

MEEMIC®

# Bulletin BOARD

SPRING 2011

Insurance tips and news from a Michigan-based company serving the educational community OVER 60 years 1

## Your Agent



### Kingsley Insurance Group

1000 East Sturgis Street, Suite 1  
St. Johns, MI 48879  
989-224-3505

116 West Superior, Suite 1  
Alma, MI 48801  
989-463-5347

[www.KingsleyInsuranceGroup.com](http://www.KingsleyInsuranceGroup.com)



## When It Comes To Satisfaction, You're In The Driver's Seat!

**A state-of-the-art Customer Satisfaction Survey ranks MEEMIC high among companies customers are most likely to recommend.**

More good news for MEEMIC customers! We are among the nation's leading companies such as Amazon, Costco, and USAA using Net Promoter Score, a customer satisfaction program based on customer's likelihood to recommend a company's products or services. MEEMIC has partnered with survey industry expert AutocheX to request your feedback on experiences/interactions with MEEMIC so we can act on that feedback. Everyone at MEEMIC is committed to hearing from our customers and using your feedback to improve on the things that you feel we need to improve on.

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# Payment Options to Save You Time!

MEEMIC offers several convenient payment options, using your credit card, online payments, as well as our popular Automatic Payment Plan (APP). APP is an efficient electronic alternative to paper checks. With APP, your monthly premium payments are automatically transferred from your checking or savings account. All you need to do is to fill out the APP Authorization Form, which is on **meemic.com**, under Policyholder Services. You can also make your premium payments by calling MEEMIC's toll-free automated phone service at **800-231-5744** or by visiting **meemic.com**. For more information or to take advantage of these convenient payment options, you can visit our website listed on the front cover, or contact us directly.

## *MEEMIC ranks high in customer satisfaction*

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A new program we are piloting now is the direct result of feedback from our customers. The MEEMIC® Straight A Valet program features convenient, hassle-free claims service! MEEMIC's Straight A Valet program provides a pick-up and delivery service of your damaged, but drivable vehicle through a partnership with Enterprise Rent-A-Car and our Repair Advantage Program shops. We build this program around you and your schedule! Accidents are often inconvenient and time consuming, but our Straight A Valet program eliminates those concerns. On the date, time, and location of your choosing, a MEEMIC Repair Advantage shop employee along with an Enterprise Rent-A-Car employee will pick up your damaged, drivable automobile and exchange it for an Enterprise rental car. Your automobile will be repaired to its pre-loss condition using quality parts through one of MEEMIC's Repair Advantage Program shops. Upon completion of your automobile repairs, your vehicle will be delivered and the rental car picked up at the location and time of your choosing.



In order to qualify for the Straight A Valet program, the vehicle must be drivable, the customer must have car rental coverage on their policy, and the customer must be located within a 10 mile radius of a Repair Advantage shop participating in our program. At this time, we are piloting the program with repair shops in 11 areas across Michigan. MEEMIC plans to expand the program into other major Michigan markets in 2011. Please contact our Agency to identify local Straight A Valet shops.



# Safe At Home!

## FREE home inventory software provides peace of mind and protection

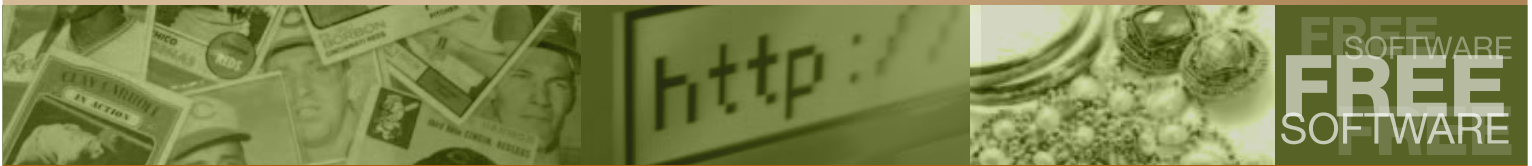
No one likes to think of thieves or disasters hitting their home. But if it happened, could you list all your possessions missing or destroyed? Creating an inventory of your personal property now could help greatly in the event of a claim later. We can make it easy with a free home inventory software package, which allows you to catalog all your possessions room by room. The software includes easy-to-follow

prompts for item and purchase descriptions, make/model numbers and appraisal information. The software is available on our website.

### Q&A Section

**Q: I'm refinancing my home. Is there anything I need to do with my insurance company?**

**A:** Yes, please provide our Agency with your new mortgage information! Many times homeowners think the bank or mortgage company will take care of this for them but often they don't. Not contacting our Agency with your updated mortgage company information can put your policy at risk for cancellation due to non-payment.



