

# THE HAUSWIRTH REPORT

## 2014 State of the Insurance Market

Well, we made it. Our first "Post Hurricane Sandy" year and we made out fairly well. The federal government hasn't been 100% faithful to their Sandy Victims in promises made, but progress continues.

As our President will likely say in his State of the Union Speech later this month, "The State of the Union is Strong!" So, I'm here to say that the "State of the Insurance Marketplace" is also very strong! Most all of the insurance claims from Sandy are paid, there is plenty of money available for insurance carriers going forward to pay future claims and there are plenty of markets writing new business in the State of New Jersey.

New Jersey was somewhat uneventful in 2013 as far as major insurance activity, which makes the "Insurance Gods" very happy. The experts are now saying that a Hurricane Sandy kind of "event," where the storm coming up the coast made a 90 degree turn into the coast of New Jersey, could not happen again. They feel the weather pattern changes in the jet stream would prevent that occurrence in the future. That is not to say we could not experience another catastrophic event; it just would be different than the one we experienced in October 2012. What I want to assure our clients is that our carriers are on a decent financial basis and are capable of writing all over the state.

### Commercial Insurance

On commercial insurance we will likely see a softening of pricing throughout the state. With the economy improving and the stock market growing very nicely, insurance companies are more apt to lower prices in 2014. We have seen many of our companies lowering their commercial auto rates as well as their liability insurance premiums. This of course is good news for many smaller businesses.

### The Obamacare Implementation

Setting aside my own personal feelings on this

topic (which is really hard to do), this will be the single biggest issue facing the insurance industry in 2014. The volume of regulations, the massive amount of changes to the program, the effect on the physicians and hospitals, and the cost to small business has forced our agency to stop offering this as a product to our clients. I can only hope and pray that the administration and the US Congress will work together to revise the program to reduce the effect to those businesses and health insurance carriers affected. Otherwise, I am concerned we may face yet another nationwide recession.

### Coastal Property

Our office continues to be the consummate source of information on insuring your home along the Jersey Shore. We have fine markets for waterfront home insurance and have customer service agents that keep abreast of the ever changing flood insurance regulations. There are outstanding properties along the Jersey Coast just waiting to be your dream home and we can help you find affordable insurance to help make that dream come true.

### Flood Insurance—Changes are uncertain

Our office has written about this several times this year. The changes that were made in 2012 to improve the stability of the program and extend it for the next five years had to include rate increases to phase in actuarially sound rates. Many homeowners and businesses feel these rate increases are too steep. While a delay in the increases has been discussed in Washington, nothing is certain.

Our office will continue to monitor all of the important updates to the property and casualty markets and keep you, our clients informed as to how they will affect us all.

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### Quotes of the Month:

"Advice is like snow—the softer it falls, the longer it dwells upon, and the deeper it sinks into the mind."

~ Samuel Taylor Coleridge

"Kindness can accomplish much. As the sun makes ice melt, kindness can cause misunderstanding, mistrust, and hostility to evaporate."

~ Albert Schweitzer

### Quick Tip:

Many home improvement and organizing stores hold their best sales on containers and organizational products in January. If you've been putting off that home organizing project, now is the time to tackle it!

# Driving in Snow? Go Nice and Slow!

When staying home is not an option and you must brave winter roads, your Hauswirth and Sons Insurance Consultants Protection Team, (a Trusted Choice® independent insurance agent) advises you to remember the ageless moral of the tortoise and hare: Slow and easy wins the race.

From snow blizzards and white-outs to the dreaded black ice, the hazards of winter roadways must be negotiated carefully if you and your vehicle are to arrive at your destination safely. Even with the use of de-icing agents and sand, your chances of slip, sliding away into a ditch, barrier or other car are great. Beyond keeping your vehicle in top winterized condition, caution is the rule of the winter road.

