



TOTAL | cover

3 USELESS FACTS...

- Your thumb is the same length as your nose
- During a kiss as many as 278 bacteria colonies are exchanged
- During his or her lifetime, the average human will grow 590 miles of hair

Welcome

We want to welcome you to the first quarterly newsletter from the team at Bridges Insurance Services.

Directors Ron and Chris, have been keenly aware for some time that they don't get to talk to all of their clients enough. This is mainly due to time constraints with a growing number of clients. To help all of us stay in touch a little more, a quarterly newsletter will be posted out to you providing you with information updates about the Insurance industry as well as what we hope will be interesting information about the staff and services of the entire team at Bridges Insurance.

For some clients we manage all of their insurance portfolio- for others we manage one or two items. But each client is important to us. Through this newsletter, you will be provided with information that you can use

to more accurately make decisions about your insurance needs.

If you would like us to research a specific subject, do send us an email and let us know about it info@bridges.co.nz

We will also be undertaking some other activities which will help us to stay in touch a little more. Later this year we will be sending out a survey to get your opinions about some of the services we provide as one of the Waikato's key Insurance Broking firms, so we hope to get your feedback from this.

In the meantime read on and don't forget if anything within this and future newsletters raises some questions please ring our office as all of our staff are keen to help.

Phone 07 839 7880

Introducing... Ron Bridges

A new client of Bridges Insurance Services made an outstanding comment when he first met Ron "You're a lot younger than I thought you would be!" This client had been referred by another client and had never met Ron before. Ron is still not 100% sure if looking younger than expected is a good thing or bad thing... we'll go with the good!

It made us realise that some of you may never have met either Directors Ron or Chris so we thought we would start off the first newsletter by featuring Ron Bridges, who as the company name might suggest was founded by Ron in 1990.

Ron who has worked in the insurance field since leaving school decided he needed to take control of his own destiny. He had the hands on experience as well as the industry knowledge so he set out to provide an independent brokerage service to Waikato people and businesses.

Since the early days when he was an employee Ron has seen some major changes! "The computerisation that has occurred in even the last 15 years has made an incredible impact on what we do and how we do it as insurance service providers. I remember when it took a team of 15 people to take care of 50

clients! If a client rang the office, you would have to go looking for information about that client in files. Often these files weren't even kept on site. Now of course we can secure information and access it a lot quicker so the client benefits from a more immediate service" Ron explains. Other changes for Ron personally have been the changes in businesses he has worked with over the years. "I had a small client come to me a few years ago for insurance. They were a small earth moving firm with one truck. In 15 years I have seen them go from a one man band to employing over 140 staff! And I am really proud to say that they are still a client"

Ron does indeed take his role and responsibilities personally. This business has been built in getting it right and I do take it to heart when a client isn't satisfied. It may sound cliché but there are no other ways of putting it really. If a client isn't happy I want to know why and what can we do about it.

Of course Ron isn't just a Broker. He is a family man married to Janet with daughter Kristin (15) and son Steven (14). When Ron isn't at home enjoying dinner with family and friends you will find him on the Golf course, in the Gym or in the pool staying fit! This makes up for the dinners and few drinks over a good game of Rugby and of course being a Hamiltonian born and bred, Ron supports the Chiefs!



Broker Versus Going Direct

The family holiday. You jump on the internet and have a scout around for a great deal. You find you can book your own flights and even book the accommodation with the resort that you like the look of – heck you don't even need a travel agent anymore. The internet is great you can do everything direct!

You arrive at the airport to discover that the flight you booked has been over sold by the airline and you are going to be delayed by 3 hours. So you wait... and wait...and wait...

You finally board and find that the children have been seated 4 rows behind you... it's going to make it an interesting flight indeed! You get to the resort, perhaps a little tired, but you're there ready for a week of fun in the sun!

The apartment you booked doesn't quite look the same, there are only 2 rooms not 3 ... the ocean is a 15 minute drive away not a few minutes as the brochure described and you are starting to get worried...

This was cheap and you did it all yourself but suddenly things aren't quite going to plan, but who do you talk to?

A travel broker may have been able to advise you of various flight options and possibly even a different resort, something newer and closer to the beach, they may have even been able to secure it all for you at the same price you paid...

This is a little like the Insurance industry. Your perception of getting a cheaper deal and the brochures from the internet could be a little different in reality.

Having an objective provider of advice can make all the difference and provide you with a different perception!

The Main Difference

The key difference between an Insurance Broker and an Insurance company, is that as a broker we have a range of risk options available to us because we deal with more than one insurance company. Each insurance company has a range of products that can suit, but having a larger range of solutions gives you more options. More options gives you a better chance of getting it right.

Misconceptions

One thing a lot of people mistakenly think is that a

Broker will cost them more money. In most cases your broker will actually **save** you money. Because your broker has industry knowledge along with a strong buying power, they will often be able to negotiate a much lower premium than if you go direct to the insurance company.

If you use an Agent from an Insurance Company they will get paid by the insurance company. The staff at the insurance company when you go direct are paid as well... so it is only fair that the insurance company should pay the broker as well.

Added Value

The claims process can be harrowing. Paperwork not completed properly, time wasted because you didn't know what facts to provide. A good Broker will assist you with the claim prior to submittal to your

More claims are accepted when you use a broker

Insurers claims department. By comparing the claim with the criteria and your policy BEFORE it is submitted, will ultimately reduce the time that the claim takes to be processed. Four out of five claims

that are initially declined or a lesser amount offered are turned around by the brokers at Bridges. This is because they have a comprehensive understanding of what the insurance company requires and what your policy actually states. 'We simply get more claims paid' suggests Chris, Director of Bridges Insurance Services - Now that's added value!"

Service Levels

Similar to a travel agent, the insurance broker brings specific market knowledge to the table. As your broker we are able to determine which insurance company and products best provide the solution you need.

Sometimes your broker may know of specific industry benefits that you may be able to tap into.

The advantages of using a broker over going direct seems overwhelming.

- A knowledgeable advocate representing **your** interests,
- A one stop process to obtain an overall view of the market,
- As well as a claim negotiating service at no additional cost.

These are the key benefits of using a broker versus going direct. This is what Bridges Insurance Services provides for its clients. **Makes sense doesn't it...**

Case Study



Public Liability – why would you need it?

A client of Bridges Insurance Services is a directional driller. This is a business that involves drilling holes. Often these are around corners under the ground, and often in very awkward places. This firm has been around for a few years and knows the ropes as well as the pitfalls when it comes to digging holes in the ground. There are all sorts of considerations, power, phone cables, water pipes. This didn't stop them from hitting a water main though – ooops!

To make a bad situation worse the valves for the mains pipe had seized so nobody was able to turn the water off – Damn!

Luckily this business had insured themselves against such possibilities with Public Liability Cover and was able to pay the \$20,000 bill from the Council when it arrived... Imagine that kind of money coming off the bottom line.

From the above photo you can see that the water simply went everywhere! The poor office lady managed to get a few hours off to dry out.

Bridges Insurance Services is undergoing a strong growth period and want to look after more clients like yourselves. So if you have friends, family or colleagues that are having issues with insurance and they want someone on their side, tell them about Bridges Insurance and get them to get in touch for a chat. We will even be able to offer them the same great service we currently offer you!



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It's About Getting It Right!