



CONNECTION

December 2011

XIX, No.12

Product of the Month . . .



Advertising Brochures!!

Time and time again we're asked if we have any marketing materials that you can have to drum up business. Well, after working closely with our web designers we are proud to announce a new addition to our already popular web site. Under "**The Market Place**" tab you will notice a new category called "**Marketing Materials**" where you can get various **brochures** to help you bring in more business!! These brochures are easy to print and have a blank space for you to put your logo, phone number or whatever else you wish. There are only a few of them in place right now, but keep checking back because we're in the process of creating more. They're in a .pdf format so everyone should be able to access them. Also, if you want to step it up a notch, you can send your logo, phone number and any other information to **Dave Ranes** in Marketing (dave@statewide-insurance.com) and he'll see if he can digitally add your info to a specific flyer. No guarantees but he'll do his best! In addition, let him know if there is a particular flyer you'd like to see. We're doing what we can to help you grow! (All States)

So many choices . . .

Don't you just love it when you're entering a bunch of information in the computer to obtain a homeowner quote and just when you get to the end, it tells you that you can't write that risk in the chosen program or company? We all know the frustration. Statewide's homeowner quoting system is **different**. We ask you a few simple questions up front and then give you a program that fits. In fact, **you may get a few different choices!** That's how we roll. We love to say "**Yes**" whenever we can. Our personal lines system is user friendly by helping you step-by-step along the way. When you're finished, you get to ISSUE the policy, not swear at the screen and wonder, "Now what?" From the HO3's down to the basic DP1, Statewide has the A-Rated carriers and competitive rates that beg you to try us. We make it simple and we **WON'T** waste your time. Need a sign-in? That's easy, too. Call **Kyle Hammtree (x940)** or **Todd Phelps (x970)** and they'll get you rocking in seconds. There's a reason you read about this program in every newsletter . . .it's because it's that good. Go ahead, give them a call and see for yourself. (All States)



This Month's Connection Includes:

- **Product of the Month (pg. 1)**
- **Contest Time!!! (pg. 3)**
- **Questions From Our Readers (pg. 3)**
- **Special Announcement!! (pg. 4)**

You forgot, didn't you?

Please tell us you didn't forget about the **1% bonus program** we put together for you! We know many of you have taken advantage of it, but there are still a few hold-outs among you. Let's refresh your memory, shall we?? We are offering a **1% cash bonus for your new commercial business**. Just write a new piece of business, attach the 1% coupon to it with your name and agency and once we get the policy paid for, we'll send you the money! It's our little way of saying "**Thanks!**" The **offer ends December 31st**, so don't delay. Look around your desk, find a big one and let us take a crack at it. It could mean **more money in your pocket**. If you need a coupon, contact **Dave Ranes** in marketing or see the coupon attached to this newsletter email. (All States) \$\$\$\$\$\$\$



Oh, Really??

Here's something we don't mention all the time. **We write habitation risks! Hotels, Motels, Apartments, Condos**, you name it. There are a lot of these types of risks EVERYWHERE and Statewide has put programs together just for them and you! Go to the **Rapid Rater** section of our web page and you'll find a very simple rater that addresses the coverage needs of habitation risks. We'll even help you rate your local **Bed & Breakfast**. Spas and pools are accepted and if you need coverage for any associations like **D&O**, our underwriters are here to help you put that together, too! **It's time to get outside your comfort zone**. Go after something that you wouldn't normally chase. Statewide will be here to help. When it's all said and done, you'll have expanded your portfolio and grown your business! (All States)

Slowly but surely . . .

The **contracting market** is slowly making a comeback and doing just fine. We know that because we're getting more and more submissions for the small to medium sized contracting risks. A lot of those risks fall into our **Rapid Rater** program which makes getting a quote easy. The average premium right now is hovering around \$750 for the smaller operations, but we're also getting submissions for **Custom Home Builders** and **General Contractors** as well. What does this mean to you? Well, we wanted to let you know what's trending so you can be aware of market uprisings and make adjustments to your prospecting plans as needed. Getting a quote for your contractors can't be easier, either. Go to our website, click on the Rapid Rater logo and away you go. If it falls outside that program, **call any one of our commercial underwriters** and let them tell you what you need. You'll have a quote in your hands fast! Call us, we're standing by and waiting for you to cash in. **Contractors are coming back!** Are you ready?? (All States)

Joke Time!

A frog telephones the Psychic Hotline . . .

