



Coverage. Value. Commitment.

Spring 2006

Life Health Medicare Supplement Auto Home Commercial

## News & Views

A newsletter designed to provide useful information and helpful tips to enhance your insurance value.

*We pledge to treat you the right way; emphasizing Coverage, Value and Commitment. Your Trusted Choice since 1970.*

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## 2006 South Dakota Market Forecast



When we look into the crystal ball for 2006, we find an extremely competitive insurance marketplace where companies are again anxious to do business.

2004 & 2005 have been very good for insurance companies operating in South Dakota. They have benefited from relatively mild summers that have not produced the extensive hail and windstorms that we saw from 1990 through 2002. Weather is the dominant producer of claims in South Dakota and Mother Nature has been kind.

As a result of this, insurance companies are now entering South Dakota versus exiting. With the Sioux Falls area the largest population center, many are focusing their efforts here. What does this mean? Companies continuously fine tune their pricing to attract and keep your business, and changes are fast and furious. To attract your business, some companies are offering rates they cannot sustain. Inevitably, claims paid will exceed premiums received and they will significantly increase their rates later when they have reached the amount of business they are looking for. Quality companies refrain from this as they want to earn your business not only for the present, but also for the future. If you receive a quote that appears to be lower than your current rate with us, please call us so that we can review your account with you. Chances are, the reason for the perceived lower rate is a reduction in coverage that you may not be aware of. An apples to apples comparison is seldom so.

Now the important question, how competitive is Kouri Insurance? Extremely! When we choose a company to represent, we ONLY choose companies that are competitive for the long term. We do not believe in providing an entry rate that quickly escalates when we have your business. As such, you can be assured that our agency is extremely competitive and very difficult to beat when coverage, value, and commitment are compared.

If you have a question on your rate, or if someone promises savings that seem too good to be true, call us. We are more than happy to review your account with you to ensure you have the best value. Our goal is always the same, to earn the right to work with you as long as you need insurance.

Did you know that Kouri Insurance offers solutions for most of your insurance needs? Ask about our products for your:

Automobile	Classic Car
Homeowners	Renters
Seasonal Homes	Rental Properties
Motorcycle	ATV
Umbrella's	Watercraft
Motorhome	Mobilehome
Farms	Acreages
Health	Major Medical
Term Life	Long Term Care
Medicare Part D	Medicare Supplements
Business Liability	Business Property
Bonds	Workers Compensation
Contractors	Builders Risk
Business Auto	Business Packages
Apartments	One Day Events

**Congratulations and welcome to sleepless nights!**

We are pleased to announce Holly and her husband Dave welcomed a baby boy into their lives in February. Upon Holly's return back from maternity, Becky and Anne were especially happy to return phone duties to her.



### Bringing Out The Summer Toys?

Please make sure that you have your summer toys insured before you drive them. Many people suspend their coverage over the winter months and it is very important that you reapply coverage before taking your car, motorcycle, boat or other toy out to enjoy.

Have it insured elsewhere? Call us today and let us show you how we can save you money with our outstanding products.

### Rewards Offered For Your Referrals

At Kouri Insurance, we truly appreciate your assistance in building our business. We believe we can offer your friends, family and business associates a great insurance experience, but *nothing relays that better than a few kind words from you.*

For the first referral made by you that results in a new customer, we would like to present you with a gift certificate to the Hutterite Prairie Market. When you reach three referrals, you will receive a certificate to Sushi Masa. For the fifth referral, you will receive a gift certificate for a free dinner at Café 334. Your support through the years has been greatly appreciated and we are pleased to offer these thank you gifts.

### On TV they promise 15% savings and discounts up to 40%, Is this true?

It is important to remember that advertising is designed to grab your attention. If it didn't, companies would stop using it. Because of this need to grab your attention, advertising promises are often greater than their delivery.

A lizard led company is famous for promising great savings by eliminating the middle man. What they fail to mention is that eliminating the middle man is offset by the extensive advertising needed to generate sales.

We have *never* found an internet or phone based company to be a consistent, long term competitor as their rates and service do not live up to the promises made.

## Tips For The Storm Season

Q. With the difficulties that Katrina has presented to policyholders and insurance agencies, what steps have Kouri Insurance taken to deal with a catastrophe in Sioux Falls?

