

CUSTOM HOME OPTIONS:

- **Identity Theft**
- **Scheduled Personal Property**
- **Water Back-up of Sewers and Drains**
- **Earthquake**

Contact your **Absolute Agent** for additional info on these options prior to the next issue.

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Custom Home Insurance Series: Part 1

Your home is one of your most important and prized assets. You take pride in its appearance and condition and customize it to fit your needs. It's where you hang your hat, relax, and enjoy quality time with loved ones and friends.

The same can be true of your homeowners insurance— it can be customized to fill your needs and secure your home and possessions. In this special series, we will examine many optional homeowners coverage beginning this month with Identity Theft Coverage.

Many companies are beginning to include this as an optional coverage as the computer age has given criminals new avenues to take advantage of people.

This type of coverage varies from



Further protect your home and belongings with custom fit endorsements on your Home Owners Insurance

company to company so you will need to discuss this with your Absolute Agent to determine the exact coverage you have.

Pekin Insurance covers the following: "When the optional Identity Fraud Expense Coverage

endorsement is attached to the policy, \$15,000 of coverage is available to pay for expenses incurred by an insured as a direct result of any one identity fraud first discovered or learned of during the policy period. Such expenses include the costs for notarizing fraud affidavits or similar documents; certified mail sent to law enforcement, financial institutions and credit agencies; lost income resulting from time taken off work to meet with or talk to law enforcement or credit agencies; loan application fees for re-applying for a loan when the application is rejected solely because the lender received incorrect credit information; and reasonable attorney's fees incurred to defend lawsuits brought against the insured and to remove criminal or civil judgment." Provided by Pekin Insurance Personal Lines Manual.

Which is best: Roth or Traditional

An Individual Retirement Account (IRA) is a type of retirement account contributed and controlled by an individual. There are two types of IRA's to consider: Tax-Qualified and Non-Tax Qualified.

Tax-Qualified IRA's, also know as

Traditional IRA's, are accounts that use pre-tax dollars and the tax on accumulation is deferred until withdrawals are taken. These types of plans are fairly similar in the tax implications to the more common, employer ran 401k programs. The advantage to these programs is the immediate

tax deferral on earned income. A possible disadvantage is that while the 'seed', or original investment is not taxed, the fruit that grows will be taxed at the tax bracket you are at at the time of withdrawal.

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What's Best: Roth or Traditional

Continued from Page 1...

Non-Qualified IRA's or Roth IRA's, on the other hand, have no immediate tax advantages. The money used to fund these accounts is post tax dollars. By this, as that amount accumulates, there is no taxation. Both of these plans can be operated through various types of funding including, but not limited to mutual funds, stock, or annuities.

Think of the IRA as your vehicle and the funding mechanism

as the road you choose to take to reach the final destination: a comfortable retirement.

While the tax advantages to each seem nominal, there are important implications depending on your age, income, and tax brackets— current and future. For instance, it may make more sense as an older individual to realize the immediate tax deferred savings as they may be at the highest tax level of their life at that moment, but will drop some

brackets at retirement. For younger individuals, it may make more sense to forego immediate tax savings in order to enjoy less taxable income at the time of retirement.

Contact your Absolute Agent for assistance with your retirement plans.

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Knowing the different types of IRA's can maximize your retirement dreams!

"You'd be surprised ... how many employees ... leave the funds... in the employer's (plan) They don't know they have options."

Don't let the paperwork stop you from controlling your retirement.



Left Behind: Orphaned Savings

When an individual changes jobs, one of the things that many times gets overlooked is the 401(k) plan and what to do with it. A large number of employees simply leave it with the former employer.

The downside to leaving a dormant retirement plan account with a former employer is the general lack of ability to get information about the account or to make changes to it. Pension law allows an individual to roll the accumu-

lated funds in the dormant account out to an individual IRA and still retain its tax-favored status. The advantage to doing this is the employee now has more control over the money and how it is invested.

You'd be surprised, though, how many employees choose to leave the funds in the former employer's retirement plan, expecting the former employer to protect their investment. They don't know they have options.

Fortunately, with the help of your hometown, professional insurance agent, rolling over those orphaned plans into competitive and desirable Roth IRA and Traditional IRA funds has never been easier or more secure.

With exciting fixed rate plans with Absolutely no policy or loading fees, the option to switch is much more secure

than the volatility of the stock market.

Contact your Absolute Agent today for further information on the current fixed rates and the advantages of these plans today.

