



## BRUCE GENDELMAN **INSURANCE SERVICES NEWSLETTER**

Volume TWO

### **Dear Clients, Friends and Colleagues:**

*This is an exciting time for our ever-growing agency!*

It gives me great pleasure to announce two key organizational changes. First, Bruce Gendelman was recently appointed Chairman of the Board. In his new position, Bruce will focus mainly on the growth of our agency—not only nationally but globally as well. And second, I have taken on the roles of President and CEO. Besides overseeing day-to-day operations, my plan is to launch several new initiatives designed for the benefit of our valued customers.

As you know, one of our driving principles is to exceed your expectations, especially when it comes to customer service. We believe it is our unique organizational structure that enables us to do just that. With staff located in 25 cities across the United States, we are able to deliver exceptional one-on-one service and operate more effectively and efficiently than our competitors, from large national brokers to the direct writers in our industry. We even give you our personal cell phone numbers, so we can be reached 24-7. Now that's service!

I am proud of the reputation my father has built, one of high-quality insurance products and outstanding service, and I pledge to continue in the same tradition. Thank you for your past business and I look forward to working with you, your family and friends in the future!

Joseph Gendelman, President and CEO

### **AIG's Hurricane Protection Unit**

One of our key partners, AIG Private Client Group, has expanded its Hurricane Protection Unit to serve eligible policyholders throughout all coastal areas in the state of Florida.

First launched in select Florida counties in July 2006, the Hurricane Protection Unit was created to proactively mitigate wind and water damage at the earliest opportunity and to ultimately help preserve the value of furnishings, artwork and other possessions.

AIG Private Client Group's team of hurricane specialists closely track and monitor the progress and projected landfall of approaching storms. After a hurricane passes and it is safe to mobilize, catastrophe response units are dispatched to insured residences in the affected areas to assess exterior damage and provide hands-on help as needed.



Be prepared! Use the following questions as a guide for developing a solid preparedness plan:

- Do you have a storm preparedness plan in place? When was it last updated?
- Is your residence built with materials designed to withstand hurricane-force winds?
- Is there a shutter system in place, and/or is impact-resistant glass used for all openings? Are they sturdy enough to handle hurricane-force winds? How long does it take to install shutter systems properly?
- Is there a back-up generator on the premises? Is it sized to run all critical electrical systems? Do you have a maintenance plan in place to ensure the generator will function when it's needed most?
- Do you own fine art? If so, what must be done to properly protect the items in your collection?



- Which furnishings and personal possessions are most susceptible to damage from outside elements?
- Do you own watercraft? What precautions are taken to lessen the likelihood of damage?
- Is there any outdoor art or furnishings that could be damaged or become airborne?



If you have other questions please feel free to contact us!

## How Green Can We Be?

**It's Cost-Effective:** According to the U.S. Green Building Council, green homes use 40% less energy than comparable standard homes. And with efficient plumbing and bathing fixtures, drought-tolerant landscaping and water-conserving irrigation systems, green homes use an average of 50% less water than standard homes.

It's also healthier, safer-living for your family and environmentally sensitive.

If you have taken your health and that of the environment into consideration while building or remodeling your home, wouldn't you want to know that your investment is protected the way you want it to be? Many insurance companies are addressing "Green Building," one in particular is Fireman's Fund. The first company in the U.S. to offer "green" commercial insurance products follows that trend with the "green" home policy enhancement.

The new "Green Upgrade" policy enhancements (offered in select states) provides options to retain or upgrade your home to "green" standards in the event of a loss. If a total loss occurs, Fireman's Fund will pay to rebuild your home to meet "certified" requirements of the Leadership in Energy and Environmental Design (LEED) for Homes Green Building Rating System of the U.S. Building Council. The Green Upgrade also pays to replace damaged materials and equipment to meet standards by the U.S. Green Building Council, after damage or loss....even providing additional coverage to hire an LEED-accredited professional to help with the home's design and construction.

You and your family depend on your home insurance policy for protection, comfort and convenience. Now you can add the feeling that you can reduce your environmental footprint and live in a healthier environment.

If you would like to learn more about this, please do not hesitate to contact your account manager.



## Wildfire Season has begun!



The Western United States has been experience record wildfire losses. In the last few years alone, hundreds of thousands of acres of land—as well as thousands of homes—literally went up in smoke.

Unfortunately, this trend is not expected to change. As developers build deeper into brush and forest areas, heavy winter rainfall continues to yield robust brush growth—providing plenty of fuel for ravenous wildfires.

Reducing your home's vulnerability. All homeowners can take steps to reduce the risk of wildfire damage.

Static methods typically incorporate design and materials proven to reduce the likelihood of wildfire taking home. They include:

- Non-combustible construction materials
- Regular brush-clearing procedures
- Non-combustible plantings in landscaping

Dynamic methods are used to actively fight or suppress an active wildfire. They include:

- Permanently installed exterior wildfire suppression systems
- Response of local fire departments
- Insurance company sponsored & activated response teams to wildfire events for paid policy holders.

If you would like to learn more about how to protect your family, and your home, please contact us for more information.

## Basic Health Care Coverage for Domestic Employees...what's new?

Many of our clients employ private staff and have discussed the difficulties they have encountered when trying to find affordable health coverage for their valued employees. One of our partner insurance companies, AIG Private Client Group, has come up with a suitable alternative.

Specific medical expense coverage is being offered in areas such as: preventative care, hospital stays, surgery, office visits, diagnostic testing, confidential nurse help line, prescription drug discount card, critical illness coverage, accident, death & dismemberment coverage, etc.



Please speak with us to learn more about product availability, eligibility and pricing.

Wouldn't you like to help control out-of-pocket expenses with your staff or staff's family?

### ***Trusts and LLCs...the named insured on your policy may affect coverage!***

More and more clients are purchasing homes, automobiles and even fine art pieces in the name of Trusts or LLCs. In most cases it is perfectly fine from a coverage perspective to have the insurance policy match the name of the owner...however, in some cases this can drastically alter the coverage afforded to you.



The most common pitfall when structuring coverage for entity-owned residential property is issuing a homeowners policy with the entity as the named insured. Although commonly prescribed, such solutions often neglect the needs of one or more parties.

The following are several examples. If a policy is written with the named insured "John and Jane Doe Trust,"

- ***There is no coverage*** when John & Jane Doe are sued because their dog bit the neighbor's child.
- ***There is no coverage*** when John & Jane Doe's house is burglarized while they are on vacation and all electronics are taken, unless the trust owns the computer and big screen TV.
- ***There is no coverage*** when John & Jane Doe's luggage is stolen at the airport, unless their clothing is owned by the trust.
- ***There is no coverage*** when John & Jane Doe need to stay in a hotel after they return from vacation and find their house in flames, unless they are included on the policy.

Please consider all loss scenarios when discussing coverage and named insured options with your account manager...the last thing you want to do is have a gap in coverage when you need it most! For the broadest coverage, the occupants should be listed as insureds on the policy.

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