

THE LOSS COMMENTARY

TLC Public Adjusters, Inc.

Your Right to Recover. Your Resource to Resolve.



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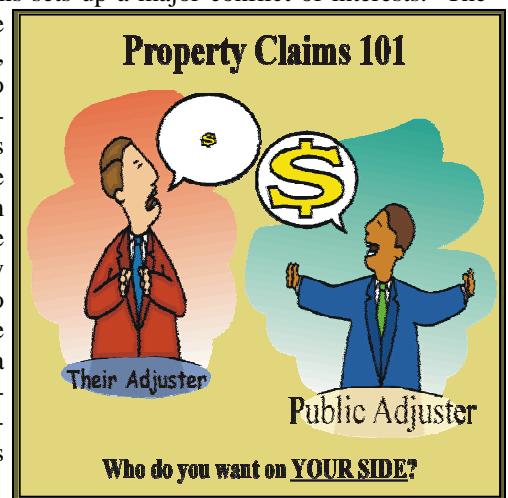
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Like a Good Neighbor "State Farm is Where?" cont.

A quick update from a story we told you about a couple of months ago. Florida denied State Farm of Florida's request for a hearing this week. State Farm of Florida wishes to appeal Commissioner McCarty's requirements for their withdrawal from Florida's property insurance market. The Insurance Regulators Office issued a letter to State Farm stating that they had not specified nor proven that Commissioner McCarty's requirements would affect the company's "substantial interests." State Farm of Florida has 21 days from the date of the letter to respond. State Farm's pulling out of Florida will leave approximately 1.2 million policy holders scrambling to find homeowners insurance.

Property Claims 101

When you have property damage and it is time to file a claim with your insurance company you will be assigned an adjuster. This adjuster will be one of two types licensed by the state. First, there are Staff Adjusters who are actually employed by the insurance company and on their payroll. Second, there are Independent Adjusters who are not employees of the insurance company, but are contracted by the insurance company and paid by the insurance company for their services as any other contractor would be. In either case, these adjusters are only allowed by the State to represent the interests of the Insurance Company. This sets up a major conflict of interests. The person that is supposed to determine the cost of putting your life back together, works for the company who is going to pay the bill for your recovery. The purpose of any business is to control costs and maximize profit. Why would the insurance company look at your claim any differently? This is exactly why the state affords the insured the opportunity to hire their own Public Adjuster to make sure they receive fair and accurate settlements. By virtue of their license, a Public Adjuster is only allowed to represent the insured. This then allows a leveling of the playing field and eliminates the conflict of interest.



Hernando Business Showcase

We had tremendous success at the Hernando Business Showcase. With 81 vendors in attendance it was a great opportunity to meet the movers and shakers of the county. While our main purpose at the event was to let people know what we do, it also gave the added benefit of hearing what others are doing to get through this tough economy. To all those in attendance we greatly enjoyed meeting all of you and hearing your stories. Congratulations to "Dan Berger of MAXIM Financial Solutions" the winner of our business card drawing. Dan will be enjoying a Gift Certificate to OUTBACK Steakhouse. We hope all those attending, got as much from the event as we did.