

BUNDLING YOUR INSURANCE – NOT ALWAYS A GOOD IDEA!



We are being bombarded by commercials for insurance. Lizards, ducks, cartoons, scenarios of mayhem and catchy tunes are on TV, radio and the internet. Several of these ads urge you to “bundle” all your policies with the same company under the pretense you would be saving more money. But is this always true? How can you be SURE this is true? Yes, the insurance company may apply a discount on each policy, but is this discounted rate still the lowest for your particular situation? If all your policies are with one company, (“all your eggs are in one basket”), with a company that has no other companies to quote from, then maybe you are not getting the best deal. Most of the agents that represent only one company, like Allstate, State Farm, Nationwide, Liberty Mutual or the companies you can buy insurance from directly, like GEICO do not have any other options. So it is in their own interest you place your policies with one company.

An independent agent, such as Karas Insurance is, represents many companies for all lines of insurance. Whether your insurance needs are personal or for business, or maybe both, we can tailor your insurance needs specifically for you. This splitting of insurance policies is usually more work for us, but it is in our interest to get you the best coverage at the best price. We don’t care how many companies you have. Many factors are taken into consideration that may determine where your insurance will be placed to get you the best coverage at the lowest cost. Don’t think all homeowners, auto, umbrella or any type of business policies are the same in coverage. Each company offers different options, enhancements and features that may make the choice of one company over another a better choice for you. While some of our insureds have the same company for all of their policies, many do not. Each person, family or business is unique to an independent agent. Like a puzzle, you give us all

the pieces and we fit them together to form a plan using multiple companies, or maybe the same company, to get you the best rate while providing the coverage you need. Do you have a boat, ATV, jetski, motorhome, classic car or motorcycle? Some specialty companies that only insure these recreational vehicles often have drastically lower rates than the major companies. Have you had claims or have home business, a pool, a dog of a breed considered a hazard, young drivers or a less than clean driving record? Maybe your auto and homeowners policies should be with different companies that will rate these situations differently and the policies may price better apart.

So, how will you know you are getting the best deal? Contact a reputable local agent who has been in business for a number of years, that represents many companies and has licensed agents with experience to give you quotes. Answer all the questions you are asked and if you provide a copy of your current coverage we can compare the type of coverage you have to what we are proposing. It is difficult to make an educated decision without knowing the differences in coverages as well as the price.

So enjoy the commercials for their entertainment value. But keep in mind insurance is a serious subject. One loss, with the incorrect or insufficient coverage could mean financial hardship or bankruptcy. Get piece of mind and call an independent agent for a review. It’s free, and the end result could mean a savings and/or better coverage.

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