

Insurance Insights

NEWS, TIPS AND INFORMATION FROM YOUR INSURANCE PROFESSIONALS

VOLUME 1 NUMBER 1

Don't Let Your Hard Work Get Washed Away

Just because you don't live anywhere near a body of water doesn't mean you don't need flood insurance. No one's home is flood-proof. In fact, the Federal Emergency Management Agency (FEMA) says that 25 percent of all flood insurance claims are paid to homeowners in low or moderate risk areas. That's because it doesn't take a body of water, or even a major storm, to cause a flood. Anything from a broken sewer line to a slow moving rainstorm can be a culprit.

Flood damage isn't covered under your homeowner's policy, so you must purchase a separate flood insurance policy. FEMA is the only provider of this type of coverage; however, they make it available to the public through insurance companies. That means you can purchase a policy from the same insurance agent that wrote your homeowner's insurance.

There are two types of coverage:

- **Standard Flood Insurance Policies** - If your home is in a high-risk zone, you need this policy. The cost starts at about \$500 a year but can run to almost \$1,500, depending on a number of factors.
- **Preferred Risk Policies** - If your home is in a low or moderate risk zone, you may qualify for a low-cost Preferred Risk Policy. Premiums start at just under \$119 a year.

To get specific information about premiums, you can log on to the FEMA web site at <http://www.floodsmart.gov/floodsmart/>.

Flood insurance policies provide two types of coverage: one for the structure and another for its contents. They can be purchased separately or together, and the FEMA website will show the premiums if you buy them individually or in combination. There is a 30-day waiting period before both of the coverages take effect.

The structural coverage is "replacement cost" coverage, which means the insurer will pay what it costs to replace or repair the structure with materials similar in type and quality to what was originally used when the structure was built, without deducting for depreciation. The maximum amount of structural coverage available for one-to-four family homes is \$250,000.

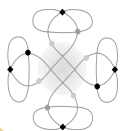
Contents coverage is "actual cash value," which means the insurer will pay what the item is worth after it has deducted depreciation. The maximum amount of contents coverage is \$100,000. Renters can also purchase contents coverage.

In addition to purchasing flood insurance to protect the contents of your home, you can also protect your valuables by taking individual photos of each item, or by taking a video of your home and zooming in on everything of value. This is extremely important if you need to provide your insurer with a detailed list of your possessions.

Keep the photos or video, along with any receipts you may have for the merchandise, in a safe location outside of your home, like a bank safe deposit box. This will ensure that your documentation isn't lost if a flood or other natural disaster destroys your home.

Welcome to Our Newsletter!

I hope that you find these articles of interest. If you have a topic for future discussion, please let us know. Call us anytime, if we can be of any help with your personal or business insurance needs or with any questions you may have.



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Insurance Agency
Since 1959

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Dan and Marcia's Corner

Have you heard? SUN Insurance Agency celebrated its 50th anniversary in the month of October. We are so thrilled and grateful to be part of our local North Seattle history over the past 50 years and in our hopeful steadfastness in working toward meeting the insurance needs of those in the Shoreline area and our neighboring Communities.

Our new office building has been re-opened, as of April of 2008. We are at the original address location here in Shoreline and are still across from Safeway and Shari's Restaurant.

We look forward to taking the opportunity to meet with you and hope to work diligently in our efforts to provide a policy which protects what matters most to you and your family! If we can help with answering any questions or concerns regarding your existing policy please let us know.

Let's take a moment to look back and reflect upon SUN Insurance Agency's company history.

Fifty years ago in 1959, Mr. Ralf Hatfield and Mr. David Valenti endeavored to start Sun Insurance Agency. They decided to "set up shop" inside the North Seattle Price Mart retail store chain. At that time we were operated under the business name of Price Mart Insurance Agency.

Both Ralf and Dave were familiar faces in the local Seattle insurance industry, having previously been employed at the Public Employees Mutual Insurance Company (PEMIC) now known to us today as PEMCO Insurance Company, here in Seattle Washington. The focus back "in the day" was to work with public employees and teachers, of course much has changed with PEMCO and we now know that PEMCO provides insurance to the education sector as well as the general public.



Soon after founding the Price Mart Insurance Agency, Mr. Hatfield decided to sell his ownership shares in the agency to a local "in house" PEMCO insurance agent named Max Zoretic. Mr. Valenti soon chose to follow suit, giving Max sole ownership of Price Mart Insurance Agency.

In the early 1960's, SUN Insurance Agency decided to move from the Price Mart Building location to a 360 foot building across the street, of course still on Aurora. In early 2006, a beautiful brand new building replaced the original modest "Insurance Shack" and the surrounding auto sales outbuildings.

We are now part of a 10,000 square foot office space, including three other fine businesses: Edward Jones Investments, Employment Express Professionals and Cascade Bank.



Max Zoretic has semi-retired from his full-time duties of agency Principal but continues to help guide a second Zoretic generation (Marcia and Daniel) who became co-principals of SUN Insurance Agency in 1998. Both Marcia and Dan have backgrounds in the financial service industry, working in corporate, retail and government banking. They started their careers at a large local corporate bank back in the early 90's, before purchasing the agency from Max sometime in 2000.