"You are going to meet a beautiful young girl who will want to know everything about you."



**The frog says,
"This is great!
Will I meet her at a party, or what?"**

**"No," says the psychic.
"Next semester in her biology class."**

Fun Fact:

The elephant is the only animal with 4 knees.

Baby, baby . . .

Day cares. We can do them. **Really, we can!** We can even get them coverage for the physical and sexual abuse that seems to be a 'must-have' these days. The rate is based on a per-child count and they need to meet the state requirements for employee/child ratios, but after that we can get them the GL coverage they need as well as write the property they're housed in. And guess what? Yup, you guessed it, it's on our Rapid Rater! Go to our helpful website, www.statewide-insurance.com and click on **Mercantile Risks**. We have you throwing numbers around and binding policies all day long. Look on the web and see how many Day Cares there are in your neck of the woods. It's an eye-opener! Then, give us a call, a click, a try. We're standing by . . . (All States)

Reminders:

Don't forget your 1% coupon for new commercial risks! Deal ends December 31st!!

Any and all applications you will ever need are available on our web page. That includes supplemental apps and specialty apps.

Our office will be closed for the holiday December 26th.

\$5 cash incentives are still going strong for all of your online issued personal lines policies. Cash in on this money maker!!

If you have your latest E&O or License, please send it our way so we can update our files.

**The older you get, the better you get.
Unless you're a banana.**

Contest Time!!

This month we have decided to direct our funds to those who have a greater need.

Please read the letter on the next page and see how you can help!

We'll continue with our Word Search Contest in January, so stay tuned!!

Last month's winners were:

- Mindy S. Ogden, UT
- Rachael M. Prescott, AZ
- Brandy V. Las Cruces, NM

**My mind works like lightening.
One brilliant flash and its gone.**

Questions From Our Readers:

**Q: Do you write Exterminators??
-Jonathan N.**

A: Yes we do. There was a time when the board of exterminators made it impossible to write in Arizona, but they've changed their certificate demands and we've now opened the door to all of our states. The only limitation is no termite work. You can rate it up yourself, if you wish, on our Rapid Rater or just give a commercial underwriter a call and they'll quote it up on the phone! So, call and bug us!!



CONGRATS!!

Catch up with us on Twitter!



www.twitter.com/statewideins

Follow Us On Facebook!



www.facebook.com/statewideins

UPCOMING HOLIDAY SCHEDULE:
WE WILL BE CLOSED DECEMBER 26TH.
WE HOPE YOU HAVE A SAFE HOLIDAY SEASON!

Thought For The Month . . .
All kids are gifted; some just open their packages earlier than others.



Let's Do This Together!

Please take a moment to read this article . . .

Statewide has always been a part of the community in various ways including donations to certain charities each year. Our generous employer and employees have gone above and beyond to help whenever they can.

This year we've decided to do something just a little bit different. . .

In addition to our office food drive, we have decided to open up an opportunity for **you**, our valued producers, to have a **share** in helping those less fortunate. It can be as simple as dropping off canned food items at our office or sending us a few dollars and letting us do the food shopping for you!

Think about that. If you are too far away but still want to contribute, we'll happily take your funds and **personally go out to the market to make a food purchase for you**. We'll document what we bought and show you how wonderful your gift was.

We understand that not everyone can participate, but we felt we needed to at least offer a way for some of you to help where it's needed.

Our charity of choice this holiday season is **The Desert Mission Food Bank**, owned and operated by **John C. Lincoln Hospital** here in Phoenix. It's not affiliated with any religious organizations and after personally visiting their facilities we found them to be **OUTSTANDING** in their services to the surrounding community and others within their reach. They're a smaller food bank but they accomplish big things. We want to be a part of that effort, but we also wanted to open the door for you to participate. You've never let us down and we couldn't exist without you, but we want others to see what a caring group you all are.

Won't you join us?

For more information contact **Dave Raney** in marketing at **602-494-6931** or **dave@statewide-insurance.com**. If you'd like to donate a check, just send it to our PO Box on this newsletter and mark the envelope to Dave's attention. Your check can be made out to Statewide Insurance if you want us to shop for you, or to The Desert Mission Food Bank if you like us to pass the funds on directly to them.

Thank you for taking time to read this. It means a lot to us and we're sure it means a lot to you.

-Happy Holidays From Your Friends at Statewide!



P.O. BOX 30527
PHOENIX, AZ 85046
(602) 494-6900
(800) 228-1710

Route To: _____
