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1ST QUARTER 2016

INSURANCE INSIGHT

Newsletter
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Agency

New Year's Resolution Success

by Kirk Ball

The start of the New Year often marks the start of New Year's resolutions. According to StatisticBrain.com, the top 3 New Year's resolutions are to lose weight, to get organized, and to save more & spend less. With resolutions being top of mind, I want to share two ideas I've learned that have helped me with goal setting, prioritization, and balance.

The Wheel of Life

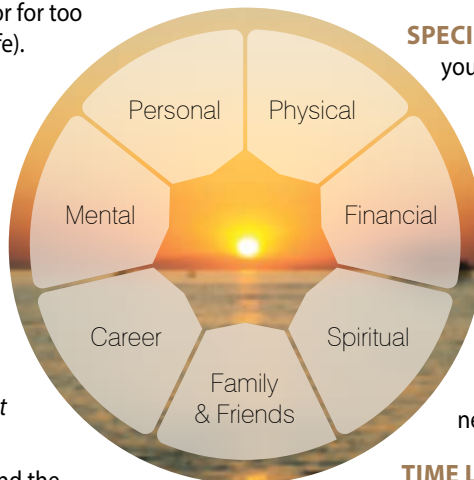
The Wheel of Life, made popular by Zig Ziglar, is a figurative wheel made up of 7 different areas, or "spokes". Each spoke represents an area of your life that requires your focus and attention. **The 7 areas are: Physical, Financial, Spiritual, Family & Friends, Career, Mental, and Personal.**

If any one of these areas is neglected too much, or for too long, it will affect the whole wheel (your whole life).

For example:

- If you don't eat well or exercise (Physical), it will eventually catch up with you and affect other areas of your life.
- If you don't spend enough quality time with loved ones (Family & Friends), it could eventually strain your relationships and affect other areas of your life.
- If you don't have a sound financial plan (Financial), it will likely cause stress and affect other areas of your life.

In other words, we should all strive for balance, and the wheel of life puts life's main areas into perspective. I like to think about it like this: If one section of the tire loses air, the whole tire goes flat.



But a properly inflated and well balanced wheel of life will allow you to travel farther and move through life with greater ease.

So which of the 7 areas are you naturally strong in? Which need more work and attention? Examining the wheel of life will help you know where you need to focus, while also making sure the other areas are not neglected.

S.M.A.R.T. Goals

Once you have identified which areas need your focus and attention, it's important to have goals. The goals that have the best shot at success are "SMART" goals. SMART is an acronym for Specific, Measurable, Assignable (also "Attainable"), Realistic, and with a Time limit.

SPECIFIC – Make your goal specific. What specifically do you want to do?

MEASURABLE – Attach a number to it. Make it quantifiable. How else will you know when you've achieved it?

ASSIGNABLE – Make sure someone is responsible for it and "owns" it (this will likely be YOU for personal goals).

REALISTIC – Is your goal possible? Do you have the time, money, skill, support, and other resources needed to make it actually happen?

TIME LIMIT – Give yourself a deadline for when it needs to be accomplished. A goal without a time limit is just a dream.

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Be Careful of Roofing Scams

by Anne Burger

When the economy is declining or business is slowing down for roofers, many of them will start to solicit business by going door to door to let homeowners know that they may need a new roof due to recent storms or weather. Please be aware of this as many times it is just to get the business by stating they will inspect your roof to determine if a new roof is warranted. Once they inspect your roof, more often than not, they will tell you that you need a new roof and to submit the claim to your insurance company. However, what they don't tell you is that if you have an older roof the insurance company will not pay for it and then you as the consumer are not only responsible for a huge bill, but also have a claim against your homeowners insurance when you did not need to.

There have been reports in some instances that the contractor inspecting the roof may also cause damage so they can get the business. They may damage the roof and take photos or show you photos of another roof claiming it is yours when it isn't. In addition, they may give you a very low estimate but once the work starts, the cost escalates.

Although this is not always the case, we want you to be aware that it does happen.

