

THE ADVISOR

The official newsletter for Deland, Gibson customers and friends

Volume 3, Issue 1

WHAT AUTO REFORM MEANS TO YOU

Effective April 1, 2008, Massachusetts is changing to competitive auto insurance rates, which will result in an average premium drop of 7.7 percent. This means that each insurance company will publish their own rates.

In addition to their rates, many companies will be offering special discounts to their auto clients for various reasons. But, each company will be different, with some offering credits for combining your home and auto insurance and others providing loyalty credits or safe driver discounts.

In a recent Boston Globe article, "Navigating The Mass Confusion of Auto Insurance Deregulation," it was noted: "For best deals on auto insurance just shop around." But why do the shopping yourself, when we can do it for you? Let us put our 100+ years of experience to work for you.

As an independent agency, Deland, Gibson Insurance Associates represents numerous companies. While the majority of Massachusetts' agents only have one

or two auto insurance companies, we represent many of the major auto insurance carriers.

From our wide array of coverage options, we will continue to select the best policy to protect your assets based on your unique situation. Unlike other products you purchase, the lowest price is not always the best bargain. We will look at your entire account to determine what is best for you.

Most of Deland, Gibson clients with good driving records can expect to see a decrease in their auto insurance premium. However, rates are still in the process of being approved by the Commissioner of Insurance. Once rates are approved and distributed, we will analyze the different rating structures of the companies we represent in order to protect you properly.

If you have any additional questions about auto reform, please feel free to contact us. You also can visit our website www.delandgibsonins.com for updates on this important issue.

LETTER FROM THE PRESIDENT

Dear Valued Customer,

Welcome to the Winter edition of *The Advisor*. With the New Year comes many changes, and auto reform is on the top of our list. Affecting every driver in Massachusetts, auto reform will result in significant drops in auto insurance premiums for many individuals. With an independent insurance agent on your side, Deland, Gibson finds the best company and coverage to fit your individual needs.

Other important topics we address in this edition include long-term care insurance, equipment breakdown coverage, policy discounts, and GAP insurance. And for your convenience, don't forget to save the dates – Monday, March 3rd and March 24th – we have arranged for a jewelry appraiser to come into our office.

As always, this is your newsletter, so please don't hesitate to let me know what you think. We also want to know what topics are important to you. You can contact your representative and let him or her know if you would like us to address a specific topic in one of our upcoming newsletters. Also feel free to contact me at 781.237.1515.

Sincerely,

Charles W. Gibson,
President



WHO NEEDS LONG TERM CARE INSURANCE?

Long term care insurance is mistakenly viewed as coverage that is only needed by the elderly. However, more than half of all women and one-third of all men who live to age 65 will spend time in a nursing or rehabilitation facility, according to a national survey. And many individuals that stay in a nursing facility, even for a short period of time, find that they need additional care when they return home.

Disability and medical insurance do not cover long term care expenses. Medicare pays 12% of nursing home costs and less for home care, while Medicaid only pays after personal assets have been depleted to the poverty level. Based on today's costs, a \$250,000 nest egg would last less than three years, which is the average stay in a nursing home. Long term care costs are projected to more than quadruple in the next 30 years.



Created to help protect you from the high cost of medical care, long term care insurance reimburses you for expenses incurred at a nursing facility or at your residence following an injury. Specifically, long term care insurance provides you with help in your home to perform daily tasks, adult day care, visiting nurses, care in a nursing home, and assisted living that includes health monitoring.

With a long-term care policy, you can minimize your dependence on family members and control your long term care services. You will also have peace of mind in knowing that your life's savings won't be wiped out if you need long-term care. For more information on long term care insurance, contact us at 781.237.1515.



COVERAGE TO KEEP YOUR ECONOMIC ENGINE MOVING

As your business grows and acquires more and more equipment, your everyday operations become increasingly dependent upon proper function. Computers, inventory equipment, product information, scanners, fax machines, and card readers are all exposed to power surges, short circuits, and general electrical disruption that can result in expensive losses.

