

Special Report for Parents of Teenage Drivers



Insurance Insider Reveals Little Known Secrets:

“The Dirty Truth About Insurance For Teen Drivers” ***Plus a FREE BONUS Report*** **“7 Secret Ways You Can Save on Your Auto Insurance!”**

This two part report reveals how you can use the vast resources of the insurance industry to protect your car and your loved ones, while you save money!

Dear Friend,

For most parents, having a new driver in the house can be nerve wrecking. Of course, you worry about their safety. Every parent does. But, have you thought about the damage they can do that you will have to be responsible for?

As a parent, you have spent years working to give the best for your family. You may be at a point in your life where you have a lot to be responsible for- your home, your cars, your child's future, your future and your retirement.

Basically, when you think about it- YOU HAVE A LOT TO LOSE.

Like most parents, you may have trusted the education they get from their drivers education instructor. You may have spent some time with them helping them learn to drive. You may have stressed the importance of rules they must follow. But the fact is there is a good chance they WILL get into an accident. Actually, a 17% chance they will before they turn 21. That may not seem high to you, but would you like to take those odds with your family's future?

Through my years in this business, I have seen it happen. I have always stressed that families with young children must be prepared for the worst.

There have been many families I have helped with their children's accidents. Most are small and never caused major problems. But, there are two incidents that will forever come to my mind as I try to educate my clients on protecting themselves.

One involved a young driver of 17 that caused a fatal accident while driving with friend's late one evening- alcohol was involved. He hit another car head on and the driver of the other car was killed. It was another young driver; she also had little experience driving so

her response to his driving was not that of a mature driver she just never had a chance.

Another, more recent accident, involved a long time client of mine. We talked every year about the importance of increasing his limits, especially when his daughter began to drive. He put it off thinking it could never happen to him and his daughter.

In February of 2005, his 17 year old daughter was driving down I-85 with two friends in the car. As another car swayed into her lane of traffic, she reacted by over correcting to the inside lane, She lost control of the vehicle and went over the cable barrier between the traffic lanes. Her SUV flipped and rolled several times. The rear passenger, who did not have her seatbelt on was thrown from the vehicle.

She spent close to a month in the hospital with multiple injuries. The medical cost exceeded the limits of the insurance policy, but it could have been far worse.

The good news is the girl recovered completely. But the bad news was he didn't have enough coverage for his daughter's accident.

It is stories like this that makes me compelled to educate as many people as I can about the importance of good insurance. I know young drivers are going to get into accidents- regardless of how much we try to prepare them.

The fact is- they don't have experience yet! And, it takes time driving to get experience.

That is why you must make sure you are protected. Because you never know what could happen.

Insurance "Insider" Reveals Little Known Secrets Of How You Can Protect Yourself And Your Loved Ones – While You Save Money...

You see, I've been working inside the insurance industry for many years now. I've studied in detail everything from policies to claims. And I've made a moral decision: **to reveal the inside secrets of how you can leverage the vast resources of this multi-billion dollar industry for your financial well being.** I specialize in the needs of family insurance and I have decided to dedicate myself to unlocking some of the valuable "mysteries" of the insurance industry.

Does This Sound Familiar?

Bob and Mary were looking at their bills. Every now and then they tried to prepare a budget. It wasn't easy, but they tried to stay within their budget - and tried to manage their money as well as they could. Bob couldn't believe it. He just opened the new insurance

bill. "Holy Smokes"! Are we paying this much for insurance? I knew when Christopher got his license; it was going to go up. But this is crazy!"

"I don't know", Mary sighed. "He's a good driver and a good student. And I can't remember the last time we even had a claim." They were both thinking the same thing, "Oh well, we'll swallow it. There's nothing we can do about it now."

Part One: The Dirty Truth About Insuring Teen Drivers

OK. You may now understand my biggest point in this report. You child is far more likely to get into an accident than an experienced driver. Statistics prove that **your young driver is 3 times more likely than a 30 year old!**

With that said, **are you properly protected when they do get into an accident? An accident that could cost hundreds of thousands of dollars?** Let's find out.

First, let's look at the typical auto policy. It's not just one kind of insurance. It's usually **6 different kinds of insurance** - all rolled into one policy!

