



## Shoemaker & Besser Associates, Inc.

4396 West Market Street, York, Pennsylvania 17408-5938 (800)632-9002 Fax (717)718-9806

[www.shoemaker-besser.com](http://www.shoemaker-besser.com)

"The Specialists In Specialty Insurance"

March 2007

### Great things are coming for modernLINK®...The Next Generation

As American Modern begins ramping up for their initial launch of modernLINK - The Next Generation, we'll be providing you with information to increase your awareness and introduce the new functionality. If you're not receiving our emails, send Tanya Miller an email at [tmiller@shoemaker-besser.com](mailto:tmiller@shoemaker-besser.com) and request to be placed on our email list!

We've already highlighted the features and benefits of the new and improved modernLINK Home Page which is scheduled to be launched in the 2nd quarter of 2007. We also wanted to let you know that **Coming soon to a computer near you...American Modern Watercraft programs will be on modernLINK®!**

You've asked for it, you've waited patiently for it, and now it's almost here – coming very soon you'll be able to quote and issue your watercraft business directly from modernLINK's home page. Here are some of the features and benefits of the new quoting process:

- **No more downloading of rates!**
- Less information required for a quote
- Electronic submissions and direct upload to American Modern's mainframe!
- You print applications right from the quote screen
- You can review and retrieve quotes easily!

These are just a few of the exciting enhancements you'll see with the new online quoting for watercraft. Be on the lookout for further details on when you can expect to see the new watercraft feature on modernLINK, also expected late in the second quarter of 2007!

### How Do I Become A Registered modernLINK® User?

Go to [www.shoemaker-besser.com](http://www.shoemaker-besser.com) and find the modernLINK Agency Services Profile Order Form at the top of our homepage. Complete the form & hit submit.

We'll receive your request and assign you with a user ID and password along with instructions on how to manage your own users and how to use Policy Inquiry, e-Forms, e-Pay (on-line payment application!), claim inquiry, Quote and Issue (homeowners in PA, dwelling fire, mobile home, motor home, travel trailer, motorcycle, RV, and snowmobile in PA and NY), and other great modernLINK features like "quick quote" for dwelling fire and motorcycle as well as the "reports" feature, which allows you to run an "at risk" report to see which policyholders are in danger of canceling their coverage!

### Shoemaker & Besser's New Web-Site is Here!

Have you logged on to the new [www.shoemaker-besser.com](http://www.shoemaker-besser.com) lately? If you haven't, now would be a great time to check out our new (and improved!) web-site. While still being built and tweaked with, our goal is to make our site a resource for your personal and commercial insurance needs by providing the tools you need such as modernLINK access, recent news, information on our programs, and supplements and ACORD applications for Commercial Lines in order to easily do business with us! We've invested a lot of resources in to the new site and are committed to being your resource! Stay tuned; there's a lot more to come!

### Welcome New Agents!

We're pleased to welcome these new agencies as business partners of Shoemaker & Besser Associates!

1. [Coleman Insurance Inc](#)
2. [Unique Insurance Concepts](#)
3. [Mac Group Inc](#)

They've joined hundreds of other agents in our regional operating area to take advantage of our expertise in specialty personal & commercial lines products. Welcome Aboard!

**Do You Need Markets?**  
**We Can Help!!**  
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## American Modern & modernLINK® News

### Attention Pennsylvania Agents!

Did you know... American Modern Insurance opened up their site built products to write **Row Homes, Town Homes and Twin Homes!** These risks are available in ALL of our site built programs in PA. Values up to \$300,000 for owner, rental, seasonal, and vacant properties are available.

**More great news!** As of December 1, 2006, AMIG made the new Specialty Homeowners HO-10 Program available, designed for homes in average or better condition not eligible for coverage in the standard market due to the age or value of the home. Owner occupied dwellings must be written under the DP-1 or HO-10 (can no longer be written on a DP-3). Rental, Seasonal, and Vacant may be written in the DP-1 or DP-3 (according to underwriting guidelines).

