



Straight to the Point...

A Quarterly Personal Insurance Publication for Affluent Families and their Financial Advisors

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Do You Have a Fire Safety Plan?

Each year, hundreds of families escape from blazing brush fires only moments before their properties are engulfed in flames. While watching the devastating news reports, the public cannot help but wonder why these families waited so long to evacuate their homes. The answer is most likely linked to poor planning.

Chip Prather, Orange County Fire Authority Fire Chief says: "The reality is that in a major wildfire, there will simply not be enough fire engines or

firefighters to defend every home in the early stages of the incident. This reality requires you to take personal responsibility for protecting yourself, your family and your property. Few have adequately prepared their families for a quick evacuation. Many don't know the potential consequences of choosing to ignore an evacuation order until it is too late."

If you or your family has not developed a plan, we strongly urge you to make an appointment with your insurance carrier; all our



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Peace of Mind Against Identity Theft

A legitimate taxpayer tries to file his tax return for 2009 and is told that someone has already filed a return in his name.

A couple hasn't received their refund check and finds out that it has been mailed to another address.

A woman opens her annual Statement of Earnings from the Social Security Administration and discovers incorrect income reported under her Social Security number.

These are just a few examples of tax identity theft that's prevalent in today's world. Research suggests there were over 23,000 incidents of iden-

tity-related fraudulent tax returns for the 2008 tax period and 24,000 incidents of identity-related fraudulent employment.*

Fort Point clients may or may not be aware of Identity Theft coverage which is built into their Homeowners policies and provides coverage throughout tax season as well as the remainder of the year.

Most insurance carriers define an Identity Theft event as: *The act of knowingly transferring or using, without lawful authority, a means of identification of an insured person with the intent to commit, or to aid or abet another to commit, any unlawful activity that consti-*

*tutes a violation of federal law or any applicable state or local law. ***

While Identity Theft coverage does not refund money taken from your bank account or charged to your credit card, it will pay for all of the costs associated with an identity theft event including, but not limited to the following:

- Costs incurred for re-filing applications for debt instruments
- Costs for notarizing affidavits or other similar documents

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Do You Have a Fire Safety Plan?

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partner carriers have developed strategic plans to help prevent a fire loss to your home.

There are several elements to a good Fire Safety Plan and we've outlined these in the **Fire Safety Plan Checklist** on the next two pages. This information is intended to help generate ideas and identifying possible gaps in your family's fire safety plan.

The information on the **Checklist** is a general outline and is not intended to serve as your family's fire safety plan. In order to fully protect your home from a fire, we suggest making an appointment with your insurance carrier to formulate a plan specific to your property and individual needs.

No matter who your carrier is, they can help you develop your own Fire Safety Plan.

- **Chartis Private Client Group** (formerly AIG) and **Chubb Group of Insurance Cos.** will perform a pre-fire evaluation of your home and develop a plan of action in the event a fire does occur.
- **Fireman's Fund** and **ACE Private Risk Services**, are equally committed to preventing a fire loss to your home. Fireman's Fund and ACE will visit your home, evaluate any brush concerns, and help you and your family develop a fire safety plan.

Please contact Fort Point Insurance if you want to learn more about how to work with your carrier to set up your own Fire Safety Plan.

Fire Safety Plan Checklist

Pre- Fire

- Draw a floor plan of your residence; mark two escape routes from each room
- Identify safe spots in your home
- Establish two meeting places where you and your families may reunite. (Select one close to your home and one outside your neighborhood- make sure children know where both meeting places are.)
- Identify two exit routes from your neighborhood
- Create a list of emergency numbers and post it close to your main telephone
- Teach children how and when to call 911 and other emergency contact numbers
- Teach your children what to do in an emergency and make sure they know their address as well as the full name and contact information for each parent
- Learn the emergency plan at your children's school and make sure the school has your updated contact information
- Pick one out of state and one local friend or relative for family members to call if separated by disaster
- Have a battery-powered radio ready for emergency information
- Store your family records in a waterproof/fireproof container and on a flash drive or CD
- Identify important papers you will need if evacuation is necessary and make copies (personal identification, insurance policies, medical records, school records, birth certificates, etc.)
- Practice fire drills regularly
- Network with your neighbors so you may assist each other in a time of need
- Prepare a Family Emergency Supply Kit and a First Aid Kit
- Take a First Aid and CPR class
- Attend a Community Response Team class

If a Fire Is Approaching:

- Fill sinks and tubs with water
- Listen to the radio or watch television for instructions
- Park your vehicles facing the direction of escape with windows rolled up and keys in the ignition
- Place your family Emergency Supply Kit and other personal belongings in your vehicle ahead of time
- Secure pets and livestock; prepare them for evacuation
- Turn on outside lights and leave a light on in every room to make the house more visible in heavy smoke
- Cover up- wear long pants, long sleeved shirt, goggles and cap if time permits. Natural fiber clothing is preferable.
- Close the doors to slow the flames, embers, smoke, and heat
- Move upholstered furniture away from windows and sliding glass doors and remove flammable drapes/curtains

