



### A Message from Dennis

Take time to think and review your plan — your life plan, that is. Life has a way of moving us both towards and away from our dreams and life vision. You need to Find A Way to continue to bring yourself back on track when you step off the path.

There are two types of planning. **Strategic planning** is the process of determining what you want in the long-term and then identifying the best approach to achieving it. **Tactical planning** is the process of determining specific actions that help you achieve your vision.

“Plans are useless; planning is indispensable.”  
—Dwight D. Eisenhower

Planning helps you to focus on what you want; it helps you to determine ways to take action towards that end. Part of strategic planning is looking at both strengths and limitations. As individuals we need to play to our strengths and Find A Way to work around our limitations. It is a life long process and we are never done completely.

Work on your strengths, your gifts/talents. When we focus on our strengths, we can end up with incredible results.

~ Dennis

### What Business Interruption Policies Cover

In an article for *Insurance Journal*, Editor Denise Johnson wrote, “The experts agreed that business interruption coverage is often misunderstood – starting at valuation.” Business interruption policies typically cover “profits, fixed costs, temporary locations, extra expenses and civil authority ingress/egress service interruption.”

“Risk management and risk transfer must work together to make companies more resilient,” said Caroline Woolley, Marsh’s Business Interruption Center of Excellence leader. The causes of business interruption can range from cyber attacks to terrorism. Insurers face the most exposure in the area of property damage.

Risk management experts recommend that clients prepare for business interruption by:

- Understanding the financial impact if a closure occurs.
- Having a business continuity plan in place.
- Understanding the key areas in the manufacturing or supply chain.
- Working with a broker to make sure policy wording, extensions and limits are correct.
- Identifying all potential areas of loss and documenting them post-loss.

According to Woolley, while it is common to opt for a standard 12 months in gross profits, that is rarely enough. Many policies pay until the property is reinstated. Policies should be evaluated to determine if there is a time element period and whether it includes reinstatement and recovery of profit and incurred increased costs.

It’s essential to establish your worst loss scenario, estimate the potential period of interruption...and the consequence to of failing to correctly establish the period of indemnity is that your loss continues but your claim is cut short,” said Woolley.

## Common Commercial Insurance Problems

Commercial insurance is vital to protecting your business and safeguarding your livelihood. A commercial insurance policy provides coverage for property damage. Finding the right balance between coverage and cost can be difficult, yet it could save your business when accidents, fire, and other tragedies strike.

Here are a few common commercial insurance problems to consider.

What would happen if a tornado, hurricane, snow or ice storm came through the area and your business location suffered extensive damage? Unfortunately, many businesses find they don't have enough coverage or the right kind of coverage. That's why we advise our clients to plan for the worst-case scenario. Hopefully, you will never need to make a claim, but if you do, coverage will be there.

When something happens and you have to file a claim, you might think you know what the insurance should cover and how much the insurer should pay. However, many insurance problems originate from not fully knowing and understanding how the insurance company values claims.

Insurance policies often have provisions that discount the amount that will be paid on certain items or exclusions that won't be paid at all. For example, computer equipment is an item that can lose value over time. The insurance policy may not cover replacement cost, only its depreciated value. So, instead of getting 100% of replacement cost, you may only get 50% of its original value.

Most commercial insurance policies are generic in nature, meaning they don't provide coverage for scenarios that are unique to certain industries. For example, online retailers can be hit with cyber liability claims if their website is hacked and sensitive information is exposed in the process. Fortunately, most of

these situations can be covered with special endorsements. At McCurdy Group, we do our best to ensure that you have coverage to meet your business exposures.

Do you know how much it would take to rebuild your business building if it was destroyed by a fire or other natural disaster? You may have bought it several years ago for a certain price. You covered it for that price. However, the cost to rebuild it may be **significantly higher** than what you initially paid for it. This is a good example of why you may need to hire an appraiser to ensure you have adequate coverage.

Speaking of disasters, does your insurance cover your costs if your business was disrupted? You may have to relocate; your supply chain may be disrupted. There are myriad factors that could result in the halting of your business. It may take time to regain your normal sales levels, yet you still need to pay your employees. That's why we suggest business interruption insurance.

To protect your business, you need to have the right kind of commercial insurance to ensure you can survive the worst-case scenario. Don't gamble with your coverage. Call us today. We'll gladly review your policy for you, especially if you have made changes to your business dwelling, upgraded equipment, and so forth since we last met.

## Help! Send Money . . .

One telltale sign of a phishing email is that you will eventually be asked for money. You might not get hit up for cash in the initial message. But sooner or later, phishing artists will likely ask for money to cover expenses, taxes, fees, or something similar. If that happens, you can bet that it's a scam.

And don't fall for this e-mail either, usually from a contact's e-mail address: "Can you help me? While on my trip to London, England someone stole my wallet. Please loan me money. I'll refund it to you as soon as I arrive home."