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Special Report for Automobile Owners

Insurance Insider Reveals Little-Known Secrets:

8 Ways You Can Slash Your Teenager's Automobile Insurance Premiums -- And Provide Better Protection for Yourself and the People You Love!

By Patrick L. O'Neill, Certified Insurance Counselor

Your car is one of your most valuable assets. **It is also one of your most dangerous**, in terms of the harm it can cause. An accident, particularly if it's your fault, can put a dent -- or worse -- in your financial security. In the hands of a teenager, it becomes terrifying. **As a father of three teenagers** and an insider in this business, I speak from experience.

For most people, insurance is a mystery. They know they should have insurance for their automobiles (most states require some minimum amount), but they don't understand the various coverages in the policy. And they don't know which insurance companies offer the best -- the best! -- prices. Because they don't understand the product, many people think insurance is a rip-off, **and it is -- if you pay too much or buy coverage you don't need.**

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All auto insurance is not created equal. In fact, almost none of it is. *There are thousands of different products out there, from hundreds of insurance companies.* How do you find the insurance and the insurance company that are best for you? You read this special report and tap into my vast knowledge of the products and the companies that offer them.

I am an insurance "insider." A licensed member of the "club." I've sold the product. **I know what kind of insurance fits your needs. And I know what insurance companies sell this kind of insurance at the best -- lowest! -- price.** Because I've specialized in the insurance needs of automobile owners and their families, I have decided to dedicate myself to solving for you some of the mysteries of auto insurance.

Six Coverages in One Policy

First, let's look at the typical auto policy. *It is not just one kind of insurance, but six different coverages, all rolled into one policy.* Here is a quick overview of the six kinds of coverage in an auto insurance policy. Please understand that what follows here is not legal definitions of any policy. Also, it is not a substitute for reading and understanding your own policy.

1. **Bodily Injury Liability** -- It pays the medical and other expenses of those people injured or even killed in accidents you cause. Too little of this coverage can wipe you out financially.
2. **Property Damage Liability** -- It covers the damage your car causes to property. Usually, that's the other car or cars involved in the accident, but it also covers damage you do to any object you hit. Garages, buildings, lamp posts, fences, houses, whatever you may run into with your car causing damage to someone else's' property.
3. **Collision** -- This is for damage done to your car when it collides with other vehicles or other objects.
4. **Comprehensive** -- This covers damage to your car that results from something other than a collision with another vehicle. As examples, damages caused by vandals or a wind-blown tree hitting your car. It also includes coverage for theft, damage to your windshield, hitting a deer or another animal.

5. **Medical Payments** -- It pays medical, and even funeral expenses, for you as well as members of your family and passengers in your car if it is involved in a collision, regardless of who caused the accident. It also covers you as a pedestrian if a vehicle hits you.
6. **Uninsured/Underinsured Motorist** -- This pays for injuries to you or a family member if you are hit by a driver who doesn't have insurance- (Uninsured). -- or by someone who doesn't have enough insurance to cover your losses- (Underinsured). In most states, more than 10% of motorists don't have any insurance or just carry the state minimum limit. In Ohio, it's even higher! It may be as many as three in 10 drivers! Many of those who do have insurance don't have enough to cover the damages and injuries that would result in a major collision with you or a family member!

How Do You Get the Most for Your Money? 8 Ways You Can Slash Your Teenager's Automobile Insurance Premiums

Now that you know the basics of an auto insurance policy, here are 8 ways you can pay less. In many cases, you can get the same level of coverage for fewer dollars.

