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**Congratulations...
You've just taken the
first step to getting the
best buy for your
insurance dollar!**

Dear Contracting Friend:

You are about to discover some of the most effective methods to save money on your vehicle insurance and avoid mistakes that could cost you **thousands** of dollars. This report will reveal to you:

- How to effectively slash precious dollars off the premiums you pay.
- Secrets known only to “insurance insiders”.
- Pitfalls to avoid when purchasing vehicle insurance for your contracting business.
- And much, much more!

Why would I give away my “inside” secrets?

That’s a really fair question and I want to answer it honestly and truthfully.

**Because It’s Good For You ... And It’s Good For My Business.
Period.**

You see, I’m willing to give away a lot of my knowledge to contractors. Knowledge that’s taken me years to accumulate, organize and perfect.

And I have found – time and time again – that generosity and the willingness to help others comes back to me. Tenfold! (After all, if we want others to care about us, we must show that we care about them.)

In fact, that’s how I’ve built my business.

I hope my special report helps to save you thousands of dollars on your contracting vehicle insurance costs as it has for others. So, here it is...

Special Report

“How to Slash Your Contractor Automobile, Van And Truck Insurance Rates By Up To 37%”

- **An Insider’s Guide To Getting The Best Protection At The Lowest Price**

Maybe you’ve asked yourself this question, “How can I save money on my auto (truck) insurance? What can I do to lower these ridiculous insurance prices”?

I’ve been working inside the insurance industry for over twenty-five years. I know in detail how it works.

I specialize in insuring contractors. I’m frequently asked by my clients, “Steve, what tips can you give us to save money on our rising insurance costs? We want the real scoop – no B.S.!”

At their request, I’ve put together this special report. I hope it gives you ideas that will help you save thousands on your vehicle insurance. What would you do with an extra \$1,000, \$2,000 or more?

“Check Your Employee’s Motor Vehicle Records BEFORE Your Auto Policy Renews”

Each year before your auto policy renews, your insurance agent requests an updated list of your employees who drive your vehicles (names, dates of birth and drivers’ license numbers). This information is crucial in determining your auto insurance renewal price.

Employees with motor vehicle violations can cause surcharges to your auto policy premium. Worse yet, if the violations are serious enough, the insurance company can refuse to renew your policy. These surcharges can increase your insurance costs by as much as 25%.

Unless you ask, you may never know that your auto premium is being surcharged. If your insurance agency just passes the information on to your insurance company, and the insurance company orders the motor vehicle records, your agent may never know either!

What can you do about it?

Order motor vehicle records on your employees before you give the information to your insurance company. Better yet, avoid the cost and have your insurance agent order them for you.

Don't pay higher premiums for employees with bad driving records. Order motor vehicle records **before** you send the information to your insurance company and take the appropriate action to avoid surcharges to your automobile insurance premium.

“Use The Services Of An Insurance Agent Who Specializes In Contractors”

Insurance is a huge industry. There's insurance protection for most everything.

Anything you can have, do, own, manage or whatever...there's insurance for it.

And nobody can specialize in all of it.

In fact, a professional insurance agent can only specialize in a few businesses and really understand them.

Insurance is a very technical business. Policies, coverages, endorsements, and exclusions.

It has a language all its own. And the insurance needs of each industry are highly specific.

If someone specializes in insuring homes or autos or retail stores downtown, that doesn't mean they know anything about contractors.

And just because your wife's cousin sells insurance, doesn't mean he's the guy to trust the financial health of your business to.

And this is *not* what you're looking for:

An agent or an agency that just tries to sell you their services on meaningless platitudes like "quality" or "excellence". They're just buzzwords that don't mean anything anymore. We all expect high quality and excellent service.

An agency that tries to sell you on their services just because they've "been around since 1934" or some such nonsense. Yes, you want a professional that has studied the business, but what do you care what they were doing in 1934. Believe me, insurance back then wasn't anything like it is today!

