

Amica *today*

WINTER 2015



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Moving to a new home?

We want to provide peace of mind by ensuring you have the right coverage.

A new year often signals a new beginning. If you're moving to a new home or buying one for the first time, there is a lot to consider. Along with the excitement, we understand this can be a stressful time. Our goal is to ensure your new home is adequately protected.

Know your home

To help you determine the best coverage, it's useful to have basic information about your home handy:

- When was the home built?
- What is the square footage?
- Were there any recent updates to the home, such as the plumbing and electrical systems?
- Are there safeguards in place to protect the home from fire and theft?
- Should coverage be considered for any additional structures on the property?

These are just a few questions you should be prepared to answer when looking for the appropriate coverage for your new home.

Market value vs. replacement cost– what's the difference?

"When looking to secure coverage on a new home, it's very important for homeowners to know the difference between market value and replacement cost," said Tom Goodale, assistant vice president in Amica's sales and client services department.

Market value is the price a buyer will pay to purchase your home and land in its current condition.

Replacement cost is the cost to repair or rebuild your entire home. Our representatives can explain the differences in greater detail and you can determine which coverage option is best for you.

Discounts and more

We have many discounts* to keep in mind as you search for a new home. Here are just a few of the many you may be eligible for:

- **Alarm systems/automatic detection devices** – There are many discounts available to



you. For example, if you have a burglar alarm, a temperature monitoring system or a water leak or gas leak detection system installed in your home, you may be eligible for savings.

- **E-discount** – Sign up for e-bill and e-policy to save money on your policies.
- **Automatic payment plan** – When you sign up for our automatic payment plan, your payments will be on time and you are eligible for a discount.
- **Multi-policy discount** – You can save when you have auto, home and umbrella policies with Amica. An additional discount may be available if you have a qualifying Amica Life insurance policy.

Plus, deductibles up to \$25,000 (\$10,000 for tenants) are available for

Amica
today

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Join our communities and join the conversation!



To stop receiving future print editions or to send comments, please contact Lauren Orrico at lorrico@amica.com or Amica Today, Corporate Communications, PO Box 6008, Providence, RI 02940-6008.



additional premium savings. In many states, separate deductibles are also available for windstorm or hail losses.

Our representatives can assist you with switching your coverage from your current home to your new home. Even if you're not buying a new home, it's a good idea to call us to evaluate your coverage – especially if you've made any improvements or renovations to your home.

We also offer coverage for many situations – so if you're renting part of your property, living with an in-law or have any questions, don't hesitate to give us a call at **800-242-6422**.

**Discounts not available in all states.*

Your security is important to us



Some of our customers have asked us about the online security procedures we have at Amica. Since a lot of personal information is exchanged for insurance policies, we continue to monitor our procedures to ensure all of your information is safe.

We've made several enhancements to Amica.com to protect your personal information. When you sign up for an

Amica.com account, all of your self-service options, such as enrolling in automatic payments, e-bill and e-policy, are in one location. You can also electronically sign Amica documents through this account.

We'll continue to ask for a password, security questions and a security image to prevent the compromise of your information. We appreciate your comments and encourage you to continue sending us feedback.

Staying safe on the road

Amica offers safety tips for winter driving

Driving through icy conditions can be intimidating, but simple reminders can help to ease your mind when it's time to hit the road this winter. Whether driving to work, school or a holiday party, remember this advice to keep you and your loved ones safe throughout the season.

The United States Occupational Safety and Health Administration (OSHA) uses The Three P's of Safe Winter Driving – Prepare, Protect, and Prevent:

Prepare for your trip

- Practice driving in an empty parking lot during daylight if you're new to winter driving or have an unfamiliar vehicle
- Listen to weather forecasts, including current and future conditions
- Test the brakes to ensure your car will come to a complete stop when you need it to
- Turn on your heater and defroster ahead of time
- Notify your family and friends of the route you plan to take and your estimated arrival time
- Start your trip with a full gas tank

Protect yourself by bringing:

- A small shovel and salt, sand or cat litter
- A warm blanket
- Snacks and bottled water
- A car charger for your cellphone



Prevent crashes on the road

- Drive slowly
- Use extra caution on bridges and overpasses
- Keep your headlights on if you are having difficulty seeing what's ahead
- Leave extra room between you and the vehicle in front of you

If you have a claim, you can contact us by visiting Claim Center on Amica.com, using our mobile app on your smartphone or calling **800-242-6422**. We're here for you whenever you need us.

