at-fault in an accident. RLI also offers excess Uninsured/Underinsured Motorist Coverage, which would cover the insured's injuries if they are struck by a distracted driver who then drives off, doesn't have insurance at all, or doesn't have enough insurance to cover the injuries of those in the insured's vehicle. Simply go to [www.iiaba.net/RLI](http://www.iiaba.net/RLI) to offer a personal umbrella policy to every customer, every time...quoting takes just 2 minutes and will include a quote letter for your insured. If that coverage is declined, use the quote letter to document the decline, adding it to the insured's file as a protection against a "failure to offer" E&O claim.

In closing, if you happen to be driving through Bluefield, VA, be careful as you head through that intersection on Route 460. Make sure you've got an umbrella in place first. Better yet, stop at a great Mexican restaurant called La Fiesta, and tell them an independent agent from up north sent you.

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## WEBINARS

Remember that you can view the following webinars 24/7 by checking out the BIM Webinar Library. To do that log onto Big "I" Markets and click on "Publications".

- Personal Liability Trends - Fireman's Fund
- TravPay
- Commercial Lessor's Risk
- Affluent Homeowners
- Travelers Select Products (series)

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- Travel Insurance
- Community Banks
- XS Flood
- Real Estate E&O
- RLI Personal Umbrella
- Affluent Homeowner
- "Oh, by the way...Flood Sale"
- Habitational
- Non-standard Homeowner
- Student Housing

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## "OH BY THE WAY...FLOOD SALE" WEBINAR

Interested in learning flood marketing techniques? Participate in the "Oh, By the Way...Flood Sale" webinar presented by Big "I" Flood Program Manager, Jeff St. John. Topics in the fast-paced 1 hour presentation include: Reasons to Sell Flood Insurance · Reasons Consumers Should Buy · Limited Product Knowledge · Misconceptions by Agents & Consumers · Talking Points & Myth Busters · The Flood Risk · Flood Resources – Facts & Statistics.

Webinar dates:

- Wednesday, November 5th at 2:00 p.m. EDT
- Wednesday, January 7th at 2:00 p.m. EDT

*The webinar for Wednesday, December 3rd has been cancelled.*

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## BIM WEBSITE TRAINING WEBINAR

For all you folks who recently registered for Big "I" Markets, remember you can participate in a webinar from the comfort of your office to help you learn how to navigate around the system. Every Thursday at 2:00 p.m. EST we'll show you how to navigate the Big "I" Markets platform, including how to submit a quote! Register for the webinar by sending an email with your name and company name to [bigimarkets@iiaba.net](mailto:bigimarkets@iiaba.net). Include "Website Navigation Webinar" in the subject line or body of your email. A recording of this webinar can be found under "Publications" after logging into Big "I" Markets.

*There will be no Training Webinar on Thursday, November 20th or Thursday, November 27th.*

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## TWO FOR TUESDAY TRIVIA

Be one of the first five with the correct answers and win an envy-inspiring *TFT* Trivia T-shirt. **Don't forget to answer the Tie Breaker!**

1. What excess coverage does RLI offer that would pay for an insured's injuries if they are struck by a distracted driver who doesn't have enough insurance?
2. Who was the only candidate to receive electoral votes after death?
3. AIG's Equipment Breakdown and Equipment Breakdown Plus will replace broken equipment with a "green" version (better for the environment, safer or more efficient) for up to how much of the replacement value?

## TIE BREAKER

Who was the first woman to ever get an Electoral College vote in a U.S. Presidential election? Hint: It's *NOT* Geraldine Ferraro.

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## LAST WEEK'S MOST CLICKED LINKS

Here are the top three items that got BIM agents clicking from our last edition... see what you missed!

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1. 5 Ways to Avoid a Data Breach
2. Zombie Doll Wrapping
3. Winterizing Your Facility - Tip Sheet for your clients

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## **BIG "I" MARKETS SALE OF THE WEEK**

Congrats to our agent in New York on a habitational sale of **\$25,490** in premium!