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If A Fire is Approaching *(continued from previous page)*

- Close the damper on your fireplace
- Gather flammable items from the exterior of the house and place inside (patio furniture, children's toys, door mats, etc)
- Connect garden hoses to outside faucets
- Do not leave sprinklers or water running- this would waste critical water pressure
- Shut off gas or propane at the tank
- Turn off air circulation systems
- Close outside attic, eave and basement vents, windows, doors, pet doors, etc. Cover roof vents with non-combustible material so flying embers can't enter through the vents/gables
- If you have a gas-powered pump for water, make sure it is fueled and ready
- Open electric gates so first responders have access to your property
- Evacuate as soon as directed or when danger is perceived
- With door in the closed position, disconnect automatic garage door opener so the door can be opened by hand if the power goes out

If You Must Stay...

- Alert fire officials if trapped; alert family and friends
- Dress in natural fibers and use goggles, mask and dry bandana
- Ensure your family emergency supply kit is on hand
- Stay tuned to local TV, radio or fire department websites for updates
- Remain close to your house and stay hydrated

Outside

- Turn off gas or propane
- Back car into garage
- Have ladder available
- Seal attic and ground vents if possible
- If safe, patrol your property and extinguish small fires

Inside

- Shut all windows and doors (do not lock them)
- Connect hose to washing machine faucet to create a fire hose
- Place wet towels in gaps under doors
- Shut off air conditioning or any system that draws air from outside

Get Inside

- Everyone who could not be evacuated should be kept together in a safe location inside the home- shelter away from outside walls
- Patrol inside home and put out spot fires
- If the home catches on fire and becomes too hot, know the safest place to exit
- Wear masks, stay low and remember it may be 4 to 5 times hotter outside

After the Fire Has Passed:

- If safe, check the roof and attic for fire or hidden embers and extinguish
- If safe, patrol the property and extinguish small fires

Source ACE Private Risk Services

Identity Theft

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- Costs incurred for credit reports
- Costs for contesting the accuracy or completeness of information contained in a credit report following a stolen identity event
- Wages lost that would have been earned in the U.S. for time taken off work as a result of your efforts to amend or rectify records as to your true name or identity
- Legal Costs resulting from a legal action brought against you by a creditor or collection agency
- Legal costs removing any civil judgment wrongfully entered against you
- Legal costs for criminal defense for charges brought against you
- Restoration Services

In the event your identity is compromised, contact our office to discuss the best course of action and the specific coverage provided by your insurance carrier.

*Source: U.S. Government Accountability Office Report (GAO-09-882 Tax Administration), September 2009.

** Source: ACE Private Risk Services, ACE Platinum Portfolio, HOME ACE-0109

Tips to Prevent Tax Fraud

- Generally, the IRS does not send unsolicited emails to taxpayers. If taxpayers receive email claiming to be from the IRS, they should forward it to phishing@irs.gov.
- Carefully research and choose tax preparers. Contact the Better Business Bureau and the IRS Office of Professional Responsibility to verify the status of their license.
- Opt for direct deposit of tax refunds to avoid lost/stolen checks.

Earthquake Preparedness: Installing a Seismic Shutoff Valve

Many California Homeowners may be overlooking a simple and affordable tool to protecting their home in the event of an earthquake. Installing a seismic shutoff valve not only protects your home, but your family and neighbors as well. In the event of a large earthquake, the gas line in the home could break or become disconnected, causing a fire in your home which could lead to a devastating total loss.

Without a seismic shutoff valve, a homeowner would need to manually shutoff the gas; this could be a dangerous endeavor as a broken gas line could fill an average 2-car garage in less than 6 minutes. We strongly recommend that you consider the implications a leaking gas line may have and how it may become an obstacle to you and your family's safety in the event of an earthquake.

Policy Savings! Many of our partner carriers provide homeowners policy credits for homes containing seismic shutoff valves, which offsets a portion of the cost of installation. We are happy to discuss policy savings you could realize from such an installation.

Home Safety First is the number one installer of earthquake valves in California and is the primary company recommended by our partner carriers. Having installed over 4,200 seismic shutoff valves, Home Safety First provides efficient and expert installation of both seismic shutoff valves and excess flow automatic valves. Contact Home Safety First for a quote at (925)743-9758 or visiting www.homesafety1st.com for additional information.

Safety Topics In the News

Driving While Texting



Remember the days when people were only worried about the dangers of talking on cells phones while driving? As legislators try to catch up with advances in mobile technologies, accidents are piling up. Today Driving While Texting (DWT) has become the newest danger on the roads. According to a recent Virginia Tech Transportation Institute Study, the risk an accident or near accident while texting is at least 23 times higher than 'non-distracted' driving.