Keeping your home safe this winter

Tips to prevent common cold weather claims

With extremely cold temperatures last winter, we saw a rise in claims during the winter months. Here are the top claims that were filed, and what you can do to prevent them from happening in your home.

Water damage

From leaking pipes and hot water heaters to ice dams, what seems like a minor problem can quickly turn into a very costly and damaging claim. Here's how to be proactive and prevent water damage, according to the Insurance Institute of Business and Home Safety (IBHS):

- **Plumbing** – Inspect pipes annually, looking for condensation around the pipes or a leak. Insulate exposed pipes in attics, basements and outside to prevent freezing.
- **Roof** – Repair any cracked or missing shingles. Insulate areas that are prone to freezing and heavy snowfall to prevent heat from entering the attic space.
- **Sump pumps** – Follow the manufacturer's recommendations for sump pump maintenance. These vary from running the sump pump every two to three months to a yearly cleaning before the rainy season.

- **Washing machines** – Turn supply valves off when not in use, and do not operate the washing machine when the home is unoccupied. Check the hoses for cracks, kinks or blisters, which are most commonly found near the hose connection.
- **Water heaters** – Have a professional plumbing inspection of the anode rod at least once every two years and annually once the warranty has expired. The rod will eventually corrode and leave the tank vulnerable to damage.

Fires

The National Fire Protection Association (NFPA) reports that in 2013, there were 1,240,000 fires reported in the United States, causing 3,240 deaths, 15,925 injuries and \$11.5 billion in property damage. Even smaller items, like candles and electric blankets, can cause large and catastrophic claims.

Amica and the NFPA recommend the following to keep you and your family safe:

- Make sure chimneys, fireplaces, woodstoves, coal stoves and furnaces are regularly inspected and cleaned.
- Keep combustible materials away from fireplaces, woodstoves, stove tops and other heating sources.
- Store gasoline in approved containers and keep the containers in an outdoor shed or other area away from your home.
- Turn off the stove and blow out candles when you leave the room.

In addition, it's important to make sure you have smoke detectors on every floor of your home. The NFPA notes that three out of five home fire deaths resulted from a lack of working smoke alarms. "Making sure you test your smoke detectors is a top priority," said Mike Gillerlane, senior assistant vice president in Amica's claims department. "A good rule to follow is to replace the batteries twice a year, at the beginning of daylight saving time."

Proper disposal of ashes

Keeping your heating systems safe and properly disposing of ashes



from the fireplace are also key to preventing fires. Amica advises building small fires that will burn out completely, using screens and doors on fireplaces to control sparks and using properly seasoned wood to keep your heating system safe.

To properly dispose of ashes, Amica and the NFPA recommend removing ashes with an ash shovel and placing them in a metal ash container, one with a bottom edge that keeps the base of the container off the floor. The container should be covered and taken outside, and ashes should be placed on the ground or on a concrete surface where no flammable materials, such as leaves or twigs, are near. Finally, soak the ashes with water and then cover with dirt.

Following these tips can help prevent major losses, so we encourage customers to check their water and heating systems regularly.

► To learn more, watch our video on fireplace safety.



Home *today*

Get social with Amica

Join our communities and join the conversation!



At Amica, our social channels are one of the many ways we connect with our customers and share helpful information to keep you, your car and your home safe. We also share videos, weather updates, customer stories and more.

We recently asked our Facebook community why they follow Amica, and we were thrilled to hear from so many of our customers across the country. We discovered there are many different reasons people connect with Amica on our social channels.

Mark W. liked the variety of content we post:



I like the tips and how-to's, the fun quizzes and interesting facts shared here. It reinforces the image of quality and caring that I have come to associate with Amica in the few years since I was referred by a co-worker and switched to you! Keep up the good work on FB and in real life!

Janet F. trusts Amica as an insurer:



I follow your posts because Amica has been our insurer, for all perils, for at least 40 years! On the couple of occasions I've needed your help, Amica has never disappointed us.

Many of our customers take pride in their long relationships with Amica, and they share their great experiences with us on Facebook. We really enjoyed hearing from Jan C., who told us:



When you love a company you've been with for close to 30 years, when you can trust that they'll always be there for you (as Amica has been for us many times) and when you know that company is the best of the best, you'll follow them anywhere!

Customer service is a part of Amica's culture, and social media is just one more way we highlight our commitment to our customers. We hope you'll join us – we are on Facebook, Twitter, Google+, YouTube and LinkedIn. Connect with us on your favorite social network.





