

Dear Valued Clients,

As renewal packages go out for your Home, Auto and Business policies, you'll notice that your premiums may have increased. Not just *your* policies, but your neighbor's policies as well. This trend is not only affecting the entire state of Mississippi, but the entire United States.

Naturally, most insurance customers will want to know why their rates are going up—especially when they've been with their insurance company for years, have had zero at-fault accidents, and are never late making a payment. So it is very important that we communicate to our customers and explain the reasons for these sudden rate increases, along with unique ways that we can help you.

### Automobile Rate Increases



The next time you are stopped at a red light, take a moment to look at the driver in the automobile next to you. He or she is most likely staring at their cell phones. Distracted driving is one of the leading causes of car accidents these days. The National Safety Council reported that cell phone use while driving leads to 1.6 million accidents each year. These accidents result in insurance companies having to cover more and more claims each year.

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The “New Normal”  
of insurance.

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You may also notice that the prices for new vehicles are much higher today than they were in the past. If you go to any local dealership to purchase a new vehicle, chances are you're not driving away for less than \$45,000. This combined with the high number of distracted drivers is causing the insurance companies to have to pay for *more* accidents involving *more* expensive vehicles. Another contributing factor is the large amount of uninsured motorists in our state. Nearly 25 percent of the drivers in Mississippi do not have insurance.

Unfortunately, EVERY insurance company is having to increase their rates to remain solvent.

### Homeowner Rate Increases

The large volume of major weather events lately have played a significant role in higher homeowner premiums. This rise in the number of hurricanes, tornadoes, hail storms, wildfires and floods are causing insurance markets to feel the impact of increased risks and, more frequent payouts. Again, insurance companies are having to pay out for all of the thousands of homes and automobiles that are affected by the catastrophes.



So what can we do to help you?

- *Schedule a review*

One of the most efficient ways to make sure that you're getting the best possible coverage and discounts to match your lifestyle, is to schedule a policy review with one of our agents.

- *Let us help you test the market*

The Clark Group is a “Trusted Choice” independent agency. This means that we have the ability to write business through multiple different carriers besides Nationwide. For example: *Met Life, Safeco, Travelers, Progressive*, etc. So if you *do* decide to look at other options, please let us know first to see if we can help you.

*We hope to continue our excellent relationship with our clients, and assure you our quality of service will reflect a similar increase.*

Most respectfully,  
David A. Clark

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