

Exceeding Expectations Everyday - Precept Insurance & Risk Management

At Precept, we appreciate your business and thank you for your referrals! Please call us or visit us at any of our locations, call us toll-free at 1-800-881-5581 or visit our website at www.preceptgroup.net.

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Please e-mail us at: newsletter@preceptgroup.net with your comments, suggestions, requests for additional copies of the newsletter for family and friends or to unsubscribe.

OUR HISTORY

Precept Insurance and Risk Management was formed in 1998 with the merger of three well established insurance brokerage firms with roots going back to 1912. Since that time, we have grown into a Financial Services organization providing Insurance, Investments and Banking Services.

OUR VISION

We are a dynamic, natural talents organization that drives results through relationship building, exceeding expectations everyday, and commitment to excellence. Our culture embraces the delivery of great value added solutions for our clients, exceptional results for our business partners, outstanding growth

opportunities for our people, and a tangible ability to contribute to our communities.

OUR GOAL

"Our goal is to protect and grow your assets by providing innovative risk management solutions and value added services."

Jim McGregor, CEO

Community Involvement

2009 Dress Down Funds

At Precept Insurance & Risk Management, one of our core values is giving back to the communities in which we operate. Every Friday staff are invited to participate in a "Casual Day". This year we are pleased to announce we have donated the funds to three local charities.

- **KW Family & Children Services** - \$600
- **HopeSpring Cancer Support** - \$500
- **KW Humane Society** - \$500

Thank you to staff for participating in our casual days and supporting local charities.

Canada's National Sledge Hockey Team

Precept Insurance & Risk Management is a proud sponsor of Canada's National Sledge Hockey Team. Precept, in partnership with Aviva Insurance

Company of Canada presented the team with a cheque for \$5,500.00. The team will be traveling to Vancouver, BC to participate in the 2010 Winter Olympics. We wish the team and head coach, Jeff Snyder luck on the ice!

Referral Contest Winner

We are pleased to announce the winner of our latest referral contest. *Chris Andrews*, who deals with our Elora office, won dinner for two at a restaurant of his choice. Chris' Account Manager, Patti Anthony, presented him with a \$100 gift certificate.

At Precept Insurance & Risk Management, we support a culture of referrals. Should you choose to refer a family member, friend, client, or colleague to us, we will enter your name into a draw to win a gift certificate for \$100 to a location of your choice. You could be our next winner!

The Information contained in this Newsletter is intended to be general in nature and should not be considered as a substitute for the advice of a professional insurance broker or financial advisor.

Exceeding Expectations Everyday

A newsletter for Precept clients and friends

Winter 2010

Distracted Driving Law

It's now the law - the use of hand-held cell phones and other wireless devices while driving is prohibited in Ontario.

The "New Distracted Driving Law" makes it illegal for drivers to talk, text, type, dial or email using hand-held cell phones and other hand-held communications and entertainment devices. Hands-free use of these devices will still be permitted.

The ban includes using a hand held electronic device to text, email, talk or read, while driving. (911 is the exception). Hand held devices include:

- Cell phones, BlackBerrys, iPods or other portable MP3 devices.
- Portable video games or DVD players.
- Laptop computers.

Your GPS can be used if it is secured to your windshield or dashboard and is already programmed before you begin

driving.

You are allowed to "push buttons" on secured wireless devices worn on the head, ear or attached to clothing. Or where the buttons are being pressed to engage a hands-free mode with a secured device that can be seen by the driver at a 'quick glance' which is easily reached without adjusting his or her position. Basically you need to start the hands free process with a push of a button. You **cannot** use the keypad to dial a phone number. You must use a voice activated dialing feature.

Motorists can generally expect an education period before the ban is enforced, meaning that police will have the discretion to show leniency. However, tickets will be issued after February 1st, 2010. Drivers who use the devices to talk or to send e-mail or text messages will face fines of up to \$500.

Submitted by Shelli Coulter

Precept Welcomes Lisa Wroblewski

Precept is very pleased to announce **Lisa Wroblewski** has joined our team as a Personal Lines Account Executive. Lisa is excited about her career opportunity and looks forward to building relationships with clients and business partners.



Sunlight Music Festival

Save the date...

August 14th, 2010

Precept Insurance & Risk Management is proud to be the title sponsor of our second annual,

Sunlight Music Festival

The festival will take place at **Riverside Park in Guelph on August 14h.**

For more information visit, www.sunlightmusicfestival.com



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The Truth Behind Increasing Insurance Rates

When it comes to insurance, it's hard to miss the following phrase in the media today — "car insurance rate approval." No doubt you've heard about this, but what does it mean, exactly, and, more importantly, how does it impact your auto insurance?

