

# DIRECT

From the Executive Office

## Protect Your Assets

In our amazingly hectic professional and personal lives, we are bombarded by solicitations with tantalizing promises to save us money on everyday commodities.

Insurance is certainly among these products marketed on television, radio, internet and by mail. However, insurance is not a commodity at all. Often bargain priced insurance products are very limited in their scope of coverage, only providing for the most basic of coverages.

Arthur Hall Insurance's licensed agents design insurance programs based on our clients' specific needs and risk tolerance. Our goal is to make you a well

informed consumer, while providing coverage at a reasonable price.

Insurance is purchased to protect your assets. In the event of a claim, our clients expect the policy to perform. To that end, in the last five years our insurance carriers paid a total of \$17,989,000 spread among 3,776 separate claims. This response clearly demonstrates how our insurance programs were carefully structured to meet our clients' expectations of protecting their assets.

At Arthur Hall Insurance we are committed to protecting you and all you own.

## Our Newest Corporate Partners

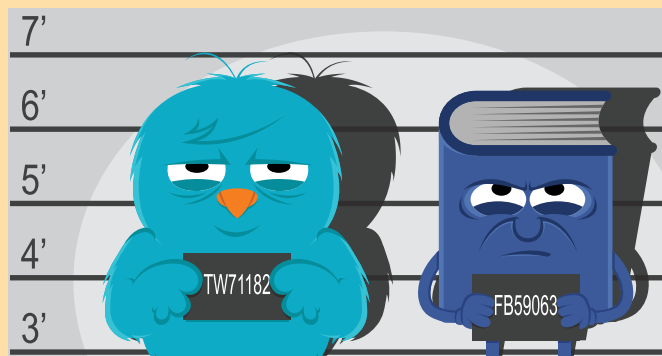
Glenn D. Burcham, CIC, CRM; and Nicole C. Grebloskie, CIC, CISR have become corporate partners and shareholders of Arthur Hall Insurance. Congratulations to Glenn and Nicole!

Glenn D Burcham, CIC, CRM  
Senior Vice President — Delaware Operations

Glenn has 28 years of commercial and non-profit experience in the insurance industry. He holds a BS in Business Administration from Salisbury University. Glenn resides just outside the Hockessin area with his family and is active in many Delaware non-profit organizations.

Nicole C. Grebloskie, CIC, CISR  
Personal Lines Vice President

Nicole has 13 years of experience in personal lines insurance. She graduated with honors from West Chester University. She resides in Kennett Square with her husband and son. Nicole serves on industry advisory councils as well as on the Board of Directors for Historic Kennett Square and the Greater West Chester Chamber of Commerce.



## Social Media, Are You at Risk?

Why are businesses paying more attention to social media these days — because that's where the consumers are.

**With opportunity social media also brings risks.**

Businesses run the risk of failing to comply with various laws and regulations such as:

- Advertising and Consumer Protection
- Defamation
- Privacy/Employee use of social media
- Securities Disclosure

To minimize the risk of loss or damage to the business's reputation companies can take a number of steps:

- Develop a comprehensive "new media" policy set for all employees
- Establish a social media point person
- Review current insurance coverage with agent; some liability policies have very restrictive coverage

**Social Media brings a similar risk to an individual.**

There is a growing number of lawsuits that are targeting individuals who blog or post false material on the internet. One report indicates a 216 percent increase in libel lawsuits against bloggers and online posters in the past few years. One thing to remember for both the business and individual — the internet is a not a law free zone. There are ramifications to consider that can turn out to be painful and very expensive. Call your agent today to review your risks and discuss solutions.

*Information taken from —  
Insurance Journal, July 2010, International Risk Management Institute, 2010*

# Market Value vs Replacement Cost



The recent slump in the real estate market has led many to question the difference between market value and replacement cost. Here's a quick reference.

**Market Value** is the price a property can realistically obtain, based on competing property sales.

**Replacement Cost** is the cost to reconstruct a home with its same unique features, using similar materials and craftsmanship.

The average replacement cost increased five percent in 2010. Some of the factors that determine the replacement cost:

- Availability of reconstruction contractors
- Client urgency to rebuild and get back into their home
- Compliance with updated building codes
- No economies of scale on single home reconstruction
- Scheduling issues and resource availability

The producer price index measures the average changes in prices received by

domestic producers for their output.

The index has determined that the cost of building materials increased 4.5 percent. The main contributing factors to these increases are the price of lumber, copper, oil pricing, and skilled labor. In addition, the biggest gaps in replacement cost and market value typically occur in historic homes, custom homes, homes in suburban neighborhoods and homes in remote locations.

## GROUP LONG TERM CARE INSURANCE

### A Valuable Benefit for You and Your Employees

What is long term care?

- Services that help someone with a prolonged physical illness, disability, or cognitive impairment
- Assistance with activities of daily living, home health care, hospice care, nursing home, or assisted living facility

Why do I need long term care insurance?

- Medicare only provides a benefit for short-term recovery from an illness or injury
- Medicaid requires that an individual nearly depletes all assets to receive benefits
- Traditional medical insurance does not provide long term care needs

Offering this coverage to your workforce provides many benefits to you, including:

- No underwriting for basic packages
- Tax advantages under current law
- A competitive edge to retain and attract talent
- A key element in retirement planning

Group long term care insurance is a great compliment to your current employee benefits program at a very affordable cost. The financial protection this type of policy offers is often not available or affordable for individual purchase. Contact your insurance representative to discuss available options.



## Arthur Hall Insurance Consultants

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## Industry-Leading Solutions with Hometown Service

**When it Rains It Pours...**  
As an umbrella protects you from a sudden downpour, personal liability insurance shelters you from lawsuits stemming from everyday incidents. When a dog attack on the postman or a minor auto accident leads to a lawsuit — the results can be financially devastating. A 2010 study showed that 85 percent of recent umbrella claims are the result of routine auto-related accidents which include: Failure to Yield (52%), Lost Control (14%) and Rear-End (11%).  
At Arthur Hall Insurance our goal is to protect you and all you own. We'll help you weather whatever comes your way. Contact your insurance representative at 610-696-2394.

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