



GarageGuys Tech Service Bulletin 041108

To the Guy With Just a Hammer, Every Problem is a Nail

You have heard that one before, haven't you? It's just a way of saying that there are often better solutions to problems than the ones some folks are able to bring to the table

The concept behind GarageGuys was inspired by that saying. We saw that the auto services industry was big enough and varied enough to warrant an entire tool chest—not just the “one size fits all” solutions available through most brokers and direct carriers.

At the present time in our part of the country (the Northeast) there are two insurance carriers catering directly (meaning that their reps can **only** sell the particular insurance companies product) to this industry. These two are generally considered to be reputable and offer a decent product.. But it is a **single** product—in other words, a hammer.

Most independent agents (able to sell the products of many or various insurance companies) are not really familiar with the auto services industry and may insure a few gas stations or repair shops with one of their carriers who “ writes that kind of insurance.” Yes, a hammer.

Finally, there are a few lucky brokers who have a unique or exclusive “program” for garages. Perhaps the premiums are fairly competitive—or the broker has a reputation for writing lots of shops in his unique program and is the guy to “go to” for garage insurance. You see where I am going with this... it's just another shiny hammer.

18 Prospect Street, Huntington, New York 11743

800 474 5553

www.insuregarages.com



Bring the Tool Chest please!

If you have been in business for a while, you may think you have heard about all of the carriers that might insure your shop.

Maybe you do.

But I am willing to bet on a couple of things:

- 1) That even if your agent happens to represent more than a single carrier who is willing to insure you, he may not know it.
- 2) That even if your agent DOES know it, he hasn't bothered to see what another carrier can do for you—after all, the company you are with "writes that kind of insurance"

The concept at GarageGuys is not only that we need more than a hammer, we need **several types** of hammers, wrenches, screw drivers and other tools to do the job properly. Yes, I am getting carried away with the analogy but the pitfalls of doing this incorrectly are serious—including potentially finding yourself without insurance when the guy who only has a hammer loses it.

Over the decades, we have seen programs come and go and direct writing agents finding that the only carrier they can write for (the one that owns them) has lost interest in the auto services business. Often times this happens at times of insurance market upheaval (think of 9/11 or the aftermath of Hurricane Katrina to understand why many times you can't see this upheaval coming.)

No, we can't promise that our GarageGuys clients will never see a rate increase or experience not being able to get a particular coverage that they want or need—insurance markets can be variable and sometimes unpredictable. Add to that the cyclical nature of insurance pricing and you understand why.

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What GarageGuys can promise is that with 11 programs through seven insurance carriers, the odds are that we will have the right tool for your particular job and the expertise to use it properly.

Best Regards,

A handwritten signature in black ink that reads "Keith Friedlander". The signature is written in a cursive style with a horizontal line underneath the name.

Keith Friedlander
President

GarageGuys—Insurance For Your Shop

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