



BROSKY BULLETIN

2015 EDITION

Celebrating 50 Years

In 1964 I had a dream of starting an insurance agency; I was 24 years old and full of dreams and energy.

From 1961 to 1963 I was an insurance adjuster for Selected Risks Insurance Company. To pursue my dream, I quit my job at Selective Insurance and took a job with the Bethlehem Steel as a steel provider. I volunteered to work the 11PM to 7AM shift in order to start my insurance agency and sell insurance during the day. I chose to represent Erie Insurance at the time and boy am I glad I did. I officially opened my agency in March 1965. I estimated it would take me 10 years until I could quit my job at the steel and become a full time insurance agent. With a lot of hard work, my wife Joanne's help, and a lot of local folks helping me by buying a policy and referring friends, neighbors and relatives, I was able to quit the steel after three years and become a full time agent. By this time I had moved from my dining room to a real office on our enclosed front porch at 526 1/2 Race St. in Catsauqua. In 1968 we purchased a home at 1097 Howertown Road in N. Catsauqua and I was able to finish off half the basement into an office with an outside entrance. By this time we had 3 children and I didn't know how I was going to be able to have outside appointments.

My wife, Joanne, came to the rescue and volunteered to study for her insurance license, raise 3 small kids and wait on clients while I was out selling. This wasn't an easy thing to do for her but she did it and did it well. I, with my wife's help continued to grow the agency. After a few years of unbelievable growth, we needed more space and we purchased a building at 212 Bridge St in Catsauqua.

At this location we initially occupied the first floor but in a matter of a few years after my daughter Cheryl and sons Todd and Scott all completed college and came into the business, we occupied all three floors of the building and added other employees. In 1993 we knew we needed a larger office and at this point decided to build our own building. We had our present building constructed and we moved in 1993.

BROSKY
Insurance Agency, Inc.



In 1994 we suffered a severe blow to our family as my wife, my best friend, my business partner and partner in life was diagnosed with leukemia and after a short time passed away. She has been gone for 20 years but she is missed every single day.

We currently have 24 employees and continue to grow. In 2008 we purchased the Benninger insurance Agency in Tannersville, Pa. and that has continued to grow as well. We have 6 employees at this agency.

So, after 50 years my dream has come full circle, my 3 children now are equal partners in both agencies and without them we wouldn't have grown as fast and I thank them. My sister-in-law, Judith Brown-miller recently retired, Cheryl's son Brett is now licensed employee.

I would be remiss if I did not thank all of our customers some of who have been clients from the first year. I will always be grateful to our customers and hope they feel they always got and will get great service, affordable insurance and respect from Brosky Insurance.
Thank you for a GREAT 50 YEARS.

Reduce Basement Flood Risks

Rain showers might be dandy for your garden but not for your basement.

Wet basement problems may be solved simply by repairing an obvious gutter or downspout leak, but other water problems may have causes that are difficult to identify or expensive to fix.

The Insurance Institute for Business and Home Safety offers three steps to help you reduce the risk of repeated basement flooding. If you cannot determine the source of the problem yourself, contact a professional.

Step 1 - Evaluate the risk by considering these questions:

- Does the basement flood every year at approximately the same time?
- Does the basement flood during random intervals?
- Where is the basement flooding?
 - Is it at the top of the basement wall?
 - At the bottom of the wall?
 - Through a floor drain?

Step 2 - Inspect the location where water is entering and consider these solutions:

- Reshape the landscaping around the foundation of the building or home. If water is entering near the top of the wall in one location, an improperly sloped landscape angled toward the building could be the cause.
- Extend and re-direct the downspouts away from the foundation wall.
- Caulk any cracks on the exterior and interior of the wall around where the water is entering.
- Consider hiring a licensed contractor to install a waterproofing membrane. If the entire wall is damp or water is entering through multiple wall surfaces, this may be a sign of a faulty or missing exterior water proofing membrane.
- For an unfinished basement, consider applying an internal sealant that can be painted on interior surface of basement walls. These products typically require constant maintenance or they will stop working.

Step 3 - Try other location-based solutions:

If the water appears to be entering the home or building near the foundation or through a floor drain, consider installing a French drain or a sump pump.

The French drain could be installed around the perimeter of the building, diverting the water away from the foundation. A sump pump should be installed in the basement floor with a battery backup system. Before you begin, consider hiring a licensed contractor for help.

Check your insurance coverage

As with any type of insurance, it's important to know what your policy does and doesn't cover. All basic homeowners insurance policies exclude flood and certain types of water-related damages. Only flood insurance will cover losses in the event of a flood.

Flood insurance can be purchased from the federal government's National Flood Insurance Program, and from some private insurers. Erie Insurance works with American Bankers Insurance to offer flood coverage. There is a 30-day waiting period for the policy to go into effect, so it's important to start the process before severe weather strikes.

Contact our agency to determine what is covered under your insurance policy and learn more about flood insurance coverage. We can help you review your current coverage and help customize a policy that's right for you. Call 610-264-3940.

DEFINITION of 'Insurance'

A contract (policy) in which an individual or entity receives financial protection or reimbursement against losses from an insurance company. The company pools clients' risks to make payments more affordable for the insured.

