

## Inside

### This Issue

- Did You Get Jewelry For a Gift? ..... page 1
- Non-Toxins ..... page 1
- Teen Driver Corner ..... page 2
- Tip of the Month: Prepare yourself for a Loss of Income! ..... page 2
- New Year Resolutions ..... page 2
- DID YOU WIN "Dinner for Two?" See Page 3 to find out if you won!**
- Thank You! Thank You! ..... page 3
- Frequently Asked Questions ..... page 3
- Client News/ Agency News ..... page 3
- Just Keep Talking 2010 Referral Program ..... page 4

## Spencer Insurance Agency

100 Old York Road  
Jenkintown, Pa 19046  
Phone: (215) 885-2200  
www.spencerinsurance.com



"Best Insurance Agency"  
"Best Life Insurance Agent"

# "THE CIRCLE OF SAFETY" CONSUMER AWARENESS ADVISOR

For Friends and Clients of The Spencer Insurance Agency

## MAKE CERTAIN YOUR JEWELRY IS PROPERLY INSURED

Many people overlook the need to properly insure their expensive jewelry, believing that it is automatically covered by their homeowners' policy. While homeowner's policies do cover jewelry, this insurance usually is subject to a much lower limit than the overall contents coverage. This reduced limit is called a "sub-limit," and a typical sub-limit is \$1,500 for loss by theft of jewelry, watches, and precious and semiprecious stones.

If your jewelry is worth more than the sub-limit in your homeowner's policy, you should consider purchasing specific insurance to cover it. The following is a good process to follow:

- **Arrange an appointment** with us to review your jewelry coverage. Bring as much information about your jewelry portfolio as possible, including any appraisals.
- If your high-valued jewelry has not been appraised within the last 3 years, consider **obtaining an appraisal** from a reputable jeweler. Insurance companies often require an appraisal on more expensive jewelry from a graduate of the Gemological Institute of America (GIA). The Institute's G.G., G.J., or A.J.P. designations at the end of an individual's name indicate that the jeweler has

achieved a high level of professionalism with an education backed by a respected nonprofit organization.

- Make sure the **appraisal has a description of the diamond's four C's — (a) carat, (b) cut, (c) clarity, and (d) color.** The "carat" refers to the weight of the diamond. The quality of the "cut" of the diamond results from the way light enters the stone and is reflected back. "Cut" is also used to refer to the diamond's shape, such as round or pear-shaped. The "clarity" refers to the prevalence of minor spots, lines, bubbles, or other natural imperfections within the diamond. The "color" denotes the tint a diamond may possess. Remember that the better the appraisal, the fewer problems you will encounter with the insurer if you ever have to make a claim.
- **Purchase inland marine coverage** that can be added via an endorsement onto your homeowners policy. This endorsement (also available as a separate policy) provides much broader coverage than the limited protection found on the unendorsed homeowners' policy.
- Consider **keeping any valuable jewelry** you rarely wear **in a safe deposit box** at your bank.
- **Review** your jewelry protection with us at least **every 2 years** or whenever you sell or purchase high-value jewelry.

## Non-Toxic Air Fresheners

(Commercial air fresheners mask smells and coat nasal passages to diminish the sense of smell) Baking soda or vinegar with lemon juice in small dishes absorbs odors around the house. Having houseplants helps reduce odors in the home. Prevent cooking odors by sim-

mering vinegar (1 tbsp in 1 cup water) on the stove while cooking. To get such smells as fish and onion off utensils and cutting boards, wipe them with vinegar and wash in soapy water. Keep fresh coffee grounds on the counter. Grind up a slice of lemon in the garbage disposal.

## Not getting our Emails??

Spencer Insurance Agency sends forms, Auto ID Cards, applications and other information using email, however occasionally a client calls us to say they did not receive our email. Check your Spam Filter program to make sure our emails are not going into your junk or bulk mail folders. Check with your email provider to see how you can add our email address to your safe senders list so our emails will always get through to you. Send us your email address at [info@spencerinsurance.com](mailto:info@spencerinsurance.com).

## News and Tips to Make Your Life Easier, Safer, and Happier...

### Teen Driver Corner: You should be outraged!

By Charles J. Spencer CLU

In December there were three fatal accidents in our area taking the lives of six teen passengers.

In 41 states there are Teen Driver Laws that limit the number of passengers that can be in a teen driver's car. Sadly, Pennsylvania is one of nine states without a law limiting the number of passengers in a car operated by a teen driver. What additional motivation does the PA Legislature need to pass safer Teen Driver Laws?

It is time to call our State Representatives and Senators and tell them to pass safer Teen Driver Laws. There are several laws pending to make Teen Driving safer. Banning texting and limiting the number of passengers in a car driven by a Teen Driver are no brainers, yet they continually get defeated when they come up for a vote.