Although more common than fire losses, equipment failures are not covered by most standard business and commercial property policies. Consider adding equipment breakdown coverage as a business and financial safeguard against the unexpected and unpredictable. For additional information on equipment breakdown coverage, call your Deland, Gibson representative at 781.237.1515.

HOW ARE WE DOING?

"I was in an accident last February and everyone was (and still is) incredibly helpful and made the situation as easy on me as possible. Thank you so much!"

"We have always found Deland, Gibson representatives to be very responsive when we need their services, advice, etc."

Your feedback is important to us. Tell us your experience, good or bad, we want to hear from you. Please call us at 781.237.1515, or send us an email at info@delandgibsonins.com with your comments.



TAKE ADVANTAGE OF AVAILABLE DISCOUNTS

We offer many different auto and home discounts. However, please note we represent numerous insurance companies and discounts vary by company. If you qualify for any of the discounts below, contact us at 781.237.1515 and we will update your policy.



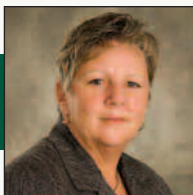
Auto

- Alarm
- Multiple cars
- Use of public transportation
- Automatic airbags
- Senior citizen, age 65+
- Low mileage
- Home and auto policies bundled



Home

- Mature age
- Security and alarm systems
- New homebuyer
- Non-smoker



ASK THE AGENT

DEBRA BOUDREAU

Senior Vice President and Personal Lines Manager

Q. What is GAP Insurance?

A. Guaranteed Asset Protection, also known as GAP insurance, covers what traditional car insurance does not. It significantly reduces, if not eliminates, the gap between what your insurance will pay if your car is stolen or totaled and what you owe the finance or leasing company.

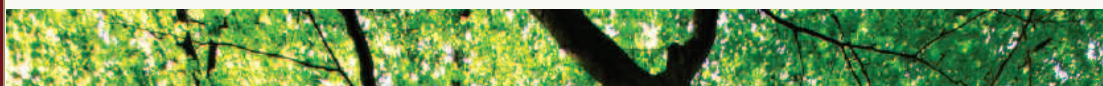
Providing valuable protection during the early years of your car's life, GAP insurance is an essential for anyone who is considering purchasing or leasing a new vehicle. New vehicles, in particular, begin depreciating as soon as you drive it off the dealer's lot.



Additional benefits of GAP insurance include:

- Alleviating the financial burden associated with the loss of your vehicle.
- Protecting your credit rating.
- Peace of mind because your chances of a financial loss are significantly minimized.

Many dealerships offer GAP insurance, but their premiums are usually very high. Before you decide to purchase any additional insurance, call your Deland, Gibson representative at 781.237.1515 to compare our premiums and to make sure that you are not already covered by your existing insurance policy.



SAVE THE TREES

Save trees, view the Deland, Gibson newsletter online at delandgibsonins.com. If you prefer to have our newsletter sent to you electronically, or if you would like to receive correspondence (copies of policies, application, binders) via email, please email us at info@delandgibsonins.com.



DELAND, GIBSON MAKES IT EASY FOR YOU TO APPRAISE YOUR JEWELRY

Appraising your jewelry is important in protecting your prized possessions. A jewelry appraisal is a written statement, prepared by a professional jewelry appraiser, which defines the value of a piece of jewelry as of a specific date. This will help you secure proper insurance, which costs approximately \$10 to \$15 a year for \$1,000 worth of jewelry.

Generally, updating your jewelry appraisals every three to five years is adequate. However, if you own diamonds, precious metals, and colored gemstones, their value changes from year to year and you should update your appraisal annually.

We have arranged for a jewelry appraiser to come into our office on **Monday, March 3rd and Monday, March 24th**. For only \$50 for the first item and \$35 for each additional item, you can have your jewelry appraised while you wait. The fee includes cleaning, inspection for loose stones and clasps, and a complete gem lab and grading service with photos. Call us at 781.237.1515 to schedule an appointment.



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