Insurance companies make profits from two sources: i) **Underwriting profits** from the actual sale of policies to you, the customer, and ii) **investment profits** from the money they hold to pay claims. As a result of the volatility and uncertainty in the financial markets, the returns that insurance companies are seeing from their investments have declined significantly. This means that more profit must be made by underwriting (the sale of policies) to offset this decline. This in turn leads to higher rates.

All insurance companies in Canada are heavily regulated and are required to hold significant levels of solvency – an amount of cash kept in reserve to allow the company to meet its financial obligations. This measure is designed to protect customers and prevent insurance companies from exposing themselves to too much risk. The recent economic turmoil has made a significant dent in solvency levels, and significantly affects our insurance rates.

For more information, contact Precept Insurance & Risk Management at 1-800-881-5581.

Commercial Insurance

Want a Lamborghini or a Ride in a Home Made Helicopter?

Brent Lavallee of **Loyalty Auto Service & Sales** will get you the ride of your dreams, or land in your back yard in his home made helicopter. This 'hands on', energetic part owner of the shop has a great sense of humor and is very passionate about all of his modes of transportation.

His passion for cars started at a very young age, when he was helping his father. Brent perfected the trade as a mechanic at a GM store for 5 years prior to opening his own shop in 1998. "There wasn't much loyalty in the car business, so I decided to create it myself" says Brent. He invested all of his savings, worked day and night, and sometimes even slept at the store to build **Loyalty** into the successful mid-size dealer and service shop it is today. With 10 employees, and a variety of cars ranging from Toyota to Porsche to Lamborghini, they are ready to help their customers with any custom requests.

Last year, Brent brought a new partner, Gautham Sharma, into the business. The new partner with vested interest, numerous repeat customers and lots of integrity, helped grow the business even further. Another added benefit of having a partner is that "with two owners, there's always a decision-maker around, and that's key".

Today, **Loyalty** has a loyal customer base all over

Ontario, with some driving 5 hours to get their cars fixed by "people they trust". I had an opportunity to witness a call from an Ottawa customer who bought a \$40,000 Lexus over the phone without seeing it prior to the purchase. **Loyalty** fulfilled the customer's request for a specific model, colour, mileage and special features.

When asked about the effect of the economic downturn on their business, Brent replied: "You can only make money or excuses, not both". Being a mid-size dealer makes them more adaptable to a changing marketplace. They decided to lower their labour rate to decrease the number of estimates they were doing. Now the staff are staying late to get the job done.

So what's next in store for Brent? As he readily jokes with his wife, "building a submarine would be interesting". And it looks like he'll have lots of help. His 7 year old daughter has already "caught the bug" and enjoys helping her father at the shop. Brent is also getting ready for participating in Wisconsin's Osh Kosh Air Show taking place every July.

To find out more about **Loyalty** Auto Service & Sales, visit them at 450 Belmont Avenue West in Kitchener, go to their website at www.loyaltyautosales.ca or give them a call at 1-877-461-0666.

Financial Services

Creating a Budget to Improve Your Financial Picture

It's always disappointing to discover your income doesn't seem to cover your expenses. You may not want to admit it to yourself, because it could mean you'll have to batten down the hatches and curb that latte habit. But in the long run, it's the wise thing to do.

Creating a budget can be a revealing exercise when you want to find out where your money is going. To make one, start by writing down how much your typical monthly bills are in different categories such as:

- Food
- Gas
- Mortgage payments and property taxes
- Other debt payments (car, line of credit, credit card, etc.)
- Utility payments (heat, electricity, water, etc)
- Other monthly costs (cable, internet, home phone, cell phone, etc.)
- Household expenses (clothing, cleaning supplies, toiletries, etc.)
- Personal expenses (haircuts, subscriptions, books, sports, etc.)
- General (Entertainment, vacations, date nights, etc.)
- Allowances (you each need some money each month that you can spend on whatever you want!)
- Gifts.

Add up all of your expenses and subtract from your monthly net (after tax) income. Hopefully, your income is greater than your expenses! Then consider putting your money towards the following:

- Emergency fund (car repairs, home repairs, vacations)
- Retirement savings (RRSP's)

If your expenses exceed your income, you need to look at ways to cut them back. Look at your expenses and ask yourself, is that making my life better? Maybe eating out every day rather than brown-bagging is important to you, but if it isn't, that may be an opportunity to cut back.

Whatever you do, it is important to include a "savings and investing" category in your budget. At some point, you're going to want to retire, and for it to happen you need to start planning for it.

Adapted from Manulife Financial WealthStyles.



Buying a House, Renewing or Refinancing your Mortgage?
Looking For a Competitive Mortgage Quote, Right Product and Expert Advice?
 Call Dawn at First Avenue Funding at 905-328-8002 or apply online using the application form at www.firstavenuefunding.ca

There are many benefits associated with having an insurance broker on your side.

For more information contact Precept Insurance and Risk Management at 1-800-881-5581.

Your Best Insurance Is An Insurance Broker