THE 5 MOST COMMON ROOFING SCAMS (there may be more, these are just the most common):

1. A salesman representing a roofer going door to door
2. Gypsy roofers who chase the weather
3. High-pressure sales pitches and immediate demands for a decision
4. A roofing quote that keeps going up and up
5. They take the deposit check and run



Things you can do to help protect yourself if you do feel that you need a new roof:

- Get several estimates
- Look into the roofing company with the Better Business Bureau to see if they are reputable or if there are any complaints against them and what type
- A legitimate roofing company should be able to provide you local references, business licenses, roofing credentials, written manufacturer and labor warranties
- Question yourself if there was a storm recently that could have caused the damage

Please do your research as this is a large expense for you as well as for an insurance company should it be covered. Sadly, there are those people out there that will take advantage of you and we want you to be prepared. As always, contact us if you ever have any questions!

The Wren Team is Growing!

Bekah Branch is a new addition to the Wren Insurance team! She just graduated with a Business degree from the University of Central Florida and has over 5 years of experience in customer service. She is our Office Coordinator, managing the reception area and providing a great first impression of the agency. She is planning for her wedding this year and loves to spend time with her family. She brings a friendly and sweet demeanor to our agency.




Welcome
Bekah Branch

Bud Hill is the newest addition to the Wren team! He is joining our Commercial Insurance team. He received his first insurance license in 1989 and primarily insures churches. He also has had success with all types of large property risks such as condos, apartments, and shopping malls. He has a son and daughter who play college soccer that he is very proud of. He is outgoing and has a great work ethic.


Welcome
Bud Hill



Choosing the Right Deductible

by Leigh Butler

The deductible is the amount of money you agree to pay out of pocket before the insurance company will pay out money for your claim. For example, if you have a \$500 deductible, that means you'll pay the first \$500 of any claim you file and the insurance company will pay the rest.

Deductibles are beneficial because they help keep your premiums down. With out deductibles, everyone would file claims on very small losses, which would then require the insurance company to raise rates over time.

When you choose a higher deductible, you're assuming a higher level of risk while protecting yourself from a catastrophic loss, such as fire, hurricane damage, water damage and extensive vehicle damage. If you're looking for ways to save money on your monthly expenses, a higher deductible can pay off as long as you don't need to file a claim.

Before you choose the highest possible deductible, you would be wise to consider just how much you'd save on your rates and whether you are financially prepared to part with that much cash. It's important to remember that the higher deductible will not do you any good if you can't afford to pay the deductible when you file a claim. If you have a small amount of money in your savings, a lower deductible would ensure you are not scrambling for cash in an emergency.

Here are some things to consider when choosing your deductible:

- How much can you afford to pay out of pocket?
- How likely is a claim to occur for the particular type of insurance?
- How comfortable are you with assuming a little bit of the risk?

Consider all the variables before deciding which deductible is best for you. If you have any questions, please contact us and we would be happy to discuss your different options and what might work best for you.



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“ FINALLY! I FOUND AN INSURANCE AGENT WHO IS *prompt, knowledgeable, efficient, AND friendly*, ALWAYS FINDING US THE BEST DEAL. ANNE OF WREN INSURANCE AGENCY SAVED US HUNDREDS OF DOLLARS! I LOOK FORWARD TO A LONG RELATIONSHIP WITH HER AT WREN INSURANCE AGENCY. THANKS FOR EVERYTHING, ANNE! ”

— DOTTIE G.





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THE *Wren Insurance Agency* TEAM...



Wren Insurance Agency was established in 1979 by Skip Wren and is owned today by Kirk and Meghan (Wren) Ball. With offices in Palm Bay and Viera, the agency services the insurance needs of individuals, families, and businesses through Brevard County and all of Florida. We are community focused, relationship focused, and our clients are always our top priority.

Thank You For Choosing Wren Insurance Agency

We are here for your home, condominium, auto, flood, umbrella, life, or business insurance needs. If you have a problem or a need, we are just a quick call, e-mail or office visit away! We appreciate your trust in our agency and sincerely thank you for your business.

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