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Winter Driving Woes: What to do after the Accident?



Winter weather brings with it less than desirable driving conditions that often times leave drivers in a lurch. Many times, the weather compounds bad driving behaviors and can lead to accidents. Here are the steps to follow in case you are

- Stay calm and follow these steps for incident free accidents.**
- involved in one of these.
 1. Remain at the scene and do not admit fault.
 2. Call the police to report the accident.
 3. Exchange information with other driver(s) (such as insurance carrier with policy number, your name, and phone number).
 4. Call your insurance company

- or agent. Some companies prefer that you make the call into the claims department, but your Absolute Agent can help with the decision to turn in the claim.
5. Do not discuss details of the accident with anyone except the police and your claims representative.

Follow these important steps to ensure the accident goes incident free. At any point, feel free to call your Absolute Agent for assistance.

Keep an Emergency Car Kit in case you get stranded on a deserted Iowa road in the middle of winter.

Emergency Car Kits are Essential

As the weather turns from cold to colder, it is important to remember that machines don't function as normal during these extreme conditions. Sometimes, the vehicle will act up while driving and cause you and your passengers to become stranded. This is when your emergency car kit will be vital.

An emergency car kit should include the following:

- Battery powered radio and extra batteries
- Flashlight and extra batteries
- Blanket
- Booster cables
- Fire extinguisher
- First aid kit and manual
- Bottled water and non-perishable high energy foods, such as granola bars, raisins and peanut butter.
- Maps
- Shovel
- Tire repair kit and pump
- Flares
- Extra gloves, hats, and scarves.

Absolute Kitchen: Chili Con Queso with Beef

Spice up your winter gatherings with our feisty, chili con queso with beef recipe. This is a sure fire winner even when your team is down!

Ingredients:

- 2 lbs of Velveeta Cheese
- 1- 8 oz container of Sour Cream
- 1/2 cup Milk
- 1.5 teaspoons White Pepper
- 1 Tablespoon Chili Powder
- 2 medium Tomatoes (diced)
- 1 medium White Onion (diced)
- 1 lbs Ground Beef
- 3 tablespoons Lawry's Seasoned Salt
- 1/2 packet taco seasoning
- 4 oz jarred jalapenos (diced)
- 1 tablespoon Garlic Salt

Slowly melt cheese on stove top at low temp setting. Mix in all ingredients except ground beef. In skillet, brown ground beef. Drain. Add taco seasoning and mix together well. Add beef to cheese mixture. Keep warm and serve with corn chips. Enjoy!!!



Enjoy a warm snack inside while the weather gets colder!



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Better Price. Better Coverage.
Absolutely!

Absolute Insurance would like to thank everyone that has sent a referral in the past year. Your support has been fantastic and we appreciate your confidence in us!!! Keep sending them our way and we'll keep sending you \$5 in the mail, as long as the referral mentions your name.

We would also like to thank Pekin Insurance for the content on pages 1 and 2. A special thanks to Progressive for how to report a claim and to the American Red Cross for vital Car Kit Info on page 3.

Thank You for a Fantastic 2007!!!



Referral Program Success Extended

Beginning in July, Absolute Insurance Agency started the \$5.00 per referral program. Since then, there has been a tremendous response from clients and they have sent nearly 200 referrals with an 86% conversion rate with annual savings per client at over \$495.

The program has been extended through 2008 due to the response rate, client satisfaction, and referral savings.

Just last month, Jill from Waukee was referred to our agency looking for a better insurance rate. After gathering her current paperwork and other information, plus just taking the time to fully understand her situation, we discovered that not only was she paying too much for her coverage, but her coverage was also woefully inadequate. Her home was underin-

sured by over \$44,000!!! Also, her previous agent had not discussed adding rental car or roadside assistance to her new car.

After reviewing the entire account, we found that we could properly insure the home and increase the

auto liability limit twice over and still saved her nearly \$600 per year! Jill discovered that she had better overall coverage on her auto and home, and could make good use of the savings. The referral from her friend benefited Jill greatly and your friends may find the same opportunity as well.

We are very pleased to date with the program and have no immediate plans to update. Given the response and the stories like the one above, we will continue the program to the benefit of all involved.

As always, we strive to ensure that every client receives the best coverage at the best rate with the best service in the Des Moines Metro and surrounding areas.



Fill your bank with referral money by sending your friends and family our way!!!