

HEINZE INSURANCE

LARGE ENOUGH TO SERVE, SMALL ENOUGH TO CARE

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INSIDE THIS ISSUE:

As an insurance agency we take pride in building relationships with our clients. This newsletter is one way that we continue that relationship. Giving you, our clients, insight into what's going on around the office, and helpful tips you may need.

How insurance works:

Insurance is a form of risk management in which the insured transfers the cost of potential loss to another entity in exchange for monetary compensation known as the premium. Insurance works by pooling risk. What does this mean? It simply means that a large group of people who want to insure against a particular loss pay their premiums into what we will call the insurance bucket, or pool. Because the number of insured individuals is so large, insurance companies can use statistical analysis to project what their actual losses will be within the given class. They know that not all insured individuals will suffer losses at the same time or at all. This allows the insurance companies to operate profitably and at the same time pay for claims that may arise.

Life Insurance we offer:

Life insurance policies are a great way to be prepared for the inevitable. Here at Heinze Insurance we offer Grange Life Insurance to our clients. Financial strength is one of the most important things to consider when choosing a carrier. With an "A" rating from A.M. Best spanning 50 years and \$2 billion in assets, Grange has the strength and stability of a large insurance carrier but with the local, personalized service of a small company. Not only does Grange have lots of options that can be tailored to your unique coverage needs, they can be customized to your budget too. **Let us help you live in the moment, but plan for the future!**



What's new at Heinze Insurance Agency:

We are proud to welcome our newest life insurance agent, Farah Heinze to the office. Farah is a recent graduate of Morehead State University, majoring in Strategic Communications. Strategic communications is a client serving major that has trained her to understand people and help with their needs. Because of this, we believe that she will be a great asset to Heinze Insurance. Our motto is, "large enough to serve, small enough to care" and she will do just that. Come meet our Kentucky charmer! She will do her best to prepare you for your journey through life, and make sure that your needs are met. If you don't have life insurance or need additional coverage, give her a call or stop by the office to see her.

NEWSLETTER TIPS:

How do you make the most of your Annual Insurance Review?

We are here to help!

When was the last time you reviewed your insurance?

Since then, if you've gotten married, had a baby, added a four-legged friend to your family, sent a kid off to college, finished your basement, bought a trampoline, replaced your roof or made a big purchase like a diamond ring or an awesome set of golf clubs, your insurance is most likely out-of-date and it is time for a review. As a good rule of thumb, when there's a change in your life, more likely than not, your insurance will need to change, too. Here is what you can do!

1. Come prepared

To ensure both an efficient and beneficial review, it is wise to come prepared. Bring information on all of your cars, including make, model, year, drivers and primary use. When it comes to your home, know the age of features, like your roof and furnace, along with details of any major remodeling efforts.

2. Ask questions

Insurance-speak can be confusing. So don't be hesitant to speak up when you don't understand your policy. Your agent wants you to be aware of

your needs and what your policy does and does not cover. The bottom line is, you should understand what you're paying for. And your agent can help you by answering any questions you may have.

3. Think in scenarios

Insurance is there to protect you during the "what-ifs." What if my tree falls on a neighbor's fence? What if my newly-finished basement floods? Present these scenarios to your agent to learn more about your insurance and be confident in what risks your policy covers.

4. Have a coverage-over-price mindset

We're not saying that price isn't important. Cost is a huge factor when it comes to purchasing anything. But you don't want to sacrifice adequate coverage for a cheaper policy. It has the potential to really hurt your finances in the long run. To get the best results, go into your review with a quality-over-quantity mindset. Determine your needs first, and then work on finding the best price.

5. Ask about discounts

Discounts are another way to save on your premium. From

having a good student with a great driving record to bundling multiple policies from the same carrier, there may be discounts for reasons you wouldn't expect. Always ask your agent about additional ways to save

6. Don't be afraid to call your agent for a review

Part of the value of your policy is that it comes with an insurance agent. And your agent can help you understand your policy, while making sure that you have proper coverage at the best price. When you finish your review, you will be in a better position because your insurance will reflect your current needs, you'll have a better understanding of your policies and you may even save a buck or two along the way

Please feel free to call our office if you would like to schedule an Insurance Review at any time! Here at Heinze Insurance we would be happy to answer any questions and clear up any confusion you may have.

Our office hours are:
Monday through Friday 9am-5pm
Evenings and weekends are by appointment.

Phone number: 419-288-3762
www.heinzeinsurance.com