Here are a few helpful winter safe driving tips direct from the experts at AAA:

**Accelerate and decelerate slowly.** To regain traction and avoid skids, apply the gas slowly. It takes longer to slow down on icy roads, so allow extra time to brake before a stop.

**Drive slowly.** Everything takes longer on snow-covered roads, including accelerating, stopping, and turning. Allow extra driving time. Driving slowly also gives you time to maneuver.

**The safest following distance on normal dry pavement is three to four seconds.** On ice or snow, allow eight to 10 seconds of following time. You need the increased margin of safety in order to provide the longer stopping distances required on ice and snow.

**Know your brakes.** Threshold braking is the best way to stop, regardless of the type of brakes on your vehicle. Keep the heel of your foot on the floor and use the ball of your foot to apply firm, steady pressure on the brake pedal. If a wheel locks, release the brake and reapply.

**Don't stop if you can avoid it.** On slippery roads, it's much easier to accelerate while the car is still rolling than to start moving from a full stop. If you can slow down enough to keep rolling until a traffic light changes, do it.

**Don't power up hills.** Applying extra gas on a slippery hill will cause your wheels to spin. Increase speed before you reach the hill, and let that energy carry you to the top. If possible, allow the car in front of you to crest a steep incline before attempting it yourself.

**Never stop while going up a hill.** Starting from a full stop on a hill can be impossible. As you reach the crest of the hill, reduce your speed and proceed downhill as slowly as possible.

If you can, stay home and watch the snow from indoors. Even if you drive well in the snow, others on the road may not.



## An “Old Fashioned” Reminder

Rich and I recently attended our annual continuing education classes for our insurance license. The two day event covers a multitude of topics by several speakers. How appropriate this time we sat through a lengthy class on financial planning and asset protection.

Over the years we have written many articles recommending that our clients purchase an excess liability policy which we call an “Umbrella Policy.” Surprisingly few people have followed up on this “peace of mind” coverage which is available starting around \$155 per year. It dawned on both of us that the speaker was recommending the purchase of an “Umbrella” as a financial planning tool and not as an insurance broker selling another policy. So, once again, we strongly suggest that as part of your New Year resolutions, please review your overall financial plan and consider that one piece of the puzzle should be an umbrella policy. The closer we all get to retirement, the more concerned we should all be about protecting all the marbles we accumulate!

In today's world it has become clear that the standard liability limits on many car, home or boat policies may no longer be adequate to meet the increased risks we face in our everyday lives. Many of our liability limits are no longer sufficient to protect our assets.

If you haven't thought of rounding out your financial plan with umbrella insurance, please give us a call today!

# 2014 Referral Contest

Just Keep Talking!



## How it works:

It's easy, simply tell a friend, relative, acquaintance, or whoever about us! Make sure they tell us you sent them—but don't worry, we ask when they call.

## What you win:

1. For each referral you send, you will automatically receive a \$10 Wawa Gift Card!
2. You are also automatically entered in the monthly drawing for a Kindle Fire HD 8.9" Tablet!
3. For each referral we receive, we'll donate \$5 in Your Name to the Lacey Township Food Bank!



## Meet the latest winner:

Congratulations John Bottiglierio, the last recipient of our iPad 2 prize!

Keep sending us those referrals for your chance to win! (The more you send, the more chances you have!)



## Program rules & disclaimers:

- There is no limit on the number of chances to win.
- Our contest is open to any human being on the planet who refers a friend, family member, or colleague to request an insurance quote from our agency.
- You do not have to be a client to receive your free \$10 gift card or to be entered for a chance to win any of the randomly drawn prizes.
- You do not have to be present at the drawings to win.
- This offer is not in conjunction with, or inducement to buy any insurance product from Hauswirth & Sons Insurance. We reward the referrer for the lead only.
- The persons referred DO NOT have to become our client for the referring party to receive any of the free rewards and/or chances in this program.
- We are not responsible if the laws says you can't win due to age or any other reason.