When you choose an agent, ask them how many other contractors they insure. Ask them if they specialize in insurance for contractors. Can they provide you with the coverages you need? Can they get you the best price for the protection you need? How quickly can they get you insurance certificates?

Bottom line...choose a specialist...you'll get the best deal.

"Choose An Independent Insurance Agent"

An "independent" insurance agent represents many insurance companies. Independent agents work for themselves. They earn commissions from policies they place with the insurance companies they represent.

On the other hand, a "direct writer" insurance agent represents only one insurance company. They have an employee-type relationship. Direct writing companies include Nationwide, Allstate, Metropolitan, Prudential, Liberty Mutual, etc.

Who do you think is going to give you the best deal? The answer is the **independent insurance agent**.

The independent agent can shop your insurance with the many companies he represents and compare prices and coverage. He can choose the best deal for

you. The direct writer can quote your insurance with only one company. There are no other choices.

In addition, if you have problems with your current insurance company, the independent agent can place your insurance with another company he represents.

A direct writer cannot do this because they only sell for one insurance company. If you had a problem, you would have to look for another insurance agent and insurance company.

And when you have a claim, who do you want to deal with? The independent agent who can work on your behalf to resolve the claim with the insurance company or the direct writer who must do what his “employer” (the insurance company) tells him to? The independent agent of course!

The direct writing insurance companies spend a ton of money on advertising in an attempt to overcome this disadvantage.

So for the best deal, you want an insurance agent who is going to work for *you*, is not an insurance company employee and represents multiple insurance companies. And that person is...

An Independent Insurance Agent

Look for the following logos:



Ask for Premium Credits

Many insurance companies can give you premium credits that can reduce your insurance costs by up to 25%. These credits are given for good loss history, good driving records, good financial rating, longtime in business, low employee turnover, good safety management and finally just because you ask for them.

That's right – Sometimes you just have to ask for these credits.

You see, many insurance companies will not give you their lowest price. Why should they if they don't have to? After all, all businesses need to make a profit to survive.

But, if your insurance company knows there are other insurance companies quoting your insurance, they may lower your rates further. Especially if you are considered a good "risk" (e.g. no losses, stable employees, good driving records, etc.).

So, when you request a quote from an agent tell him that you want to do business with him. But like any prudent businessman, you must shop around. Ask him to give you his best price up front. You want all the premium credits the insurance company can give you – tell him why you deserve credits (e.g. no losses, stable employees, longtime in business, good driving record, etc.).

In this way you will be assured of getting the best price.

I'm often asked if it's ok to tell the competing agent what you're paying now for your insurance. My answer is yes, tell them. In the insurance business (particularly business insurance), the premiums are not finalized until the price has been negotiated with the insurance company underwriter. If the underwriter doesn't know what you are paying now, then he has nothing to compare his price against. And he will be very conservative with his quote.

You must remember, the agent is going to give you his best price if he knows he has competition. Just by knowing your current premium doesn't mean that he must quote just a bit lower than you are paying now. Sure he

knows what you are paying now, but he doesn't know the other competing agents' prices.

The agent cannot negotiate with the insurance company if he doesn't know your current premiums. So by all means tell the competing agent what you are paying now. And don't forget to tell him there are others quoting too.

Use The Lowest Priced "Classification" For Your Vehicles

Your business vehicles can be classified in one of two ways to determine your premium – service use or commercial use.

Service use is defined as a vehicle used to transport your tools, equipment and incidental supplies to or from a job location. This classification applies to vehicles that are parked at the job site for most of the day or used to transport supervisory people between job locations.

Commercial use is defined as a vehicle used for transporting property other than defined as service use. This is the "all other" classification. Commercial use applies to vehicles like dump trucks and trucks used to deliver supplies and remove debris from the job site.