1. **One Insurer, Multiple Policies** -- Do you have a homeowners or renters insurance policy? If so, is it with the same insurance company that provides your auto insurance? If the answer's no, ***you're paying too much -- for both policies.*** Almost every insurance company that sells auto insurance wants its policyholders to also buy homeowners or renters insurance from that company. These insurers offer so-called multi-policy discounts. ***These discounts can be as high as 20%*** -- and some insurers apply the discounts to both the auto and the homeowners/renters policy.
2. **Good Grades, Good Driver?** -- It's no secret that that insurance companies give away **huge discounts** to students that have at least a **3.0 GPA**. There is a relationship between good grades and good driving. Actuarial statistics prove that if a student pays attention in class, they will pay attention while driving a car. The **Secret to getting the Good Student Discount** is to make sure that you get a 3.0 or better on the report card right before the renewal of your auto policy. That's when they ask for proof. If the grades slip after that, they won't take off the discount! But they won't **ADD** the discount until the next policy renewal.
The driver with good grades will have more money to spend on other things that teenagers like!

3. **No Violations Saves BIG Money!** Insurance companies LOVE TICKETS. It's simple. The more you get, the more they charge for your insurance. Tickets stay on your driving record for three long years and insurance companies charge extra each year.
But did you know ***that most people qualify as "good drivers" and are eligible for discounted premiums?*** Some good drivers pay a lot more than others, however. Many auto insurers are actually a collection of several insurance companies that each cater to a certain type of driver. The worst drivers go in one company, the best in another, and a lot of people wind up in one of the middle companies. These middle people pay less than the worst drivers, but more than the best. The thing is, many of these middle people have driving records that are just as good as those who are the companies that offer the lowest rates. Yet they are paying more. Why? They don't know any better. No one told them which insurance company in the group had the best prices. ***If you have a spotless driving record you should be paying the lowest price a group of insurance companies has to offer.*** Someone with my expertise can determine in a matter of moments if you are with the right company.
4. **Principal or Occasional Driver?** -- The rates for young drivers are based on whether they have a car for their regular or occasional use. If there are more cars than drivers, young drivers should always be classified for occasional use. Many companies routinely assign the occasional driver to the most expensive car; insist that they get rated on the least expensive car.
Generally, if there is a car for each driver in the household, the insurance company will rate one of the cars at the principal rate. Make sure that the least expensive car is assigned to the young driver.
5. **High-Profile, High-Cost** -- ***The type of car you drive is a major factor in what you pay for insurance.*** Is your vehicle a magnet for thieves? Is it more expensive to repair than most cars? If the answer to either of the last two questions is yes, you're paying more than the average car owner for insurance. To get detailed information on your vehicle(s) _ or a vehicle you're thinking of buying _ write to the Insurance Institute for Highway Safety at 1005 North Glebe Rd., Arlington, VA 22201 and ask for the "Highway Loss Data Chart."
6. **Raise Your Deductible** -- The deductible is the amount you pay before insurance kicks in if you have a claim. For example, if you have a \$250 deductible and you have an accident and your car sustains \$1,000 in damage, you pay the first \$250 and your insurer pays the balance, \$750. The higher the deductible you choose, the more you pay, but only if you have an accident! If you have assets, you can probably afford to pay at

least \$500 and probably \$1,000 if you have a claim. ***If you've never had an accident, you're probably better off raising your deductible and paying less each year for insurance.*** (Please note that the deductible does not apply to damage caused in accidents that are not your fault, except when the other driver doesn't have insurance. However, if the other driver has insurance, you get "first-dollar" coverage for your damages.)

7. **If you get them a car, make it an older (but safe) one.** – Let's face it; young, inexperienced drivers are more likely to hit something. If you have a newer car, you are going to feel that you have to fix it. If it's leased, you have to fix it! A dent in an older car won't seriously reduce the value much and reduces your aggravation level. Let's say you have an older car, one not worth very much. There's really little point in having collision and comprehensive coverage. You don't have much to protect. Remember, too, that you have to subtract your deductible from any potential payout you might get. ***As a general rule, any car worth less than \$3,500 shouldn't have collision and comprehensive coverage.*** Between the deductible and the extra expense of these coverages, the cost is probably greater than the benefit.
8. **Discounts, Discounts, Discounts** -- Auto insurance companies offer several discounts for a variety of reasons. The car has automatic seat belts, air bags, anti-lock brakes, anti-theft devices, etc. ***Are you taking advantage of all the discounts available to you? This is a question I can answer easily.***

Is Your Coverage Adequate?