After 50 years in this business, we continue to work diligently in our efforts to help clients find the right balance of value for cost when choosing an insurance policy to best suit their needs and we strive to provide exemplary service.

Our longevity as an operating agency is due in large part to our clients, twelve of whom have been with us since our inception in 1959.

We would like to say a special thank you to these clients, along with every single client that has made the choice to join us here at SUN Insurance. It has been a great journey, Thank You All!

So give us a call, please stop by to say "Hello" and send your family, friends, neighbors, and co-workers our way!

Recognizing 12 SUN Insurance Agency clients whose policies started with us and PEMCO in 1959

Wallace Hageman
Andrew Hall
Roscoe Mitchell

Theresa Ciez
Warren Igo
Evelyn Reed

Edgar Donnor
Richard Mooney
Flora Wade

Robert Tillman
William Crabtree
Esther Porter

Thank you all for being part of our community and our family at SUN Insurance Agency. We look forward to striving for another 50 years of service, celebration, and commitment to helping you reach your goals for protecting your family, and important assets!



Dan Zoretic



Marcia Zoretic



Max Zoretic

We would like to introduce our Referral Rewards program!

Tell a friend, relative, neighbor or associate about **SUN Insurance Agency**. When they call us for a quote and let us know that you referred them we will send you:

**1 complimentary Gift Card
And
1 chance to win a \$50 Visa Card
And**

1 chance to win the GRAND PRIZE - 32" FLAT SCREEN HD TV!

The referral program runs from November 1, 2009 through October 31, 2010.

The \$50.00 Visa Card Prize WINNER will be randomly drawn quarterly from the previous quarters' qualifiers.

The 32" FLAT SCREEN HD TV - GRAND PRIZE WINNER will be randomly drawn and notified in November 2010 from all those who qualified between November 1, 2009 through October 31, 2010.

The more you refer, the greater your chances of winning! No purchase is required. Winner is not required to be present at time of drawing. Winners will be responsible for any applicable taxes, please consult your CPA. Winner's name will be listed in future SUN Insurance Agency newsletter, with their consent.

Good Luck!

continued from page 4...Here Comes Winter - Is Your House Ready?

- Watch for snow accumulation on the downwind side of a higher-level roof where blowing snow can collect. This could cause the roof to collapse. Remove snow from window wells and all walls.
- Clear debris from basement drains.
- Make sure gutters are clean and stable. In addition to ensuring proper drainage, it lessens the chance they will become flying debris in high wind.
- Ensure downspouts are sloping away from the house and carrying water at least five feet away from foundation walls.
- Examine window and door flashing, seals or weather stripping. If sealants around those openings are no longer pliable and continuous, reseal and caulk them.
- Keep your attic well ventilated this winter in order to maintain a temperature close to that of the outdoors. This minimizes the risk of ice dams. A warm attic melts snow on the roof, causing water to run down and re-freeze at the roof's edge where it's cooler. If ice builds up and blocks water from draining, water is forced under the roof and into your attic or down the inside walls of your house.



Here Comes Winter - Is Your House Ready?

The chill in the air tells you it's time to pull out the heavy clothes and brave the falling temperatures. That chill should also tell you it's time to perform a check of your home to ensure it can withstand the rigors of the upcoming winter.

Start with a top down approach by taking a good look at your roof. Inspect it for cracked or missing shingles, worn patches on shingles, missing or damaged flashing, and any other conditions that might permit water to leak through. If your shingles look haggard, try bending the corner of one - if it breaks, it is time for a new roof.

Your gutters are another part of your anti-leak prevention system, so they should also be carefully inspected.

Remove all leaves and other debris to allow water to flow freely. If the gutters remain clogged, they will fill with rainwater or melting snow and can easily overflow, which can cause basement flooding and water damage to siding, windows, and doors. The added weight may also pull the gutters down from the eaves.

Next, check the siding for cracks, damage, and separations between the individual siding boards. Seal any empty spots with a clear caulking compound, or buy caulking that can be painted if you want to make sure repairs match the original siding.

With looming escalating home heating costs, the condition of your weather stripping is another consideration. Good weather stripping prevents cold air from coming inside. If it's damaged, it needs to be replaced.

Your furnace can be your best friend or your biggest enemy, depending on whether or not you have it serviced before the winter season. Servicing usually involves having your heating contractor clean or replace the filter, brush and vacuum the blower blades, repair any leaks around the air ducts and vacuum the chimney.

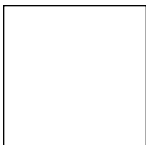
To keep storm doors working properly, oil hinges and latches. Be sure the door closer is working properly and the closing speed of a pneumatic closer is correct. If you have a storm door with interchangeable glass and screen panels, don't forget to remove the screens and put in the glass panels.

As important as your pre-season check is, it is not enough to keep your house protected during the winter months. Heavy rain and snow can wreak havoc on your home if you don't exercise some caution when it comes to maintaining proper drainage. The Institute for Business & Home Safety suggests the following guidelines:

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PROOF



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