You want your vehicles rated as service use. The liability premium is 30% cheaper than commercial use and physical damage coverage (comprehensive, collision, etc.) is 15% cheaper.

So remember, the definition of service use above. You want all your vehicles classified as service use. The savings is phenomenal.

The vehicle classification codes are 5 digits.

Service or commercial classes are represented by the first 3 digits.

Service class codes can be identified by the following numbers – 011, 211, 311, 341, 401, 341, 501, 014, 214, 314, and 344.

Commercial class codes can be identified by the following numbers 031, 231, 331, 361, 034, 234, 334, and 404.

Pull out your auto policy. Find the vehicle classification code. Check out the first 3 digits and match with one of the numbers given above. Is it commercial or service rated?

If you can't tell by looking at your policy, call your agent. Ask him how your vehicles are classified. You want service use whenever possible.

“Insurance Company Financial Rating”

Insurance companies are rated as to their financial stability by a number of organizations.

A.M. Best rates companies in a report card type format. If your insurance company has a poor financial rating (C or lower) then it may have trouble paying claims.

A poorly rated insurance company must either increase its income or decrease expenses to become more profitable and therefore more financially stable. You will often find these companies offering lower premiums to bring in money and stay afloat.

The biggest expense for an insurance company is payroll. Troubled companies will cut their payroll by laying-off employees. What this means to you is slower policy issuance, slower billing, and slower claims handling.

When you do have a claim they will “nickel and dime” you to death since they are in poor financial condition and need to cut costs wherever they can.

So be sure to choose an insurance company with a good financial rating (A or better as rated by Bests). Ask your insurance agent for the financial rating of your insurance company. Otherwise, you may find out it's too late (when you have a claim) that the low premium did not pay off in the end.

Where Are Your Vehicles Kept Overnight?

Where you garage your vehicles can make a large impact on the premiums you pay.

For example, I have a client who's contracting office is located in a large city. The insurance rates for vehicles garaged in this city are very high (as they are for most highly populated areas). His prior insurance company rated his policy based on his vehicles being garaged there. His other insurance agent never asked where he kept his vehicles overnight. To protect his cars from vandalism, it so happens that his vehicles are kept at his home outside the city, where the insurance rates are much lower. I had his policy rated on the territory where he keeps his vehicles overnight (his home) and saved him over \$1000/year on his insurance costs.

Check the garaging territory of your vehicles. Discuss the options with your insurance agent. Your savings could be substantial.

“Raise Your Vehicle Deductibles for Comprehensive (Fire, Theft, Vandalism, etc.) and Collision”

As you know, a deductible is what you must pay out of pocket for each loss before the insurance company will pay.

Deductibles are typically \$100, \$250, \$500 or in some cases \$1000. (\$1000 deductibles rarely save you enough to consider them)

Check your vehicle deductibles for each auto on your policy. Higher deductibles will give you greater savings on your insurance costs, especially with new cars with higher values. So, get quotes for higher deductibles on your vehicles. You may be surprised by the savings you will get on your auto insurance costs.

Final Thoughts

I hope you found the information in this report helpful. It has saved many of my contractor clients **thousands** of dollars.

I've built my business on my reputation. I find that the more I give away, the more comes back to me.

My clients stay with me a long time and they refer their friends. And frankly, I get a lot of clients by being generous with my advice.

If you are looking for Contractor Insurance Protection Experts, **Call Me Today (877) 875-2555 TOLL FREE, Press 3.** I'd be glad to help you out in any way I can.

Warmest Regards,

Steve

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Saved \$1,200+ And Likes Our Service

“ Thanks Steve for saving us over \$1,200 (37%) on our truck insurance.
Your service is fantastic! We love the personal service.”
Rich Gajewski Woodworks R&I, Inc.

Saved \$367 In 10 minutes

“ One 10 minute phone call to you saved me \$367 on my van insurance.
“Thanks again Steve!”
Neil Joslin Garner's Rug & Upholstery

