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INSURANCE INSIGHT

Newsletter
Provided by
Wren Insurance
Agency

Do You Have a Smart Home? There are Discounts for That!

by Kirk Ball

I love technology. I have a Smart Phone, a Smart TV, and I hope I get a Smart Watch from my wife for my birthday!

Though I wouldn't say I have a "Smart Home", many of us have a "smarter" Home than we may realize.

Consider the following home safety features that technology now makes possible:

- **Cameras that enable you to monitor every room in your house in real time while you're at work or on vacation.**
- **Front door video monitor so you can "answer" the door and communicate with a visitor via video conferencing. This allows a guest to think you are home, but you could be "answering" the door from another location.**
- **Biologically activated doorknobs that remember up to 100 handprints – and remain locked for everyone else.**
- **Bio-activated safes and safe rooms.**
- **Wireless security systems managed with automatic notification of law enforcement in the event of a breach.**

Also consider these neat household features you can now manage from your phone or computer:

- **Manage your thermostat**
- **Manage your DVR**
- **Warm up the hot tub or turn on your pool lights**
- **Start a fire (fire place!)**



WHAT DOES THIS HAVE TO DO WITH INSURANCE?

If you install any of these features in your home, we want to hear about it! Not only because they're cool, but because some of these technologies may entitle you to homeowners insurance discounts.

Be sure to contact us to review your Smart Home and the discounts you may be able to receive!



ANGIE BIGGS Joins Wren Insurance Agency!

We are excited to welcome Angie Biggs to Wren Insurance Agency! Angie has joined our Personal Lines team as a Sales Associate. Although Angie is new to Wren Insurance, she has 10 years of experience in the insurance industry and has worked extensively with new home buyers in securing insurance coverage. She holds the 2-20 General Lines License and is an Accredited Advisor of Insurance (AAI). She enjoys cooking, gardening, going to the gun range with her husband, and spending lots of time with her family.

She is a great addition to the New Business Team!

Protect Your Livelihood: Insuring Your Home-Based Business

by Caitlyn Hill

If you have a home-based business or you frequently work from home, having both your office space and the business itself insured is an essential part of your responsibility as a business-owner. One option that you may be considering is including your business as part of your home insurance. While on the surface this may seem like a good idea, it may not be enough coverage in some situations, or none at all in other situations. Here are a few things to consider when it comes to protecting your home-based business.

WHAT DOES HOMEOWNER'S INSURANCE COVER?

The coverage you receive from your homeowner's insurance will depend on your policy and the optional endorsements included, but in general, it protects your home in case of damage or loss from a number of causes, such as fire or wind. This will usually include both the property itself and your personal contents.

With a home-based business, your homeowner's policy typically limits your business contents coverage to only \$2,500. Also, there will be no liability coverage for your business offered by your homeowner's insurance policy. To get a better idea of what your homeowners covers (and does not cover) start by reviewing your specific policy jacket for limitations and exclusions when it comes to your home-based business. We can also help you identify these.

WHAT TYPE OF INSURANCE DOES A HOME BUSINESS NEED?

One of the biggest considerations in deciding if you will need separate business insurance for your home-based business is whether the issue of liability will ever come up. If clients enter your home for any reason or you have frequent business-related deliveries to your home, your



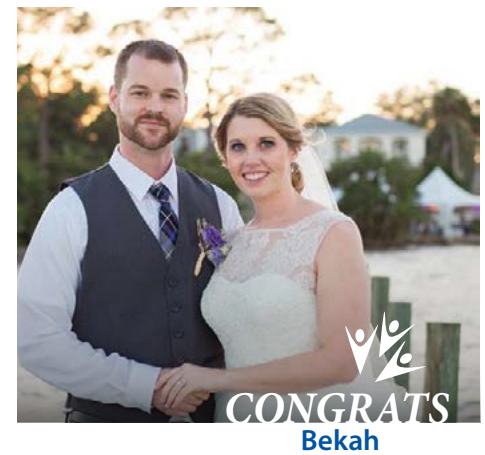
homeowner's insurance will not cover any injuries these people may receive on your property. Some insurance companies will not even cover the home itself if clients enter the dwelling. Also, if you have any employees, even if they work only a few hours here or there, you will need separate insurance to cover them.

If you run a home-based business, your best choice in ensuring both your home and business are covered is to contact us so we can discuss your particular situation. Each situation is researched on a case by case basis, depending on your specific circumstances. Your business is your livelihood and your property is your home; ensuring that they are both covered should anything happen to them!



Wedding Bells are Ringing!

We are celebrating with two of our team members as they were recently married! Caitlyn Hill (Watkins) married Justin in January and Bekah Preset (Branch) married Nick in February! We threw both of them bridal showers and are so thrilled for this exciting time in their lives.





Should a Stay-At-Home Spouse Consider Life Insurance?

by Kirk Ball

Most people understand the importance of term life insurance as it replaces the income of a loved one when they pass away. This is important because even after they pass, the family still has ongoing financial obligations. This could include paying off the mortgage, funding the children's education, and simply maintaining their standard of living.

Most term life insurance policies are taken out to insure the income of the working spouse, or both working spouses. But what about buying life insurance for a stay-at-home spouse? Often times, the main objection is "he/she doesn't produce an income, so why would they need life insurance?"

The financial impact of a stay-at-home spouse is just as important as a working spouse. In fact, it's more accurate to say both spouses work; it's just that one works inside the home and the other works outside the home.

From an economic viewpoint, it may be more appropriate to view the stay-at-home spouse/parent as the Household CEO. Responsibilities include: housekeeper, cook, teacher, psychologist, driver, homework-helper, and errand-doer. These are important household responsibilities and according to Salary.com,

the ten most popular functions performed by stay-at-home mothers equates to \$115,431 per year. In other words, it would cost \$115,431 to financially replace a stay-at-home spouse!

Of course, the passing of a spouse is a tragic event. They could never really be replaced. But when looking at it financially, the need for life insurance for both spouses - whether they are working outside the home or not - is obvious. Life insurance is never fun to think about or to discuss, but hopefully this provides some insight into the importance of life insurance for you and your family.

If you're interested in a review of your life insurance needs and options, please contact me personally at Kirk@WrenInsuranceAgency.com or 321-725-1440 for a no-obligation discussion.



REFERRAL REWARDS

WE LOVE OUR CLIENTS AND WE LOVE WHEN THEY REFER THEIR FAMILY AND FRIENDS TO US! DURING THE MONTH OF APRIL, WE WILL SEND YOU A \$5 gourmet coffee shop gift card for each referral. HELP US GROW AND WE'LL HELP YOUR COFFEE CONSUMPTION.



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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 serves 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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