As a parent, my heart goes out to the parents of these teens. A Johns Hopkins University study stated that the chances of a 16 year old dying in a car with a teen driver increased 39 percent with a single passenger, 86 percent with two passengers, and 182 percent with three or more passengers. In the December accidents that claimed lives of the six teen passengers, two of the cars had six passengers and the other had three passengers.

Car accidents are the number one cause of death of teenagers. As parents we are responsible for our children's safety. Even if the Pennsylvania legislature will not help us out we should enforce our own laws with our children.

**Number 1: No one is allowed in your vehicles** unless they wear a seat belt (even back seat passengers).

**Number 2:** Outside of your household members, there should be **no more than one other passenger** in the car driven by your teen driver.

**Number 3: No texting or using a cell phone while driving** unless you are calling 911! Parents, be aware that children learn by your example. Practice what you preach. Pull over to talk on the phone. At the very least, use a hands-free device. Lastly, have your teen driver sign a contract that lists the consequences to any actions breaking your laws. Visit our website at [www.teendriverinsurance.com/spencer](http://www.teendriverinsurance.com/spencer) for a copy of a parent/teen contract and more tips on how to help your teen driver become a safer driver. His or her life may depend on you! AND, call your state rep and senator today and tell them to pass laws designed to help keep your teen driver safe.

### Tip of the Month

#### Prepare yourself for a loss of Income!

**M**ost of our clients would not think twice about insuring their life to protect their family from the loss of their income should they die. The loss of their income could be detrimental to the family if not protected with life insurance, however, many of these same clients do not prepare for a loss of their income due to disability.

Disability is more common than you may think. According to the Social Security Administration **three in ten workers** will become disabled before retiring. **Over 6.8 million workers** are receiving Social Security Disability benefits, **almost half are under age 50**. The U.S. Census Bureau reported that an illness or accident will keep **1 in 5 workers** out of work for at least a year during their working careers. The average long-term disability absence lasts two and a half years.

Can you rely on Social Security and Workers Compensation benefits? The National Safety Council reported in 2004 that over **90 % of disabling accidents and illnesses are not work related**. The Social Security Administration tells us that **less than half – 39% –** of the 2.1 million workers who applied for Social Security Disability Insurance benefits **in 2005 were approved**.

Where does this leave you? Have you checked what Long Term Disability benefits you have at work? Are they adequate? According to the Social Security Administration **70% of the private sector workforce has no long-term disability insurance**.

It is critical that you call us today to get a review of your disability insurance coverage. **Disability causes nearly 50% of all mortgage foreclosures, 2% are caused by death** and according to an article in Parade Magazine two-thirds of American families live from paycheck to paycheck.

Don't rely on your group Disability Insurance Plan! Have us check it out. Many group plans that **pay you 50% of your salary** should you become disabled also have caps on the monthly benefit. Many cap the **monthly benefit at \$5,000 per month**. That would mean someone earning \$250,000 a year may only be insured under the group plan for **24% of their income**. And to make matters worse, **that 24% is taxable!** Don't let your family be caught short by your disability. Ask yourself what would happen to your family lifestyle if they did not have your income. Then give us a call so we can help you find a solution. ☎

*Charlie Spencer, CLU*

#### Thoughts On Which To Start The New Year

**DO NOT** make resolutions on January 1!! (Chances are, all your good intentions will evaporate by the middle of the month.) Instead, be realistic about your goals and the things you would like to achieve during the coming week, month, year.

**In addition to your house calendar,** have one just for your personal schedule!

And write things down!

A walk several times during the week.

Saving a little bit in a rainy day fund.

Losing a little bit of weight (and inches).

Quiet time for yourself.

Breaking an unhealthy habit.

Reward yourself when you meet a goal!

Start each day with a good positive thought

– the sun is shining, you feel great, you are

thankful for the day and what you have.

**And SMILE often!!**

**Discover How to Make Your Teen A Safe Driver!**

**Check out this Website:**

**[www.teendriverinsurance.com/spencer](http://www.teendriverinsurance.com/spencer)**

# Were you a winner of our "Dinner for Two"?

Our agency is nothing without your loyalty and faith in us. Even if your name doesn't appear below, please accept our heartfelt "thanks" for your support. We truly appreciate it.

## Our Winners:

October ..... Bob & Mary Wozniak

November ..... Bob & Cindy Allen

(Who's next? Hint ... it could be you! Watch this space for the announcement. \$50 Value)

See page 4 for details on our

## "Just Keep Talking 2009" Referral Program

# Thank You! Thank You! Thank You! Thank You!

Thanks to all our clients who graciously referred their family, friends and associates to our agency. We build our agency on your positive comments. We couldn't do it without your help!

