



A REGIONAL COMPANY MEETING THE NICHE NEEDS OF OUR AGENTS

The Red Shield FOCUS

FALL 2011 NEWSLETTER



ARTICLES

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Fall is in the Air!

Red Shield is a market for pumpkin patches, corn mazes and craft fairs, which can be written with short term policies. We do not write hayrides, train rides, bounce houses or other amusement rides.

Other Seasonal exposures we write (Subject to \$500 Minimum Premium)

- Carpet Cleaning
- Chimney Cleaning
- Housecleaning
- Interior Painting
- Tile and Stone Work
- Window Cleaning
- Tree Trimming and Removal
- Home Inspection
- Pest Control Services
- Septic Tank Cleaning

OUR GOAL Provide Exceptional Customer Service

At Red Shield Insurance Company, it is our policy to deliver requested loss runs within 24 hours. We usually provide our loss runs the same day. Loss runs may also be obtained in the new Producer Lounge.

Have you visited the Producer Lounge yet?

The Red Shield Producers' Lounge was rolled out to all agents in April to much positive feedback. All Red Shield agents can make billing inquiries for direct bill clients and obtains loss runs instantly through the Producer Lounge portal.

Red Shield agents can submit and obtain bindable quotes online for 15 classes of business. Agents are now quoting Red Shield for eligible clients while the prospects are in their office and sending bind requests to our underwriters in Portland. Policy numbers are issued within 24 hours, and down payments can be collected before the prospect leaves the office!

For more information about the Producers' Lounge, and all its capabilities, log onto www.redshield.com and click on the Producer Lounge icon (leather couch photo).

Here are the 15 classes of business:

Alarm Installation	91127	Lawn Care Services	97050
Carpentry, Interior	91341	Painting, Interior	98305
Carpet Cleaning	91405	Pest Control Services	43470
Chimney Cleaning	91481	Sprinkler Installation	94444
Floor Covering Installation	94569	Tile, Stone, Marble, Interior	99746
Home Inspection & Appraisal	96317	Tree Pruning, Dusting, Spraying, Repair, Trimming	99777
Janitorial Services	96816	Window Cleaning	99975
Landscape Gardening	97047		

FAQS

What is RSI?

Now located on our Producer Lounge website

RSI stands for our Rate Sample Indicator, and it's the first step in rating up one of the 15 service contractor classes. Simple and easy! Log into the Producer Lounge, click the RSI tab and answer the 5 simple questions to get an indication of the premium. Remember that this Rate Sample Indicator is only for GL – other lines should be submitted through submissions@redshield.com



How to get a Quote!

- When sending in a submission, please include your anticipated date for receiving back a quote on the risk. This will help us to prioritize our work more efficiently.
- If you are not sure about the eligibility of a particular type or class of business, please call or send an email to a Red Shield underwriter. Our underwriting capabilities are "outside the box," and we welcome your specific risk questions.
- To help us correspond with you, please be sure to provide as much contact information as possible in your emails; such as, the name of the agency, address and phone number in your email signature line. As we grow, we are working with more agents, and it is extremely helpful to know this information.

PROTECTING YOUR CLIENTS

Floating Property

Keep your clients afloat by thinking about these "what ifs":

- **What if you want or need to move your floating home?**
Red Shield's marine policy for floating homes allows for movement within your marina – all you have to do is tell us about it within 30 days. If your home is insured on our Broad Form with the Enhancement Endorsement, you also have \$10,000 of excess coverage for physical damage occurring to the home while it's being moved.
- **What if your floating home breaks away?**
Red Shield's marine policy provides coverage for a variety of the things that can go wrong

if your home escapes its moorage, including resulting: water damage, stranding, sinking and/or collision.

- **What if there is a flood?**

Red Shield's marine policy does provide coverage for flood (except tsunami and dam failure).

- **What if a log floats down the river and pierces the floor of your home?**

Red Shield's marine policy will respond to damage caused by floating debris.

- **What if you have to move your home to avoid damage or prevent further damage?**

Red Shield's Marine Policy provides an additional coverage for Sue & Labor, meaning the necessary and reasonable costs an Insured incurs, including towing, to mitigate a loss. Red Shield provides up to 20% of your coverage A (dwelling) or B (other structures) limit, whichever applies, of Sue & Labor coverage to protect a floating home or other structure from further damage after a covered loss. If your home is insured on our Broad Form, Red Shield also provides up to \$5,000 of Sue & Labor coverage to protect a floating home or other structure threatened with imminent prospective loss.

Examples of claims recently paid to our Insureds:

- ✓ Floating home is taking on water because of a covered cause of loss
- ✓ Floating home sank
- ✓ Flood carried home downriver
- ✓ Debris from river caused home to list
- ✓ Large wave caused damage

You can rest easier knowing the strength and expertise of Red Shield is there for you. More than 25 years of experience writing Floating Homes in the Northwest, locally owned and managed.