A. First, it is important to note how serious we take our responsibility to provide service to you, regardless of the conditions. We understand that in the event of a loss, we are the mechanism that you use to report a claim. As such, it is vital we are able to be reached and that we have access to your information. We accomplish this in a several step process that is designed to allow us access to our information and the ability for you to obtain claims reporting information from us 24/7. Your information is on our server, a second copy is backed up within the office, a third copy is kept offsite, and a daily backup is done through the internet to a location several states away. In the event of a catastrophic event, we are certain we will have the ability to provide the service you expect. It is also important to remember our website ([www.kouriinsurance.com](http://www.kouriinsurance.com)) lists reporting options directly to the company through the internet and by the phone. During an extreme event, you will find constant updates on how to contact us and our companies.



Under normal events, hail and wind are the most common type of non-collision losses that we see during the storm season. Both have the ability to damage your property and your vehicle in just a matter of minutes. For this to happen though, the hail generally needs to be fairly large and solid. Fortunately, when we do receive hail, it is usually smaller and softer and falls without damage.

When the threat of hail or severe storms are present, the following tips may help you reduce damage to your property. Extra caution is needed for tornadoes as these can be catastrophic.

### Automobiles:

- When driving through a storm, stay inside the vehicle. Hail falls at fast speeds, and it can cause injury to those in its path.
- Stop driving and pull to a safe place so hail doesn't break the windshield or any windows - driving compounds hail's impact with your car. Stop under an overpass, and don't forget to pull out of traffic lanes and onto a shoulder. Avoid ditches due to possible high-rising water.
- Keep your car angled so the hail is hitting the front of your car. Windshields are reinforced to withstand forward driving and pelting objects. Side windows and back glass are not, so they're much more susceptible to breakage.
- Lie down, if possible, and keep your back to the windows. If you have a blanket, cover yourself with it to prevent possible debris from hitting you.

### Property:

- Maintain a supply of food, water, a radio, flashlight and batteries in the event of a serious event that disrupts your utilities. This may be the biggest lesson of Katrina.
- Properly upkeep your home. Repair loose shingles, keep your gutters clear, check your sump pump and landscape to lessen the chance for wind and water to damage your home.
- Remove branches or trees that are weakened due to age, disease, or prior damage.
- Raise boxes and other items stored in the basement so that they are off the floor in case water seeps in.
- Know what your insurance does cover, and what it does not. Flood, water seepage, earthquake and sewer backup are examples of coverages that are not automatic under a home program. It is either a separate coverage, or is not available. Call us for more details.

## Auto Insurance: Special Considerations for Established Families

At this life stage, your cute little kids become teenage drivers, competing with you for the car. In addition – as you enter that mid-life period – your own automotive interests may steer you towards different types of cars than you've previously driven.



- When adding your teenage driver to your policy, be prepared to pay higher auto insurance rates. Industry figures show that a teenage female driver can cause rates to increase as much as 50 percent, while a young male driver can boost costs by up to 100 percent.
- If you plan to provide your child with an automobile to take to college, check on the need for a separate auto insurance policy.
- At this stage of your life, you may be frantically transporting your kids – and their friends – to sports practices and other after-school activities. Given these chauffeuring responsibilities, you might want to consider increasing your liability insurance in case of an accident.
- Hopefully, your success in the job market is causing your net worth to grow. So you may want to consider purchasing an “umbrella policy” to raise your auto liability coverage, for example to \$1 million, in order to protect your assets.

### Here are some tips to prudently control your auto insurance costs:

- When you are ready to add a teen driver to your policy, it's a good time to call us so we can evaluate different auto insurance companies and compare costs, as firms differ in their policies for young drivers.
- If you're planning to purchase a car for your young driver, keep in mind that auto insurance premiums are linked to the type of vehicle driven. If you're buying or leasing a new car, check the insurance rates before you make your final choice. SUVs, convertibles and performance vehicles typically cost more to insure than some cars.
- Parents of new teenage drivers should encourage their children to maintain good grades and to take a driver's education class, as these steps may help lower your insurance rates.
- In addition, keep in mind that if your child lives away at school (at least 100 miles) and has less access to the insured vehicle, you may be able to take advantage of insurance discounts.