1. **Bodily injury liability insurance** is used in case you cause an accident and someone else is hurt or even killed.
2. **Property damage liability insurance** is in case you damage property that belongs to somebody else. It's usually someone else's car - but not always. People have damaged all sorts of things and have been protected by their property damage liability - garages, buildings, lamp posts, fences, carports, just about anything you can hit with a car.
3. **Collision insurance** is for the damage to your car as a result of colliding with another car or another object.
4. **Comprehensive insurance** is in case your car is damaged or stolen in a way that doesn't involve a collision. Let's say a storm blows a tree on it. Or a thief breaks into it and wrenches out the factory radio and speakers. Those are the kinds of things covered by your comprehensive insurance.
5. **Medical payments insurance pays medical** - and even funeral expenses for you, members of your family, and passengers in the event of an auto accident, regardless of who caused the accident.
6. **Uninsured/Underinsured motorist coverage** pays for injuries if you're hit by a driver who doesn't have any or not enough insurance. Even in states where insurance is mandatory, there are many drivers on the road who don't have any insurance.

North Carolina has low liability requirements and the majority of drivers on the road are carrying these minimum limits.

That's a quick overview of the six kinds of insurance you'll usually find in an auto policy. *(Please be aware, this information is offered for general information. It is not a legal definition of any policy, many of which may vary slightly - and is not a substitute for reading and understanding your own policy!)*

Now, you probably already have good coverage for adult drivers. You may be carrying the most common liability and uninsured/underinsured motorist limits that 85% of adults carry. But as litigation cost sore and the increased chance of an accident with a young driver, those limits are too low!

The story I told you about the young girl thrown from a car was a good example of how parents should increase certain limits on their coverage. \$100,000 bodily injury limits may have been fine ten years ago but now are considered very low.

Like bodily injury limits, \$100,000 for property damage can be low as well. A new BMW or Mercedes can eat up almost all of that. If additional cars are involved, you're in trouble.

The best and cheapest additional liability coverage you can buy is an **umbrella**. You may have heard of these, but it is the best kept secret in our business. You can buy \$1,000,000 liability policy for less than \$15 per month. **That is the best kind of asset disaster protection you can buy!**

If what I am saying here is new to you, you absolutely must have a family insurance specialist review your actual policy. Your current agent just isn't doing their job. And, if you have problems with your auto policy, you may want your other coverages checked out to.

Now Let's Look At Some Of The Tricks That You Can Use To Save Money On Your Automobile Insurance!

Money Saving Tip #1) Raise your deductible. Your "deductible" is the amount you pay when you make a claim before your insurance "kicks in". In other words, if you have a \$1,000 claim and a \$250 deductible, you pay the first \$250 and your insurance company pays the next \$750.

The *disadvantage* of raising your deductible is that when you make a claim, you'll pay more. The *advantage* of raising your deductible is that your premium will go down, sometimes as much as **15% to 30%** on your collision and comprehensive insurance.

Money Saving Tip #2) Drop your collision and/or comprehensive insurance on older vehicles. Sometimes it's just not worth paying for comprehensive and collision if your car is not worth that much to begin with. That's because the amount you pay for the deductible plus the amount you pay for the premium may be more than the value of the car itself. A rule of thumb is that if a car is worth less than \$2,000, drop these coverage's -- but many people are comfortable with

even higher figures. Go to Kelly Blue Book at KBB.com to determine the value of your vehicle.

Money Saving Tip #3) Buy a "lower profile" vehicle. Part of what determines the cost of insurance is the kind of car you own. Some cars are favorite cars for thieves. Some cars are more expensive to repair. Generally, these cars will cost more to insure. To get detailed information on your car - or car you're thinking about buying - give our office a call for the symbol rating for a vehicle. The symbol rating can be used for comparing rates from one vehicle to another. We do this for all of our clients for free.

Money Saving Tip #4) Insure your automobile with the same company that insures your home. Most companies offer discounts when you have all your insurance with the same company. You can save up to **20%** on your auto insurance premiums if you have your homeowners insurance and auto insurance with the same company. You will also get a discount on your homeowners.

Money Saving Tip #5) Keep on eye on your credit score. What does credit have to do with insurance? It has a lot to do with it today. In the past few years, insurance companies started using credit for underwriting. It is used to place people in certain pricing tiers and responsibility is why. They believe that if someone is responsible enough to keep their credit clean, they are responsible enough to drive safe. Believe it or not, the numbers prove this works in general. Insurance is a numbers game and in order to be competitive, they must save where they can.

