



Lee Hendrie's

March 2009

# Insurance Update

PHD Insurance Brokers, Inc.

*"dependability in an uncertain insurance world"*

## The Wise Professor

### Survey Says...

Please Share Your Opinion with our President.

It's more important to get a good price on your insurance than to get the right coverage?

Yes \_\_\_ No \_\_\_ Unsure \_\_\_

What type of insurance are you most worried about?

Auto \_\_\_ Homeowners \_\_\_ Liability Umbrella \_\_\_

Why? \_\_\_\_\_

Do you stay with PHD because of our service or price?

Service \_\_\_ Price \_\_\_ Both \_\_\_

I have visited the PHD website [www.phdinsurancebrokers.com](http://www.phdinsurancebrokers.com)?

Yes \_\_\_ No \_\_\_

I would like a FREE copy of "How to Protect Yourself and Your Family with Today's Insurance."

Yes \_\_\_ No \_\_\_

Do you know what to do if you needed to file a claim?

Yes \_\_\_ No \_\_\_

Thank you for participating in our survey. Our President, Lee Hendrie will be using this survey to determine what issues he needs to address in his "Wise Professor's Column" that appears each month in the "Insurance Update" newsletter.

P.S. You can answer this email by going on line at [www.phdinsurancebrokers.com/Survey.htm](http://www.phdinsurancebrokers.com/Survey.htm) or faxing your replies to (714) 534-2943 or emailing them to [lhendrie@phdinsurancebrokers.com](mailto:lhendrie@phdinsurancebrokers.com)

Thank you.

In today's economy every dollar must be stretched even farther than before. Make sure your policies have the most coverage at the best price possible. **CALL TODAY 800 640-4743** to have a comprehensive policy review to start saving big money.

## Inside the Update

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## Confession of a Skeptic

I have lived in the Los Angeles area all my life, and during that time I have been bombarded with every type advertisement known to man. To be perfectly honest, most of the time these ads fall far short of their promises. Over the years I have become less than trusting of most advertisements and their claims. But like most people, my



budget was getting tighter, and I needed to cut cost somewhere. That is right around the time I received a flyer from PHD that said I could save up to 37% on my insurance, and it also said their customer service was second to none with some testimonials to support their claims. Still doubtful, I vis-

ited their website, where I found loads of useful information like free consumer reports, newsletters with great safety tips, tons of testimonials and something that was shocking a code of values. After visiting their website, I decided to call for a quote. When I called the phone was answered by a person not an automated system which now a days is amazing in itself. I spoke with a Protection Team Member who asked what type of coverage I needed and what types of assets I wanted to protect. I was not given a sales pitch or a cheesy sales line. Instead, I was given different coverages options that I could choose from based on my needs and budget. In the end, I save about \$ 625 by combining my home and auto policy with PHD and also received outstanding customer service at no extra cost. I would recommend PHD to anyone who is looking for a company that truly is looking out for their clients' best interest.

[www.phdinsurancebrokers.com](http://www.phdinsurancebrokers.com)

The rainy season is here. Are your assets protected for flood damage?

If the answer is no, call or visit us on the web for your FREE Family Protection Quote !!!

# 2008 REFERRAL GRAND PRIZE WINNER IS... MS. GRACIE VELASQUEZ

On February 11, 2009, PHD Vice-President MaryAnne Wallace and I awarded our annual Referral Campaign Award Winner a check for ONE THOUSAND, FIVE HUNDRED DOLLARS. Gracie Velasquez's name was drawn out



of all our friends and clients who referred future clients to PHD to get a price and coverage comparison on their insurance.

Gracie has been a client of PHD for over four years. She has her insurance serviced through our Corona office. She expressed a

deep satisfaction over the excellent service given to her by the PHD employees and MaryAnne, who is her agent.

This is the third year that we have sponsored a "Referral Rewards Campaign", and included in this issue are the past winners. It has been a great joy for PHD to reward these winners along with the monthly and quarterly winners.

## 2009 REFERRAL CAMPAIGN IN FULL SWING

We have our new campaign in full swing now and have already had our \$50.00 gas card winners for January and February. For those of you not familiar with our contest, let me point out the highlights so you, too, may participate.

Each month a name is drawn from the group of people that have sent us referrals for that month. When a client refers someone to PHD who then gets a price on their insurance, whether they buy the

insurance or not, the client's name goes into the monthly drawing for the \$50.00 gas card. Every three



months another name is drawn for a quarterly prize of a \$150.00 gas card.

What a great opportunity to win valuable gifts as well as being able to treat yours friends, family and co-workers to the best service in town, a complete coverage analysis and a low, low price for their insurance.

**Lee Hendrie**

## Past Winners

**\$1500 WINNER !!**

**47" Samsung Flat Screen TV**



Mayra Guardado and the Culver City Protection Team



**A 47" TV Just for a Referral !!!!!**



**Don't Forget About All Those Starbuck's Cards and \$50 & \$150 Dollar Gas Cards Winners !!!!!**

# Life Insurance Blunders to Avoid

No one likes to talk about it, but life insurance can't be ignored forever. These are some of the things to be considered when deciding to purchase insurance.

**Don't buy the wrong amount.** There are rules of thumb about exactly how much life insurance one needs, with 5 to 10 times an annual salary being a common guideline. However, policyholders with a good pension might be able to get by with less than the standard amount. A more common problem is not buying enough – even truer in cases where small children are involved. Lump sum payments that look substantial on paper often don't add up to much compared with a consistent salary spread over many years.