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# Spring Weather Can Mean Water Damage Due To Sump Pump Failure

## Are you prepared?

As we say good bye to winter and welcome spring, the warmer weather can mean bad storms. Many storms can cause power failures which can result in failure of your sump pump system. This means potential water damage to your basement flooring, drywall and belongings. While MEEMIC offers sump pump and sewer endorsement coverage that can be added to your homeowner policy at a premium, the ideal solution for water damage of this type is prevention. Sump pumps are installed in the lowest section of a basement and pumps out any water that has entered the basement. Sump pumps usually run off of electricity. If a storm causes a power outage, the sump pump will stop working and water will run into your basement causing damage. A battery backup sump pump is essential if you have a finished basement because the controller will automatically switch from electricity to

battery in the event of a power outage. If you don't have a sump pump with a battery back up, you can purchase an auxiliary pump that is used in tandem with the primary pump. The battery operated auxiliary pump will kick in when the main pump fails.

### Do We Have Your Email Address?

Interested in receiving information on grant opportunities from the MEEMIC Foundation? It just takes a second — go to [meemic.com/email](http://meemic.com/email) and provide your email address to receive periodic, timely news you can use from MEEMIC.

### MEEMIC Had a Makeover!

MEEMIC is pleased to present our new and improved website, [meemic.com](http://meemic.com). We invite you to explore and discover the many new features designed to give you an engaging experience. Be sure to check it out!



# Homeowners Insurance "replacement cost" vs. "market value"

## Avoid a mistake that could cost you thousands

Insurance can be confusing. Especially when it comes to insuring one of your most valued assets, your home. Lately, there has been a lot of discussion about insurance companies requiring homeowners' coverage that's higher than the market value of the home. This has been especially true in Michigan, where many homes are valued at less than their purchase price.

Size of property, reputation of school district and quality of neighborhood are just a few factors that can influence the market value of a home either positively or negatively. Most consumers assume the amount of home insurance coverage will be equal to the amount they paid for their house but it's usually not the case.

Replacement cost is the actual material, labor, overhead, and debris removal cost to rebuild your house in the same spot, same size, and same quality of construction in the event of a total loss at today's costs.

Market value is the price you paid for your house. The replacement cost of your home and the market value of your home can be two completely different numbers. This often raises the question of why am I insuring my home for \$250,000 but my home is only worth \$120,000?

Insurance companies use replacement cost valuation in

determining insurance coverage. The purpose of insurance is to make you as whole as possible after a loss. If your home is worth \$120,000 and you insure it for \$120,000 but it will cost \$250,000 to rebuild the home exactly as it was before the loss, then you will have to pay \$130,000 out of pocket to get your home to where it was before the loss.

MEEMIC offers three types of Homeowners policies. Please contact our Agency if you have any questions regarding your Homeowners policy or for a free policy review.

**According to a survey by a leading insurance-services firm, 68% of homeowners are underinsured by an average of 18%**

replacement vs  
market value



# MEEMIC's Referral Rewards Program

**Earn up to \$750 for your school by referring new customers to our Agency!**

Our Agency has teamed up with the MEEMIC Foundation and is offering you an easy way to earn up to \$750 in grant money for your school with MEEMIC's Referral Rewards Program. From now until June 30, 2011 simply refer any active or retired Michigan educational employee who is not currently insured with MEEMIC to our Agency and for each referred customer, your school will receive one point. The school with the most points by June 30th will be the recipient of a grant of up to \$750 for your school! There are no limits to the number of referrals and no purchase is necessary. For more information on Referral Rewards or to make a referral, please visit our website.

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## MEEMIC Foundation

**Building Strong Futures:  
The MEEMIC Foundation provides  
financial support to Michigan Schools**

The MEEMIC Foundation has been providing financial assistance to Michigan schools and educators since it was created in 1992. In addition to the Foundation's two traditional funding rounds, the Foundation was able to grant an extra round of funding in 2010 in the form of book grants. 1,300 educators applied for one of the Foundation's book grants. In December, the Foundation was able to provide over \$25,000 in funding to 61 book grant requests representing various school districts across the state of Michigan!

The MEEMIC Foundation is committed to the mission of giving back to the educational community that serves Michigan students. Don't miss your chance to apply for funding. The deadline to apply for Fall 2011 funding is April 30, 2011. For more information or to apply for a grant, please visit our website.



Support



INSURANCE COMPANY

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## Claims to Fame

One of the most important **"moments of truth"** is when you have a claim. When you choose an insurance company, this is what you pay for – and it's when you find out if you've made a good decision.

Many companies claim to have great service but the best ones let their customers do it for them. Here are just a few comments from recent surveys taken from MEEMIC policyholders who had filed an insurance claim:

*"Every one of you have been so responsive, caring, and willing to help us in so many ways. We really don't know where we would be without all of your help.*

**– Brent, MEEMIC policyholder since 2001**

*"I cannot say enough about MEEMIC. It is just a superior insurance company."*

**– John, MEEMIC policyholder since 1987**

*"It was very fast, very efficient, and I'm very pleased."*

**– Frank, MEEMIC policyholder since 2009**

We welcome your questions and feedback, so feel free to contact our office or visit our website listed on the front cover.

This newsletter is intended solely to provide brief descriptions of coverage and is not intended to alter any coverage afforded in the policy. Only your policy and its endorsements, plus applicable deductibles, determine exact coverages and payment of losses. All coverages and discounts described are subject to change, availability, qualifications and certain restrictions. Other terms, conditions, limitations and exclusions may apply.