Don't miss out on writing good business! If you need more information, please call Holly at 1 800-632-9002 ext 8110 or send an email to Holly Zumburum (hzumburum@shoemaker-besser.com)! Our Site Built products have **MODmentum!**

### Our New Manufactured Home Program's worth writing about!

Our Manufactured Home programs with American Modern are more competitive than ever! With newly designed and newly priced programs, we're top of the line! With this combo of product and price (and a quote in seconds with modernLINK!), **why not put us at your top of mind when quoting your new or renewal manufactured home business?** We're already seeing the benefits of this great new program so why not give us a try? Logon to modernLINK today and find what Shoemaker & Besser and American Modern can do for your Manufactured Home customers. Our Mobile Home products have **MODmentum!**

## Our Commercial Lines News

### Success \$Stories for the 1st Quarter of 2007

Restaurants  
Professional Liability  
Home Theater Systems Install  
Monoline Work Comp  
24 Hour Conv Store with Gas  
Auto Garages  
Donut Shop/Bagel Shop  
Monoline Commercial Auto  
Lessors Risk Only Mid Market

### What's New?

Restaurants and Garages are available on a **BOP with no Audit!** **Mid Market is Expanding!** Programs are available for large commercial contractors with a minimum of \$250,000 in payroll. This includes: Street/Road, HVAC, Electrical Wiring, Concrete Construction, and Lawn Care Operations.

### A Helpful Hint

There is a decline of availability in the market place with carriers offering Sexual Abuse and Molestation for Churches. If your account qualifies, we can offer this coverage with Safeco Insurance on a specialty program designed to meet the needs of religious institutions.

### What's Not New?

Our People, Our Service, Our Speed, and Our Desire to Help You Write and Retain Good Business!

### How Do I Get A Quote?

Fax or email completed, typed applications along with any needed supplements, currently valued three year loss runs, a complete description of operations, and premium requirements to: Brenda Swaltek, bswaltek@shoemaker-besser.com or fax 717-718-9806.



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Are you Sick of the Direct Writers Writing Your  
Best Personal Lines Customers?

Do You Need Personal Lines Carriers to Compete Against the Direct Writers?  
We Can Help! Read on to Find Out How!

**STRIKE GOLD! DIRECT Personal Lines Appointments Now Available in Select Areas**

If you're tired of losing your best business to Geico, State Farm, Allstate, Nationwide, and other direct writers, we should talk! We can offer you access, with your own producer code, to the carriers that will enable you to keep your best customers, as well as provide the tools that you need to grow your personal lines books!

Like a restaurant, we can offer you a variety of choices, depending upon your location in Pennsylvania and Maryland. Here's a sample of how we can help:

1. Mono-Line Auto Appointments
2. Mono-Line Homeowners Appointments
3. "Package" Personal Lines Policies: Auto, Home, Dwelling Fire, Watercraft & Umbrella All on One Policy!
4. Specialty Personal Lines for Stand Alone Motorcycle, Dwelling Fire, HO10, RV, Mobile Home & More!
5. Internet Based Quote, Issue, and Policy Service

Some of these products have retention rates as high as 90+%, and it's a way for you to take care of all of your clients needs and compete against the direct writers! Interested? Email Holly Zumburum ([hzumburum@shoemaker-besser.com](mailto:hzumburum@shoemaker-besser.com)), or give her a ring at 1-800-632-9002, extension 8110. She'll explain how easy it is for you to get started saving your accounts and growing your business today!

Need a Homeowners Market?  
We Can Help!



Need a Preferred Auto Market?  
We Can Help!





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## Feeling Alone Out There? We Can Help!

We have an array of products and services to offer, so maybe you're looking for more information or you need markets to help you grow your business. If there's anything that sparked your interest in our newsletter, or, if you'd like one of our experienced, friendly staff to get in touch with you, please fill out the form below and fax it to us at (717) 718-9806. We'll make sure that it gets to the proper person and is followed up on promptly.

### Please Contact Me Regarding:

- Direct, Competitive Auto Appointments with National Stock Carriers
- Direct, Competitive Homeowners Appointments with National Stock Carriers
- Direct, Competitive Commercial Lines Appointments with National Stock Carriers
- Access to Preferred, Competitive Mid Markets with National Stock Carriers
- Specialty Personal Lines Coverage With American Modern Insurance Group  
Including Homeowners, Motorcycle, Mobile Home, Dwelling Fire (DP1 & DP3),  
Vacant Dwelling, Motor Home, Travel Trailer, Watercraft, Jet Ski, ATV, Snowmobile  
& Collector Car

With forty seven years of experience in the insurance market, and a dedication to excellence, honesty and integrity, we have the tools and the markets to address your agency's needs.

*Your Name* \_\_\_\_\_

*Agency Name* \_\_\_\_\_

*Your Email Address* \_\_\_\_\_

*Agency Phone Number* \_\_\_\_\_ *Agency Fax Number* \_\_\_\_\_