According *The Wall Street Journal's* Joseph B. White: "Some tests done in simulators suggested that talking on a phone, no matter how it's done, sharply elevates the risk of an accident. Other research suggests that with proper technology and under 'appropriate' conditions, talking on a phone while driving is a minimal risk." While automakers are creating hands-free systems for talking on the phone, to date there are still no safe ways to text and drive. California at least 16 other states have passed legislation banning DWT enforceable by tickets, with many other states soon to follow suit. *Are you complying with these laws?*



Safety Topics In the News

(continued)

Play-and-Pay: Sports and Injuries

An excerpt from *Insurance Journal* reveals risks associated with playing certain sports. Data taken from the National Electronic Injury Surveillance System maintained by the Consumer Product Safety Commission, indicates bicycling, football and soccer are top three most dangerous sports as of 2008 (this report does not incorporate injuries from skiing, auto racing and hunting). (*Insurance Journal*, "Play-and-Pay: Sports Injuries," 08/17/09)

Bicycling	503,832	Rollerblading	41,035	Water Skiing	8,719
Football	478,802	Golf	37,872	Diving	8,367
Soccer	199,475	Hockey	29,031	Squash/Racquetball	6,547
Baseball	159,832	Sladdng	23,896	Camping	5,018
Skateboarding	149,577	Tennis	23,646	Mountain Climbing	3,386
Weightlifting	79,027	Bowling	21,150	Billiards	4,163
Playground Climbing	79,020	Ice Skating	19,944	Horseshoes	2,332
Swimming	73,782	Track & Field	19,019	Pogo Stick	2,283
Horseback Riding	73,328	Boxing	18,321	Tetherball	2,126
Fishing	72,501	Lacrosse	17,679	Table Tennis	1,978
Snowboarding	59,301	Baseball	14,749	Scuba Diving	1,477
Volleyball	56,230	Snowmobiling	12,460		

Earthquakes in Lake Tahoe?

According to research from Scripps and the University of Nevada, Reno, the Lake Tahoe Area may be due for a large earthquake. The West Tahoe Fault runs along the west shore of the lake, comes onshore at Baldwin Beach, passes through the southern third of Fallen Leaf Lake, and descends into Christmas Valley by Echo Summit. Graham Kent, research geophysicist at Scripps states: "[studies] show that the West Tahoe fault is capable of a magnitude-7 earthquake... which is capable of spawning a large tsunami wave." According to Kent's Scripps research, historically, earthquakes as large as magnitude-7 have occurred every 2,000 to 3,000 years in the Tahoe basin. However, the last rupture at this magnitude occurred between 4,100 and 4,500 years ago, and the last event took place about 575 years ago. Thus, researchers conclude Lake Tahoe is overdue for a large-scale earthquake.



Research from the University of Nevada, Reno predicts an earthquake of magnitude-6 would result in severe damage, whereas a magnitude-7 earthquake can cause "widespread, heavy damage." Researchers cautioned that some degree of variability is to be expected. (Source: *Insurance Journal-West Region*, "Study: Tahoe May be Overdue for Large Earthquake, 06/01/09)

Comprehensive Insurance Services for Affluent Individuals and Families

Fort Point Insurance Services, Inc. provides comprehensive insurance products and services to help meet the unique risk management needs of affluent individuals and families. Working with clients and their *most trusted* advisors, we analyze coverage gaps, identify potential loss exposures, and recommend proper limits of liability to protect both property and financial assets. We accomplish this by drawing on our relationships with the nation's most respected insurance carriers, and from our own experience in serving the private client personal insurance market. Based in San Francisco, we work with individuals and families across the United States and around the world.

Fort Point Insurance works with those individuals and families whose complex needs demand significant client service resources. Generally, such client's insurance programs generate annual premiums in excess of \$10,000. At Fort Point Insurance, our professional advisors are prepared to offer unparalleled service and sophisticated coverage solutions as we manage our client's personal insurance programs.

Our Name

Directly under the south end of the Golden Gate Bridge stands Fort Point. The fortification was built in 1861 to protect San Francisco from a hostile fleet. It still stands today as a barrier between the city and the open sea - a symbol of confidence, protection and stability. We selected the name Fort Point Insurance Services, Inc. to illustrate the exceptional service we provide to all of our clients.

Principal Insurance Carriers



Personal Insurance Solutions and Products

Fort Point's portfolio of insurance products offers a variety of solutions for clients in all 50 states and around the world.

- **Personal liability:** primary/excess umbrella limits up to \$100 million
- **Dwelling:** high-value, standard, historic, condo units, multi-state, foreign, rental property, and seasonal/secondary locations
- **Condominium, Cooperative and Renter**
- **Automobile:** high-value, exotic, standard, collector, recreational vehicle/RV and motorcycle
- **Collections:** jewelry, fine art, wine, antiques, silver, and other collectibles
- **Watercraft:** sailboat, yacht, mega-yacht, and personal watercraft
- **Vineyard, Farm and Ranch**
- **Earthquake, Hurricane and Flood**
- **Family Office Coverage:** for legal entities used to manage client assets
- **Employment Practices Liability:** full-time and part-time domestic employees
- **Domestic Employee Workers Compensation**
- **Background Investigations:** complimentary checks for domestic employees
- **Personal Directors & Officers Liability**
- **Aviation:** jet, helicopter, turbo-prop and other (privately owned or fractional ownership) aircraft
- **Identity Theft**
- **Kidnap, Ransom & Extortion**

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