Commercial Pesticide Operator Insurance Coverage Certificates

The Oregon Department of Agriculture (ODA) no longer requires insurance carriers to issue a Certificate verifying insurance coverage. The department is now using a self certification process and it is the responsibility of the pesticide operator to certify that all Oregon insurance requirements are met. Effective August 1, 2011, Red Shield Insurance Company will no longer issue Oregon Form 4018 – Financial Responsibility Insurance Certificate of Liability Coverage for Pesticide Application Activities. By signing the [Commercial Pesticide Operator Application Form](#), the applicant certifies that he/she is aware of and will comply with the insurance coverage requirements for the State of Oregon. If the insurance coverage changes at renewal, or at any time throughout the year, the pesticide operator must submit the change to ODA using [Form 4018](#).

Idaho & Washington Department of Insurance Announcements

Rebates & Inducements: Value-Added Services

IDAHO:

Bulletin 09-14 was issued in December 2009 when the Idaho Department of Insurance became aware that some insurance producers were offering extra service outside of the insurance contract at no cost to their clients or potential clients. Examples of such value-added services include administration of a buy-down program for an employer as a method

of reducing the cost of the health insurance plan, COBRA administration, “premium holidays” that are not specified in the insurance contract, and human resource/employee benefit consulting.

WASHINGTON:

RCW 48.17.270: Insurance producer as insurer’s agent—Compensation—Disclosure

The sole relationship between an insurance producer and an insurer as to which the insurance producer is appointed as an agent shall, as to transactions arising during the existence of such agency appointment, be that of insurer and agent.

1. Unless the agency-insurer agreement provides to the contrary, an insurance producer may receive the following compensation:
 - a. A commission paid by the insurer;
 - b. A fee paid by the insured; or
 - c. A combination of commission paid by the insurer and a fee paid by the insured from which an insurance producer may offset or reimburse the insured for all or part of the fee
2. If the compensation received by an insurance producer who is dealing directly with the insured includes a fee, for each policy, the insurance producer must disclose in writing to the insured:

Oregon Law Regarding Smoke Alarms

ORS 479.250 to 479.300 (This is a summary and not a substitute for reading the entire statute)

Technical requirements for alarms – ORS 479.297

All ionization smoke alarms sold in Oregon:

1. Must have a hush feature enabling a person to silence the alarm for a period of not more than fifteen minutes; and,
2. If they are solely battery-powered, must be packaged and sold with a ten-year battery

Smoke alarms exempt from hush feature and ten-year battery requirements

1. Photoelectric alarms (both single and hard-wired)
2. Multipurpose alarms such as combination smoke and fire/carbon monoxide alarms
3. Fire alarm systems tied to police, fire, and private alarm company
4. Smoke alarms specifically designed for hearing impaired persons
5. A hard-wired ionization smoke alarm must have a hush feature but is not required to have a 10-year battery
 - **Note:** Hard-wired systems cannot be replaced with solely battery-operated smoke alarms
 - **Note:** Combination fire/burglar alarm systems meet the Oregon hush feature requirement if they can be silenced at a control panel

Installation and location – OAR 837-045-0050: Minimum location requirements

1. Outside each sleeping area
2. In each sleeping room if required by state building code at the time of construction
3. On each level if dwelling is a multilevel home

Landlord/tenant requirements – ORS 479.270

Landlord responsibility for smoke alarms in rental dwelling units:

The owner (or authorized agent) of a rental dwelling unit must supply, install and maintain smoke alarms or detectors approved for sale in Oregon and must provide tenants with written instructions for testing them;

1. Prior to the beginning of every new tenancy when the tenant first takes possession of the premises; and
2. Upon written notice from the tenant of any deficiency. This does not include replacing dead batteries which is the tenant's responsibility (ORS 479.275)

This information has been provided by the Office of State Fire Marshal. For further clarification about smoke alarm requirements and technology, contact your local fire department.



Congratulations!

Pacific International Underwriters of Edmonds, WA & Lackey Insurance of La Grande, OR!

Our Agency Recognition Program is based on factors such as number of submissions, growing book of business, large risks, and hit ratio.

We would like to thank all of you who have checked out our Producer Lounge and are using our new expanded Rate Sample Indicator to start the quote process that takes you through the application process, quote, and request to bind.

This material is for informational purposes only. All statements herein are subject to the provisions, exclusions and conditions of the applicable policy. For an actual description of all coverages, terms and conditions, refer to the insurance policy. Coverages are subject to individual insureds meeting our underwriting qualifications and to state availability.