Money Saving Tip #6) Check out other discounts. Insurance companies try to reward drivers what they think are good risks. That's the kind of driver they want. Responsible and safety conscious drivers are going to pay lower premiums. Claims free discounts and superior credit will allow you to be insured with a company that has the lowest premiums available. There are other discounts like automatic seatbelts, airbags, mature drivers, and safe drivers. Another great discount is the "Good Student" discount. Companies that specialize in insuring young drivers will offer this valuable discount. Call us about these and other discounts that are currently being offered in our area.

Money Saving Tip #7) Use an independent agent. Don't trust your hard earned dollars to someone that works directly for one insurance company. Use someone that can "shop" your premium with several companies. This agent will look out for your interests and keep your premiums down for the long term. Insurance companies experience good times and bad times depending on their losses for a given year or years. If your insurance company has significantly increased their premiums for more than a year or two, it may be time for your agent to "shop" for you. If you are using an agent that works for just one company, they won't be doing much "shopping". You'll have to cut back on your coverages and make changes that can increase your liability.

Let's Pray This Never Happens To You...

Jack and Denise just got home from a parent-teacher conference for their youngest son, Brandon, when the phone rang. Jack picked up, "Hello". Within seconds he was trembling. "How bad is she? Yes, yes of course, we'll be right there." Denise knew immediately that Jack was scared - and so was she. "What's wrong?" she said urgently.

"Barb's in the hospital, with her boyfriend, Bill. It seems they were driving my car. They must have taken it out of the garage. Don't worry, they're both okay - or at least they will be. The car they hit...it's worse.

Jack didn't know what to feel - relieved, furious, worried or scared. Jack's daughter, Barb just got her license. Was anybody seriously hurt? Would his insurance cover all this? Medical payments for the other party? Or funeral expenses? What if there was a lawsuit? How bad was it going to get? He felt foolish because he never paid that much attention to his insurance policy. He hoped he had the right kind of policy. He sure hoped he had a good agent.

Part 2: You Can Have The Peace Of Mind And Security You Deserve...

I'm excited about revealing to you some of the really important inside secrets about the insurance industry, the ones that offer you maximum protection, the ones that put the vast resources of the insurance industry to work for you!

Why Would I Give Away My Inside Secrets?

That's a really fair question and I want to answer it honestly and truthfully -it's good for you -- and it's good for my business. You see, I'm willing to give away a lot of my knowledge to members of my community, knowledge that's taken me years to accumulate, organize, and perfect. I have found - time and time again - that generosity and the willingness to provide really great service comes back to me.

Right now, let's talk about **3 of the most important things you can do to protect your financial well being** for yourself and your family:

1. Have an insurance specialist conduct a Risk Analysis on your home, car and family. You live in the real world. Your life probably has more risks than you dream of. And everyone is different! You could be opening yourself and your family to financial disaster unless you've had someone help you analyze your risks and put together a comprehensive insurance plan to protect you. Our office will do that for **FREE**.

2. Use an independent insurance agent. I'll be blunt. I know how this industry works. Like I said, there's a lot of money in the insurance industry, and you want to make sure it works for you.

You don't want an insurance company employee for your agent. You want someone who's going to work for you! Not someone whose paycheck is tied to one company. You want someone who can shop the market, compare prices and get the most comprehensive coverage - maybe even use multiple companies for your total coverage if that's what it takes. Again, individual needs are different - one company may not be able to meet those needs.

You want a good price. You want protection when disaster strikes. Use an independent agent!

3. Don't trust your family's financial protection to an insurance agent who is not a specialist with insuring families. Insurance is a huge industry. Anything you can have, do, own, manage, or whatever... there's insurance for everything. Nobody can specialize in it all. In fact, a professional independent agent can only specialize in a few niches and really understand them.

Insurance is a very technical business. Policies, coverages, endorsements, exclusions. I've studied the details: auto insurance companies with the best rates, the most discounts and the best claims service.

I'm not on the payroll of any one company - which naturally, makes me loyal to the customers needs instead. And your needs are to **get the best rates, with the most discounts, and the best claims service possible!**

How would you like to know that you really are going to have a more secure future for yourself and your family? Don't you deserve it?

I'll help you -- for **FREE!**

So, if you want to protect yourself and your family from a future crisis or catastrophe... or just see if you can save money on your insurance, call my office. **706-884-3339**

Sincerely,

Rick Mallory,
Certified Insurance Counselor

Compliments of Mallory Agency, LaGrange, GA
706-884-3339