Remember that companies often grant discounts to those who are considered “safe drivers,” so try to keep your driving record – and your children's driving record – free from accidents and moving violations for at least three years, or consider taking a defensive driving course.



### Collectors Corner

For those who love the automobile, few things are more rewarding than owning that special collector car. We are pleased to represent two companies who do “get it.” They understand the special needs of these cars and provide an outstanding value for you. Call Bryan today to discuss just how nice of a product we can offer you.

## The Myth of the Umbrella Policy

What do all these have in common: King Arthur and the Knights of the Round Table, Atlantis, The Loch Ness Monster and 37 cents a gallon for gas? They are all some of the great myths of our day. What exactly is a myth? According to Merriam-Webster's online dictionary, here is one definition: a. a popular belief or tradition that has grown up around something or someone; b. an unfounded or false notion. This definition nicely describes the myth that says you only need an umbrella when it rains.

OK, so maybe that's stretching *a little* but it does illustrate the primary focus of this article.

### Myth: Personal Umbrella Insurance Coverage is Just for Rich People.

Let's get that one off the table right away as well as some other common myths about personal umbrellas such as:

- The premiums are too high.
- Takes too much work to get.
- I don't have anything to sue for.

Well all those myths are bunk. Personal umbrella liability coverage is relatively affordable, can be easily coordinated with your existing insurance policies and by no means is it just for those soon to be starring in an upcoming episode of *Lifestyles of the Rich & Famous*.

### So What is a Personal Umbrella?

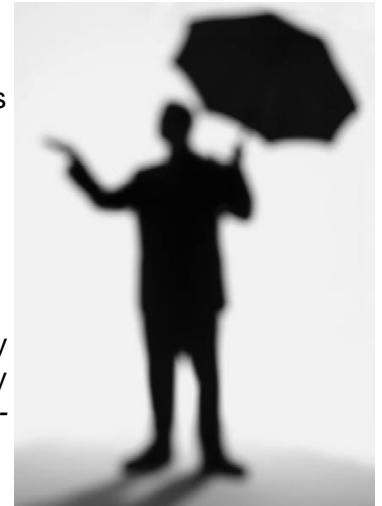
Umbrella liability insurance is so named because it acts like an umbrella, sitting on top of your auto and homeowners liability policies to provide extra protection. Even if you do not own a home, you still need renters insurance to cover both your liability and personal property. An umbrella policy is excess liability insurance coverage over and above that which is covered by basic homeowner or automobile insurance. In picking up where homeowner and automobile policies leave off, it is an extra layer of protection against lawsuits resulting from damage to someone else's property or injuries as the result of an accident. It also protects against false claims and intentional acts such as libel, slander and vandalism by minors, and covers false arrest, wrongful entry, invasion of privacy and more.

### Why You May Need it

Lawsuits are pervasive these days. When it comes to personal liability exposures we've come to expect the unexpected. A neighbor or guest could slip and fall on your property, break a leg and sue you under your homeowner's insurance. A storm or natural disaster could occur, causing a tree on your property to crash down on a neighbor's vehicle or home. Lawsuits in cases like these are becoming more common, and the amount that juries award in these cases is often unpredictable and expensive.

**EVERYONE** needs to protect themselves and their assets against lawsuits and you should make sure you have umbrella coverage. A good question to ask yourself is whether you have assets that you don't want to put at risk in the event of a catastrophic liability. These days, the equity on a person's home is a considerable asset so you don't need to be "wealthy" to have assets at risk.

**So, How Much Are We Talking About?** Personal umbrella policies are **very** affordable. They start around \$105 yearly and will increase in cost based on the number of homes, vehicles and drivers in your household. For most families, the umbrella will cost around \$200 for the year. This will be less if there are no drivers under the age of 21. Interested? Please call Kouri Insurance today for more information on this important coverage.





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We are on the web  
[kouriinsurance.com](http://kouriinsurance.com)



*"It is easy to say, 'I love you.' Life Insurance means putting your money where your mouth is."*



Kouri Insurance offers Term Life Insurance from a variety of well known, excellent companies. Through these insurers, we can tailor a policy to provide the coverage you are looking for at a price that will surprise you.

Call us today and let us help you protect your family from the financial devastation that can occur with the unexpected death of a parent.

Thank You For Your Business! We'd love it if you referred a friend.