I won't kid you. There's a lot more to this insurance game than saving money. In fact, while it's nice to lower your insurance costs, it's even more important to make sure you, your loved ones and your assets are covered adequately. It's not a pleasant thought, but ***insurance is about worst-case scenarios. It's also about peace of mind -- knowing that you have the worst-case scenarios covered.***

Because I know peace of mind is so important, I am willing -- actually, I'm excited -- to reveal to you the secrets about insurance. ***Secrets that ensure you have all the protection you need.***

Why would I just give these secrets away? Because it's just as good for my business as it is for you. I want to let you in on the knowledge I have accumulated as an insurance industry professional and insider. I want to do this because I have found, time and time again, that generosity and the willingness to provide really great service come back to me. Tenfold! In fact, that's how The O'Neill Group has grown.

Three Important Steps to Protection

There are three basic steps you can take to protect your and your family's financial well-being:

- 1. Have an insurance specialist conduct a risk analysis of your car, home and family.** How can you adequately address your risks with insurance if you don't even know what these risks are? I've found that most people face more risk than they know. Because everyone is different, it's not like you can ask a friend or relative to assess your insurance needs unless they are insiders in this business. ***If you haven't had your risks assessed by an insurance professional, you could be inviting financial disaster.*** You need a professional, a knowledgeable insurance insider, to put together a comprehensive insurance plan that truly protects you. The O'Neill Group will do that for FREE. We have designed a special program for those that qualify. It is competitive in all areas of pricing, coverage and service.
- 2. Use an independent agent.** This is so important, especially with the insurance marketplace in the grips of rising prices! There are many ways auto insurance is sold in this country. Some people buy it by calling a toll-free number and talking to an employee of an insurance company. Others take advantage of direct mail offers or the Internet. And some buy from agents who represent just one insurance company. ***A direct mail piece is not going to be able to assess your level of risk. Do you really want an insurance company employee to be your agent? Do you want them representing you when you need them most- at claim time! Oh sure, some claims are easy to settle, but what about the ones that require an advocate, a helper? Whose side will they be on? And what happens if the agent who represents just one company doesn't have the kind of insurance coverage you need?*** You need someone who's going to work for you. And you need someone who can offer you several options, who can go to numerous insurance companies and compare their products and prices. You need someone who, if necessary, can place parts of your insurance program with more than one company. Do you want a good price? Do you want options and flexibility? And do you want protection against worst-case scenarios? There's only one option here: Use an independent agent.
- 3. Don't trust the financial protection of you, your family and your assets to an insurance agent who is not an auto insurance specialist.** A specialist? Absolutely. Look, insurance is a huge industry. ***There's insurance for everything. And nobody can specialize in all of it.*** In fact, a professional independent agent can specialize in only a few niches -

- and really understand them. And I do. I've studied the auto insurance market in our community for years.

I know:

- ** Which auto insurers have the best rates.
- ** Which give the most discounts.
- ** Which provide the best claim service.

I will give you this information for FREE. No charge. No obligation. I do this because I've built my business on my reputation. I do not "hard-sell" insurance. I'm in the service business and I'm in it for the long term! The better service I provide, the better it is for all of us.

My clients stay with me because of my service and they refer me to their family and friends.

I believe I serve families in our community better than anyone in this area -- in any profession. I believe this because I spend a lot of time with my clients, determining their needs, their level of risk, and finding the perfect insurance program for them.

So if you want to protect yourself, your family and your assets from a crisis or catastrophe or just see if you can save money on your insurance, call my office. The staff of The O'Neill Group will be glad to help.

Sincerely,

Patrick L. O'Neill, CIC

President

11/14/03