

SIMPLY INSURANCE



Brent Smith

WHY DEAL WITH AN INSURANCE BROKER?

There are many choices presently available for your personal insurance requirements. Consumers are bombarded with assaults from media in an attempt to make you believe one option is better than another. Basically, there are three options available to the consumer, the direct writer, the agency and the Broker. We'll touch on all three options, and show the advantages of dealing with a Broker.

You've likely seen commercials on every channel showing some lady banging her head on her steering wheel, or another promising to save you \$400 on your auto insurance ... these are the direct writers. They promise everyone huge savings in their advertising, but in most instances, this is not the case. It is impossible to offer savings to anyone without understanding their individual circumstances. There are many factors that play a role in determining a premium, such as age, gender, years licensed, type vehicle and use of that vehicle, driving record including accidents and convictions, and the type of coverage required for the vehicle. Once these things are considered, the savings may not be as the advertising suggests. If the price is out of line, the direct writer has no other option for the consumer, and does not insure them.

The second option is the agent. The agent has one product and one option only for the consumer. They can adjust coverages to reduce the premium, but once quoted, they cannot offer any other options, as they only represent the company they sell for. Examples of agencies are State Farm and Cooperators.

An insurance broker is unique. A broker can represent many different insurance companies, and can offer the consumer a variety of coverage options. At McKiee & Farrar, Gair and Tri-County Insurance, we work with over 20 insurance companies. This allows us to compare rates and coverages for our clients, and allows us to offer our clients superior service on many different levels. It also gives us the opportunity to compare rates for our clients when policies renew, to ensure they get the best coverage at the best price. A further advantage of the insurance broker is the claims service. Direct writers handle their claims from a call center in a foreign country. Clients rarely speak to the same person twice, and direct writers frown on anyone having a claim. Clients are easily frustrated in these situations. Many times, the company will not offer a renewal policy if the person has had a claim. Brokers, on the other hand, pride themselves in their claims service. They are your local contact, your friends in the community who are looking out for your best interest. The companies that brokers deal with make a special effort to deal promptly and fairly with everyone they insure.

Next time you are watching TV or listening to the radio, wondering where you should place your insurance business, think about the advantages of dealing with a local insurance broker. Your insurance broker understands.

Brent Smith is vice-president of McKiee & Farrar, Gair and Tri-County Insurance. He has over 30 years of experience as a broker and takes pride in assisting groups and organizations in our community.

"Community-Minded Brokers Minding the Community"

McKiee & Farrar
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TRI-COUNTY
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