

**Ackert Insurance Brokers**  
 we'll make you hate insurance less

## Greetings From The Ackert Team!

**Summer is upon us**, and we hope all of our customers are enjoying the fabulous weather as much as we are! This has been an eventful season for Ackert Insurance, as we have finally re-located our Chesley office after last summer's fire. Come and visit the Ackert Team at 58 1st Avenue South (kitty corner from New Orleans Pizza) and check out our new digs! And just when we thought things couldn't get any more hectic, we decided to plunge into a new venture, and opened the newest Ackert location at 418 Queen Street in Paisley. There are a couple of new faces on the Ackert Team (Pat Hale & Beth Gregg), and we are keen to meet and serve you in our expanding locations!

**It is undoubtedly a stressful time** for clients under this current insurance climate. Rates are anything but stable, coverages are changing dramatically (more on the Auto Reforms as you read through the newsletter!) and customers continue to wonder what they are actually purchasing. Thank you for letting us help you "hate insurance less" and please keep your calls and visits coming! The more we can chat with you the more we can help educate you as to how the system works, what you are paying for, and what can be done to change your situation to make it work better for you.

## Travelling this winter?

**If you are leaving the province** of Ontario, don't even think about heading across the border without purchasing Out Of Province Health insurance. OHIP doesn't cut it, and you don't want to be on the hook for a big hospital bill because you got bit by your second cousin's dog while at a family reunion in New York! New in the spring of 2010...visitors to Cuba must now provide proof of valid Travel Insurance in order to enter the country! Snowbirds are getting ready to pack for the winter away, and the time is right to call us and see what we can do to minimize your costs and maximize your coverage in case of an emergency this winter!

## New-Auto Reforms September 2010

**Big news in the auto insurance industry!** The Ontario government has passed a Bill to drastically cut the automatic coverage available within your auto policy. This has been a long-awaited improvement requested by customers and insurance companies alike. The current product we have been supporting costs a fortune; with no changes we would have all been forced to endure a 24% rate increase in order for insurance companies to collect enough premium to pay the claims. Alternatively, the reforms that have been made to the automobile policy have practically cut the Standard (or in other words, 'Automatic') Accident Benefits in half. For those who still need and want the coverage, every single customer has the option to 'buy back' the higher limits of coverage, and in many cases can pay even more and purchase the added 'enhancements'.

Check out the attached summary of benefits and limits, carefully read the information on the Dominion of Canada's website [www.understandingmyinsurance.ca](http://www.understandingmyinsurance.ca) and call us to better understand and compare options as your automobile policy renews.

This new policy is effective September 1, 2010 for every single driver in Ontario. Until your policy renews, you would have the 'buy-backs' read into a claim but once the current policy you have, expires, you **MUST** make an educated decision as to what level of coverage is appropriate for you and your family and purchase it accordingly. The Ackert Team is well-versed on Accident Benefits, and is eager to chat with you about coverage and pricing.

This new system has been created to provide rate stabilization in the marketplace, and shows excellent opportunity for rate reduction in 18 to 24 months if positive results can be realized.

**DON'T JUST DO NOTHING...YOUR POLICY LIMITS HAVE BEEN DRASTICALLY REDUCED AND CAN ONLY BE INCREASED WITH YOUR AUTHORIZATION. CALL US TODAY!**

## Earthquake 2010

**Do you remember where you were** when the earth starting shaking on June 23 around 2 o'clock in the afternoon? Many people never thought we would experience an earthquake in Southern Ontario, but it happens more often than we might realize. Have you ever considered purchasing earthquake coverage for your home or business? Make sure to check your policy and see if you already have the coverage in place, and give us a call to see if it is an option available before the next earthquake happens!

**Moving?**  
**Renovating?**  
**Family situation changing?**

**Renting?**



There are so many different types of insurance policies available, and it is so easy for us to change your policy to meet your changing lifestyles and needs. Make sure to let us know if you are moving, changing jobs, renovating your home, starting a business, or making any change to your current situation. Exclusions in your policies are numerous, and it is our job to make sure your policy will respond if a loss were to happen. In order to sell you the right policy, we need to know what you are doing, so keep us in the loop!

In the wintertime, there are freezing exclusions in your home policy if you are away for more than a certain length of time. Your home policy does not pickup coverage for any business operations. Your auto policy would not pay for a claim if you are rated for driving to work, but actually use your vehicle for work (sounds tricky, but we can help decipher the difference!). Your commercial policy doesn't often include water damage coverage - what would you do if the hot water tank leaked? A home that is rented out needs a different coverage than the one where you live. Did you let us know you are taking in borders, or starting a daycare in your home?

**CALL US AND LET US KNOW WHAT YOU ARE DOING...WE CAN HELP!**

**The Leading Cause of Home Insurance Claims in 2010? WATER!**

No longer known for mainly fire claims, water losses now account for 60% of all property claims in Canada. Between our changing weather patterns, considerably enhanced policy wordings, and more people living underground than ever (i.e. finished basements) the Canadian insurance industry paid out \$1.5 Billion in water claims last year. Take a look at your policy and see if you have any coverage for water, know what your deductible is or water/sewer sublimit might be, and make sure to call us if you ever have a problem. Water is the most difficult thing to buy coverage for, so keep in mind...if you ever have a water claim, always assume it's not covered, and then if it is, you will be pleasantly surprised!

**Equipment Breakdown...**

Many businesses carry fire insurance, even theft of contents coverage, or business interruption insurance that would pay for lost income while the claim is happening and the business is being rebuilt. But have you ever considered how easily your equipment might breakdown, and how incredibly expensive it might be to fix? Your electrical panel box might burn, which is a fairly obvious coverage on most commercial property policies. But if your panel is damaged by arcing, do you have Equipment Breakdown coverage in place? Depending on the size of the panel, you might be out \$25,000. Call us today to be sure you are properly insured!

**Don't forget to consider...**

**Do you know if the class of license you carry is valid for driving the vehicles you operate? Find out before a claim happens and your coverage is void!**

- Kids going away to school? Call us for content coverage, and discounts on auto insurance.
- Thinking about a solar panel? Call to check your farm coverage before you build.
- Adding a company driver to your policy? Call us and let us check their history BEFORE you hire.
- If you are insured with RSA, you can collect Air Miles!

**Accident Protection**

You have all heard it...“I've never had an accident, been driving all my life, paid too much for my car insurance all these years and when I had one little fender bender, my rates sky-rocketed!” You can now avoid this headache by pre-purchasing an interesting coverage that essentially protects your good driving record. Often costing around \$50 if you qualify, many folks feel this is money well spent to not experience a rate hike if you back into someone at the grocery store!

**Retired?**

Call and let us know if you have recently retired as your auto policy will decrease in premium as a result of the Retiree Discount for which you may now qualify! This discount is available after you have been retired for 6 months – make sure to let us know and we can complete the appropriate paperwork to save you some money!

★ ★ Crazy Insurance Claims! ★ ★

Carl Truman, 19, of Los Angeles, California, won \$74,000 plus medical expenses when his neighbor ran over his hand with a Honda Accord. Truman apparently didn't notice there was someone at the wheel of the car when he was trying to steal his neighbor's hubcaps. ★

Amber Carson of Lancaster, Pennsylvania: a jury ordered a Philadelphia restaurant to pay her \$113,500 after she slipped on a spilled soft drink and broke her tailbone. The reason the soft drink was on the floor? Ms. Carson had thrown it at her boyfriend 30 seconds earlier during an argument. ★