

## **Are there advantages to having a “portfolio” of coordinated insurance policies versus separate coverage for home, life, auto, etc?**

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Over time, it is not uncommon to have many policies out there pieced together trying to cover all of your possessions. For example – your primary home in NY might be covered with an agent in one state (and one insurance company), your condo in FL with another, your vineyard home in CA with a third, your automobiles with another, your wife’s jewelry collection and so-on and so-on. Whatever your situation might be, this type of situation is not only messy but possibly difficult to manage and potentially dangerous.

There are insurance companies out there that specialize in many different types of coverage. Having said that, there are a few companies that specialize in all aspects of coverage. Working with an agent that has access to these select few is just the beginning. A unique approach and breadth of resources allows you to bring a powerful, comprehensive insurance program together that can simplify your life.

Working with your agent to truly understanding what your needs are and how an insurance company can work for, and with you, is the starting point. Moving through risk identification (analyzing real property, security and liability risk), risk assessment (qualifying and analysis of risk), risk mitigation (solutions to prevent and minimize exposure to identified risk) and risk transfer (the insurance solution most suitable with retention options) will be an integral part of your portfolio process. The answers can be very different from client to client.

Today’s clients have many options when it comes to their insurance portfolio. Select insurance companies may even be able to write an entire family’s insurance on one comprehensive policy – with one expiration date and one bill – covering all locations, automobiles, artwork, jewelry, aviation, liability, etc...for all family members similarly. Thus, creating less paperwork, one bill, one claims liaison (in the event that a claim occurs), etc – making it easier for a client to sleep at night and know that everything is covered with comprehensive and consistent limits for everyone. Protection that is augmented with services to minimize property damage and bolster your family’s safety is available in one package, tailored to your lifestyle.

### **About Bruce Gendelman Company**

Bruce Gendelman Company is one of the country’s most highly regarded boutique insurance advisory firms. For more than 30 years, their sole focus has been helping individuals, families, family offices, foundations and their businesses protect assets. A long-term approach, fully integrated thinking and independence are the quintessential hallmarks of their working methods. [www.gendelman.com](http://www.gendelman.com)