Life insurance for different generations

The value of planning for the unexpected

Different generations may be thinking about purchasing life insurance for a variety of reasons – from a new home to a growing family to retirement income. Whether you're part of the millennial, Gen X or baby boomer generation, there are many reasons to purchase a life insurance policy to help protect your loved ones.

Millennials (born 1982-2000)

Buying life insurance when you're younger is a great way to plan for the future. Some millennials are getting married, purchasing homes and having children later in life, so getting coverage now has many benefits.

- **Policies cost less** – The younger and healthier you are, the less expensive coverage is. Health issues later in life can cause premiums to increase, so it makes sense to get a policy while you're younger and possibly healthier.
- **Plan ahead** – By purchasing now, you can build a foundation for later in life when your life insurance needs may be greater.
- **Protect your cosigners** – Life insurance can help protect family members that may have

cosigned on any loans you have – including student loans, home loans and personal loans.

Gen X (born 1965-1981)

Gen X arguably has the greatest need for coverage, as many members of this generation have growing financial responsibilities and dependents. From a spouse to growing children to a mortgage and retirement planning, there are a lot of things to consider for life insurance coverage.

- **Maintain your family's standard of living** – If your family is suddenly without your income, you want to help make sure they can live comfortably and meet any ongoing expenses.
- **Pay for college expenses** – College costs rise every year, and you want to help ensure your children can go to school, even if you pass unexpectedly.
- **Coverage for the mortgage** – Consider a term life insurance policy with coverage that is at least equal to the term and cost of the mortgage. This can help ensure your loved ones can pay the mortgage and stay in the home.

- **Support for family members who depend on you** – The Pew Research Center reports that members of Gen X are replacing baby boomers as the sandwich generation, since they are financially taking care of both their own children and their parents. Help protect those who depend on you.

Baby Boomers (born 1946-1964)

The youngest of the baby boomer generation turns 50 this year. With retirement in mind, you want to make sure that the income you and your family rely on is protected. Plus, most employer-provided coverage will expire upon retirement, so it's important to consider an individual plan to continue coverage through retirement.

- **Income protection** – Using life insurance to protect your income can help your spouse continue to meet ongoing expenses if you were no longer there.
- **Support for family members who depend on you** – Whether it's aging parents or adult children, it's important to have coverage in place to help protect those you take care of.



Answers to common life insurance questions

- **Final expense coverage** – Funerals and final expenses can be costly – having coverage in place will help to alleviate the burden on your family.

No matter what generation you're part of, we offer many coverage options – from term policies ranging from 10 to 30 years to whole life policies that can be borrowed against and provide cash value.

Having adequate life insurance is a great way to help plan for the unexpected. If you don't have coverage in place now, Amica Life can help suggest coverage that's right for your unique needs. With people leading more active lives and living longer, life insurance is more affordable today than it's ever been. In fact, consumers overestimate the cost of life insurance by up to two times the actual cost.*

*LIMRA 2014 Insurance Barometer Study.

 Give us a call **today**
at **800-234-5433**
for a free quote and
see how **affordable**
life insurance **can be**.

1. Why do I need life insurance?

You need life insurance to help prepare for the unexpected. Your financial priorities probably include things like paying your mortgage, funding a child's education, minimizing debt and staying ahead of everyday living expenses. If your family was suddenly without your income, it would have a dramatic impact on their financial well-being. Your family may not be able to maintain their standard of living without your income – so it's important to protect it.



2. How much life insurance do I need?

Financial planners often suggest a life insurance amount equal to seven to 10 times your annual income. However, this is just a rule of thumb, and many other factors should be considered before determining the amount you need. Everyone's situation is different, but discussing what's most important to you with an Amica life insurance professional can help you arrive at the right figure.

3. What type of life insurance policy is right for me at this stage of my life?

Choosing between a **term** or **whole life** policy primarily depends on your current financial situation and how you want your policy benefits to be used. **Term** coverage offers buyers an affordable way to get coverage for a specific period of time. A common use for term coverage is to match the term period and amount to a particular financial need, like a \$350,000, 30-year mortgage.

Whole life offers buyers permanent coverage. Initially, it may be more expensive than term, but with level premiums that never increase, it can actually cost less than a term policy over time. **Whole** life also builds cash value that can be borrowed against or used in retirement. Most companies also offer term policies with the ability to convert them to whole life up to a certain age. Contact an Amica life insurance professional to find out what policy or combination of policies best suits your unique needs.



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