Bob and Cindy Allen                      Lisa Puluso

Mike Bilotta                                      Tom Petersen

Andy Abrams                                      Allison Basten

Mark Donathan                                  Maryann Pease

**If your group, club or organization needs a speaker on topics of insurance call Charlie or Steve at (215) 885-2200**

## News from Our Clients

### Frequently asked Questions:

**Why am I insuring my home for a value higher than the Market Value of my home?**

Home market values reflect today's economic conditions, taxes and many other factors that have little to do with home reconstruction costs. Reconstruction Cost can be pricey. **Reconstruction Cost** – the cost to rebuild your home to original specifications with similar materials and craftsmanship – is generally more expensive than building a new home from scratch. In fact, experts say that it costs up to 30 percent more to rebuild a house than to rebuild new\*. Why?

Builders used for reconstruction require a higher skill set, as they have limited onsite mobility and must work around existing structures, landscaping and power lines using smaller machinery. Typically, new homes built today are part of a housing development which allows contractors to purchase lumber, electrical and plumbing supplies in bulk at discounted prices.

Rebuilding may require contactors to meet new building codes put in place since your home was originally built.

Industry data reveals an estimated 64 percent of homeowners are underinsured by an average of 19 percent!\*

If you have added an addition or have remodeled your home please call us today to make sure you have the proper coverage.

\*Researched by Marshall & Swift/Boeckh, 2008

### Client News

Congratulations to Matt and Jen Matiza on the birth of their son, Mason Walker.

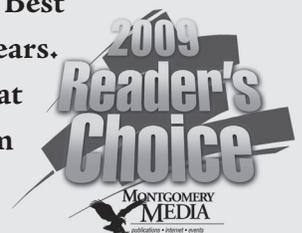


### Agency News

Congratulations to Laura Spencer (Charlie's daughter) who started her new career as an Actuary on January 4th. Laura has been working at the agency off and on during her college years. We all wish you the best!

Don't forget to vote in the Montgomery Newspaper's Readers Choice Awards. You have voted us Best Insurance Agency and Best Life Agent in the last two years.

To vote go to their website at [www.montgomerynews.com](http://www.montgomerynews.com) and click on the Reader's Choice button.



*News and Tips to Make Your Life Easier, Safer, and Happier...*

# Win a New 32" LCD HDTV!

## Spencer Insurance Agency's

### Just Keep Talking 2010 Referral Program

That's right, the next time that you hear someone complain about their insurance, **just keep talking** and refer them to us.

For your effort, we have our 2010 Referral program. We're going to make **EVERYONE A WINNER** when they tell a friend, relative, or colleague to call us. We could give our advertising dollars to newspapers, ad agencies, etc., but we'd rather give them to you, because **YOU** are the best advertising we can get! Here's how it works...

## 3 Chances, 3 Prizes for YOU to WIN!

### Chance

#1

Tell a friend, a colleague, a relative, an acquaintance ... whoever ... about us. When they contact us and tell us you sent them (don't worry, we ask how they heard about us):

- YOU WIN: • **3 free lottery tickets**, AND
- 1 chance to win Dinner for Two (awarded each month), AND
  - 1 chance to win the Grand Prize **32" LCD HDTV**

### Chance

#2

The first week of each month we'll randomly draw from all of last month's Chance #1 qualifiers.

- THE WINNER will receive **Dinner for Two** at a local restaurant – a **\$50** value!

## Grand Prize!

In January 2011, we'll conduct a random drawing from all entries for the Grand Prize qualified from January 1, 2010 through December 31, 2010.

- **THE GRAND PRIZE WINNER** wins the **32" LCD HDTV**
- (\*We reserve the right to **INCREASE** the value of the Grand Prize because you deserve it!)

For your use, we have included our referral cards. Just write your name on the card and give it to the person that you are referring. If you need more cards, just let us know and we will get them in the mail to you.

#### Referral Program Rules

There is no limit on the number of chances you can create for yourself. Odds of winning are entirely dependent on the quantity of qualified chances created during the contest periods.

This contest and the rewards provided are open to any human being on the planet who refers a prospect to our agency. You do NOT have to be a client to receive your free lottery tickets or to be entered for a chance to win any of the random draw prizes. You do NOT have to be present at the drawings to win the prizes.

The prospects referred do NOT have to become our client for the referring party to receive any of the rewards and/or chances in this program. We are not responsible if the law says you can't win due to age or anything else.

**Start early to increase your chances!**

**Can't reach us from 9 to 5, check us out 24 hours a day  
at [www.spencerinsurance.com](http://www.spencerinsurance.com)**