

## Our New Equipment Breakdown Coverage for Homeowners

Heat, air conditioning, and hot water are just a few of the domestic necessities supplied by equipment that is susceptible to breakdown but rarely insured for damage or loss. In fact, most insurers do not cover mechanical, electrical, or heating equipment breakdown at all. Fireman's Fund now addresses this coverage gap.

Many types of equipment are covered under our new endorsement: central air conditioning systems (including compressors, condensers, and air handler units), heating equipment and heat pumps, ventilating systems, and boilers and hot water heaters. Also covered are emergency generators; well pumps; filtration systems for air and



Mary Gould, Managing Director of Private Client Insurance Services, Mesirow Financial

water; central vacuum systems; swimming pool filtration, pumps, and heating equipment; and chair lifts and elevators.

Mary Gould, Managing Director of Private Client Insurance Services for Mesirow



### Sales Materials for Customers

At [firemansfund.com](http://firemansfund.com) you will find a variety of materials describing our products and services.



### Sales Tools for Agents

Our sales tools can be accessed on Agent Desktop, a password-protected agent extranet: <https://agent.firemansfund.com>

Financial, reports that her agency has already had success writing our equipment breakdown coverage in her home state of Illinois, where we rolled out the coverage earlier this year. "We've been especially successful with larger clients, whose homes tend to have a lot of built-ins as well as multiple generators," she says.

Gould's team has also had success with new clients. "This coverage makes a real impression on them as part of a proposal about all our offerings," says Gould. She also points to the fact that Fireman's Fund uses its own adjusters for equipment breakdown claims – not third parties – and that we offer higher caps. "Plus, the pricing is good," she says.

**"This coverage makes a real impression."**

– Mary Gould, Managing Director,  
Private Client Insurance Services,  
Mesirow Financial



## ***Ideal for 'Smart Homes'***

For the owners of the growing number of higher-end 'smart' homes, proper equipment functioning has become critical. Typically, smart homes integrate technology and services through digital networking and feature centrally-monitored security systems. This new coverage protects the computer systems that manage the equipment, which sets it apart from that of our competitors. It also provides for an upgrade to 'green' standards – if equipment covered under the policy requires replacement due to an accident, Fireman's Fund will pay for an upgrade that is better for the environment, safer, or more efficient.

"With the trend toward larger homes, smart homes, and more sophisticated equipment, homeowners face greater financial losses from breakdowns than ever before," says Don Soss, chief underwriting officer, Fireman's Fund Personal Insurance. "Families depend on this equipment for comfort, safety, and convenience. It represents a significant part of a home's value. Our breakdown coverage helps protect that investment so a homeowner isn't surprised by a large repair bill."

Our new equipment breakdown insurance is currently available in 32 states and the District of Columbia:

Arizona, California, Connecticut, Colorado, Delaware, Georgia, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington DC, Wisconsin, and Wyoming.

To learn more, visit the Fireman's Fund Agent Desktop or talk to your Fireman's Fund representative today.

The insurance policy, not this newsletter, forms the contract between the insured and the insurance company. The policy may contain limits, exclusions, and limitations that are not detailed in this newsletter. The product's coverage, terms, and availability may vary by state. Please check with your Fireman's Fund representative.