

April 1st, 2008 Auto Insurance News:

Good news is on the horizon for most of our Massachusetts auto insurance clients. There has been much publicity and debate regarding "state set" auto insurance rates. Over the past 3 years state set auto rates in the Commonwealth of Massachusetts have gone down by almost 25%. Starting April of 2008 Massachusetts is converting to a "managed competition" system. There was a public letdown when companies announced a statewide average 7% reduction in auto insurance rates. We are anticipating most of our clients will do better than this statewide average decrease. We say this without having the benefit of seeing the new rates but indications are that experienced, good drivers carrying higher liability limits will do better than drivers in other categories.

Expanding Markets:

Going into this April 1st "managed competition" system we, as Independent Insurance Agents, are well positioned to help our clients obtain the best coverage and rates available. Some of the new discounts and enhancements that will become available after April 1st for your 2008 renewal will include: motor club (AAA) discount, excellent driver and driver plus discounts, improved account discounts, good student discounts, pay in full discounts, hybrid vehicle discount, advanced driver training discount, disappearing deductible, rental loss of income, gap coverage, enhanced towing, enhanced rental, enhanced customized equipment, and roadside assistance.

FYI – Optimize your discounts!

If you insure your auto & home with our agency you can ensure that you are getting the best rates, coverage, programs & discounts available. There has never been a better time to consolidate your insurances. Call us to discuss if you insure either your auto or home somewhere else.

Advanced Driver Training:

Johnson & Rohan recommends Advanced Driver Training. As a parent, one of our biggest worries is when our teen driver gets their license. Advanced Driver Training is a program that puts drivers in controlled, high risk driving situations. It is designed to significantly reduce the risks associated with being a new driver. Advanced Driver Training offers a half-day hands-on course developed by professionally trained race car drivers who also train police, firefighters, and emergency response drivers. Drivers learn: how to control skids, how to effectively use ABS brakes, dangers of tailgating, problems with backing up, how to manage emergency lane changes, and the effects of speed on driving control. In Control is offering a 10% discount to our clients. The present cost of the program is \$299 per student with additional family members costing \$200. In addition, Safety Insurance offers this program to our clients for \$75. They are also offering a 5% discount on auto insurance for drivers that have completed this course. We are very excited about this program and the skills that it teaches. Reviews of this program have been excellent. Please call us to discuss.

Scary Statistics:

- 43% of first year drivers and 37% of second year drivers get into accidents.
- The average driver's education student in MA only gets 6 hours of professional training. Plumbers and electricians often apprentice for 8,000 hours to get a license to practice their job!
- Driving accidents are the #1 killer of teens. The rest of the top ten killers (#2 -#10) combined don't kill as many teens.
- 93% of all teen accidents are caused by "driver error." The majority of fatal teen accidents do not involve speeding or alcohol.

Kids & Cars: Protecting Parents' Assets:

In order to best protect assets we recommend parents register & insure vehicle's in their child's name. In Massachusetts parents are provided 100% insulation from lawsuits arising from bodily injury or property damage claims.

Mass. MGL Chapter 231, section 85A: **"If a car is registered to the child and the child gets into an accident causing personal injury and/or property damage, there is no responsibility on the parent. It does not make any difference who bought the car or who pays for the insurance, or how old the child is so long as we are talking about negligence."**

On this basis it might make sense for you to consider insuring a vehicle in your child's name. Please call us if you would like to discuss.

Johnson & Rohan Insurance

50 Salem Street, PO Box 52
Lynnfield, MA 01940
781-224-0909
(fax) 781-224-0546

Visit us online at:

JohnsonandRohan.com

Office Hours:

Monday- Friday 9:00 – 5:00

Saturday 9:00 – 12:00

24 hours/ 7 days a week by appointment

www.JohnsonandRohan.com

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"The secret of health for both mind and body is not to mourn for the past, worry about the future, or anticipate troubles but to live in the present moment wisely and earnestly."

- Buddha

THANK YOU for insuring with us! We appreciate your business and your referrals. We will work hard to keep your trust and your business. ■

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