**Don't trust just any insurance agent.** Life insurance options available are dizzying. Do not limit yourself to insurance advisers who are "captive" to one company. Weighing your options doesn't end with the purchase of a policy. People's circumstances change, and so do the offerings from insurance companies. The policy that best fit your circumstances 5 years ago might not always be the right choice.

**Don't be cagey.** Talk

about your insurance with the beneficiaries, letting them know what company holds the policy. Sometimes survivors simply don't know about the deceased's policies. Insurance companies like to pay out on policies as it makes for good public relations. Even so, it becomes very hard to make a claim unless you have good documentation. Not knowing where to begin can't help.

**Don't forget, the world goes on.** One of the hardest things for life insurance policyholders to realize is that they'll not be around when the insurance pays out. The purpose of insurance is to protect immediate family or beneficiaries. Insufficient foresight can hurt relatives.

**Don't depend on employer insurance.** It is easy to choose a life insurance policy provided by an employer with the premium deducted from a paycheck. However, these policies sometimes expire at retirement, when buying a more comprehensive policy could be more costly. Group life insurance is less tailored to an individual's health and needs. Most group life coverage plans are pretty modest in relation to what beneficiaries need. In the end, buying the wrong policy can leave your family short-changed.

**Congratulations to Tim Bui and Samuel Mina** for being our January and February, 2009, \$50 Gas Card Winners.

**Tim and Samuel** now qualify for a chance to win our quarterly \$150 Gas Card drawing as well as our Grand Prize drawing for a \$1,500 shopping spree or a 3-day/2-night "Trip To Las Vegas."

**Tell your family and friends about PHD Insurance and you, too, could have a chance to win the Grand Prize!!!**

**For more details call or visit**

**[www.phdinsurancebrokers.com/Cli-entRefer1.htm](http://www.phdinsurancebrokers.com/Cli-entRefer1.htm)**

**Have you bought a home or gotten married? Now would be a good time to call or visit us on the web to evaluate your policy limits to insure you are properly covered. [www.phdinsurancebrokers.com](http://www.phdinsurancebrokers.com)**

## Something To Consider

If you lease a car, you still need to buy your own auto insurance policy. The auto dealer or bank that is financing the car will require you to buy collision and comprehensive coverage. You'll need to buy these coverages in addition to the others that may be mandatory in your state, such as auto liability insurance. Collision covers the damage to the car from an accident with another automobile or object. Comprehensive covers a loss that is caused by something other than a collision with another car or object, such as a fire or theft. The leasing company may also require "gap" insurance. This refers to the fact that if you have an accident and your

leased car is damaged beyond repair or "totaled", there's likely to be a difference between the amount that you still owe the auto dealer and the check you'll get from your insurance company. That's because the insurance company's check is based on the car's actual cash value that takes into account depreciation. The difference between the two amounts is known as the "gap". On a leased car, the cost of gap insurance is generally rolled into the lease payments. You don't actually buy a gap policy. Generally, the auto dealer buys a master policy to cover all cars it leases and charges you for a "gap waiver". Check with the auto dealer when leasing your car. Gap insurance may not be available in some states.



“dependability in an uncertain insurance world”

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Fax 310-841-2727

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License #0462338



### Our Clients Say It Best

#### Explained Coverages

“They explain everything you need to know about your coverage.”

Daniel R.  
Riverside, CA

#### Personalized customer service

“I like having the same person to talk to when I need information.”

Chris S.  
Corona, CA

#### Wealth of information

“I enjoy the wealth of information that

PHD makes available to their clients.”

Kelii W.  
Los Angeles, CA

## Smaller Car, Bigger Insurance Bill ?

Americans are looking to smaller cars for savings on spiraling gas prices and for lower emissions, but auto insurance savings may not follow.

According to research on auto insur-



ance rates, switching from a larger vehicle to a small car such as a Civic or a Prius is likely to raise your insurance premium. What’s going on here? Do car insurers have no appre-

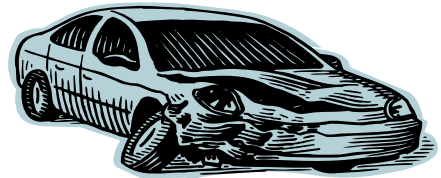
ciation for fuel conservation, lower emissions and smaller carbon footprints? The answer for insurers is: only when it’s justified by their claims experience.

“Small cars tend to increase insurance costs because they get into more crashes,” says Russ Rader, of the Insurance Institute for Highway Safety. “There’s a myth that a smaller car is more nimble and helps you avoid crashes, but smaller cars tend to have more collision losses.”

Of course, it’s not the cars causing the accidents—it’s the people behind the wheel. “Part of the reason is the driver,” Rader says. “Smaller cars tend to be less expensive and driven by younger, higher-risk drivers. And they think they can zip around in traffic.”

When auto insurers see more-frequent and more-expensive claims attached to certain vehicles, they rate policies for those vehicles accordingly. Thus if you buy a smaller car that has a history of high insurance losses, you’re essentially

paying for the blunders of other drivers of that vehicle model.



“There’s a big safety downside to moving to a smaller car because you’re putting yourself at more risk of injury,” Rader says. “It all boils down to the law of physics: People think about safety features like air bags, but no matter how many air bags you stuff into a smaller car, it’s not going to be as safe as a larger, heavier vehicle.”

Of course, whatever vehicle you drive, the vehicle model is only one of many factors that go into the price of your policy. Your own driving record, claims history and location significantly affect your premium.