

Mass Auto Reform Update

The following letter was recently sent to all of our Massachusetts automobile insurance customers to explain the sweeping changes that are underway in the Commonwealth. Please feel free to contact us with any questions or concerns that you might have.

January 1, 2008

As an appreciated client of Samel Insurance Agency, Inc., I want to provide you with an update regarding the widely publicized changes in the Massachusetts auto market. As you likely have heard, for the first time since 1977, Massachusetts will be moving toward competitively rated automobile insurance. This means unlike the current system, where there is one set of rates for all insurers, each company will file rates with the Division of Insurance.

The newspapers and radio stations have been filled with “sound bites” of changes in the auto insurance market and for the first time in recent memory, companies are advertising. It is important to note, at this time, companies have only submitted filings and nothing has been approved by the Division of Insurance. No rates or discounts have been approved yet.

That being said, here’s what we at Samel Insurance Agency want you to know:

- ★ ***You have trusted us in the past; trust us now and in the future.*** As your insurance experts, we are monitoring this situation closely so that you don’t have to. We will continue to work with you to ensure you have the proper coverage in place to protect you and your family.
- ★ ***Our agency is extremely well positioned for this change.*** We represent several of the largest and most competitive automobile insurance companies. Each has filed for rates which are very competitive. Most importantly, each is financially sound and committed to great claims service, which is after-all why you purchase insurance in the first place.
- ★ ***If it sounds too good to be true, it probably is.*** Some will attempt to take advantage of all the changes in the market and there will most likely be misleading information all around you. We ask you to take a moment before reacting to that information and give us a chance to evaluate the information that you receive. Please allow us the opportunity to retain your business while ensuring you make the most educated decision possible for your circumstances.

As more information becomes available, we will provide you with additional updates and post information on our website (www.samel-ins.com). If at any time you want or need more information, please call us at 978-474-0810 or email us at info@samel-ins.com .

Thank you for your business and for giving us the opportunity to serve your insurance needs.

Sincerely,

Jonathan M. Samel, CIC, LIA