## Thank You for Your December Referrals!

Amy Napolitan



Carmella Lerro

Chris Nourry

David Spade

Ed Woodruff

Greg Broome

Jean McCorry

Jo Anne Norton

John Bottiglierio

Julia Nodine

Ken Rylak

Laura Deturo

Luann Novak

Melissa Bucci

Mike & Danielle Milano

Mike DoSantos

Russell Patterson

Ryan Conaty

Sandy Bator

Scott Dupont

William Adesso



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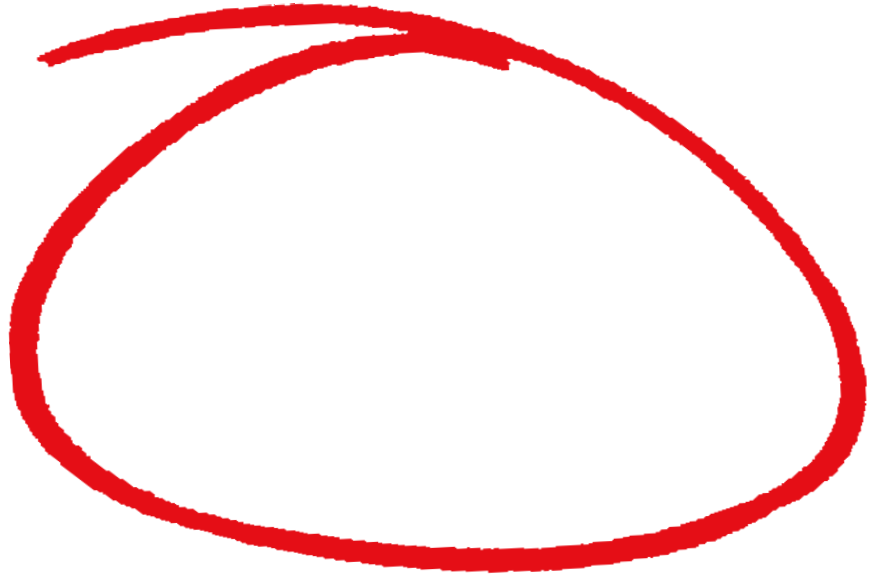
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Rich and Margareth love playing Santa and Mrs. Claus to granddaughter Ava!



*"I inquired with many insurance companies for insurance on my shore home for liability and flood insurance, Hauswirth & Sons not only gave me very competitive pricing but their staff was the best and most accommodating people I dealt with. This is why I chose to do business with Hauswirth & Sons Insurance."*  
 ~ Anthony C. Of Bridgewater, NJ

## The Hauswirth Report

*"There is no dependence that can be sure but a dependence upon one's self." - John Gay*



### December's Winner

Congratulations Michelle Breitenbach!

Michelle receives her complimentary bottle of Hauswirth Cellars Wine just in time for the holidays. You could be next—Just send us your answer before the end of the month!

### Last Months Trivia Answer:

The variety of tea flavored with the Bergamot orange is Earl Grey!

## A Not-So-Trivial Pursuit

We're trying our best to stump you in 2014!

The Super Bowl is fast approaching—test your knowledge with this month's trivia contest!

It's easy—simply send your answer to the question listed below to our Trivia Coordinator, Ann Fuchilla. There are 5 easy ways to send your answer:

1. Email [ann@hauswirth.net](mailto:ann@hauswirth.net)
2. Call 609-693-3123
3. Fax to 609-693-4935
4. Come to our office!
5. Post to our Facebook Page ([www.facebook.com/HauswirthInsurance](http://www.facebook.com/HauswirthInsurance))

We will draw one random winner (from all the correct answers) to receive a bottle of our private label Hauswirth Cellars wine. Then, six more random winners will each receive a free pizza at Via Napoli Pizzeria in Forked River. Good luck!

**Q: How many Super Bowl rings does the winning team receive?**