Common everyday lingo

The many of us pay for the misfortune of the few!!!

Parents and Children Beware

Children on their parent's auto insurance policies must be aware that they cannot buy a car in their own name while only a driver on their parent's policy. YOU MUST BE A NAMED INSURED. Parents look to put your children on their own auto insurance policy as soon as they turn 18 years old, look to purchase their own auto, graduate college, begin a full time job or move out of your household.

Insurance Shopping

Did you know that excessive insurance shopping hurts you? Building a relationship with an insurance company gives you better rates, longevity discounts, accident forgiveness or a lesser surcharge due to the length of time insured with a company.

Commercial Insurance

Do you own a business?? Do you need commercial liability insurance or own a building or auto that needs coverage? We represent top insurance companies for commercial risks. Give us a call to compare pricing and coverage.

Find us on Facebook!!!!

Could you be the beneficiary of an unclaimed life insurance policy?

It's estimated that there is \$1 billion worth of forgotten and lost life insurance policies in America.

How to prevent a lost life insurance policy:

- Clearly name your beneficiaries on the policy(s) and also tell them the name of the insurance agent and company that issued the policy(s)
- Keep your insurance documents in a safe, logical place like a fireproof safe at your home or a safe deposit in the bank.

How to find a lost life insurance policy:

- **Comb the house.** Sometimes the thing we're missing is right under our nose. So first go through any files or safe deposit boxes where the lost life insurance policy may be before launching a full-fledged investigation.
- **Think back to the beginning.** Which insurance agent may have sold it? Which insurance company may have issued it? What was the name and Social Security number of the person who bought it? Was the policy a term or permanent life policy? Any information you can remember will help the insurance agent and/or customer representative you contact. You might also have to contact any attorneys, financial advisors, accountants or other advisors who might have had something to do with

issuing the policy. If the policyholder passed away relatively recently and you have the authority or permission, take a look at the deceased person's bank statements for premium payments or policy-related material.

- **Contact your state's insurance department.** By law, an insurance company that is unable to locate a policy's beneficiary is required to turn over the benefits to the state's unclaimed property office. Think about the state in which the policy could have been issued. Then visit the National Association of Insurance Commissioners website to learn how to contact your state insurance department at www.naic.org. Also consider contacting the deceased individual's former employer. Many times the policies are group policies that were originally issued through an employer.
- **Watch out for scammers.** There are life insurance scams out there whereby an "insurer" promises to reunite you with unclaimed funds. Don't immediately respond to someone claiming to be the representative of an insurance company. Instead, call that insurance company's claims number verify the offer is legitimate.

Learn more about life insurance options and which kind of policy may benefit you and your loved ones, please contact our office at 610-264-3940 and ask for Jonathan.

Surprising factors that affect home insurance rates

Your home is generally the largest investment that you will own. There are several factors that play a role in the cost of your home insurance. Is the front of your home stone, brick or vinyl siding? A good insurance agent will want to know details about your home. Do you have hardwood floors, or carpeting? What texture is on your walls, paint, wallpaper or tile? Questions by your agent will allow them to understand the home they will be insuring.

Home insurance companies give significant consideration to past home insurance claims submitted by the homeowner as well as claims related to that property and the homeowner's credit.

While insurers are there to pay claims, they're also in it to make money. Insuring a home that has had multiple claims in the past three to seven years, even if a previous owner filed a claim, can bump your home insurance premium into a higher tier. You may not even be eligible for home insurance based on the number of recent past claims filed.

Weather related claims are a major culprit for driving up rates for everyone. Wind and hail claims are the most expensive types of home insurance claims according to the Insurance Information Institute.

A lot of other personal factors will play a key role in the price of your home insurance.

Pets

What kind of dog breed do you have? How about an exotic animal?

Credit rating

Your credit score/insurance score will impact your homeowners insurance; don't be alarmed if you have poor credit, because this will mean higher insurance rates. Insurance companies believe this is a good predictor of submitted claims in the future. Each insurance company has their own unique rubric for determining premiums.

Age and homeownership status

First time home buyers could pay more than a mature home buyer who is older and been well established in their community.

Risky fun

Do your children beg you for a trampoline, swimming pool or swing set? These fun activities can be extremely dangerous if not monitored properly.

Location

Where your home is located also affects your insurance rates. Are you close to the coastline, a fault line or a flat region where tornadoes like to strike?

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A Tradition of Excellence

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Deductibles

The higher the deductible you choose, the lower the annual insurance premium you pay. This is an excellent way to control the cost of your home insurance policy.

Having the proper type and amount of insurance in place is vital in today's world. Pull out your policy and schedule a talk with your agent to discuss what you have and what you need. This should help you sleep better at night by knowing if there is a big loss, you've got some help on your side.

Every insurance company views these items with different importance. Allow our licensed agents to determine which insurance company fits best for you.

We Appreciate Your Business

Thanks again for choosing Brosky Insurance-where you get more than coverage and service. You get 50 years of business experience behind you, plus the freedom to manage your policy your way with a licensed insurance agent in person.

(We) Do it the personal way!!!!

MEET THE STAFF

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