



## Chubb Spreading Like Wildfire

By Michael Welch, Big "I" Markets Marketing Assistant



Wildfires can very rapidly destroy ground vegetation, forests, animals, homes, and sometime, people. As of today, there are twelve active "large incident" fires in the US, which have burned hundreds of thousands of acres, mostly in California. This video shows [how quickly](#) fire can spread in just a few seconds. YouTube is full of videos such as [this](#) and [this](#) with people waiting until it is almost too late to evacuate. It was just a year ago that over 700 homes were destroyed in a [massive fire covering several California towns](#).

In August Chubb [announced the expansion](#) of its Wildfire Defense Services which combined the programs of Fireman's Fund, ACE, and Chubb. For Platinum policyholders, this means that all areas of Texas are now eligible. It also means that legacy ACE and Fireman's Fund policy holders are now eligible in North Dakota and South Dakota. [Review more information on eligibility in the Wildfire Defense Services here](#).

This is just one of the exciting changes happening at with Chubb since the merger with ACE & Fireman's Fund. Earlier this year Chubb announced a new H<sub>2</sub>O Damage Defense service and partnership with ADT which [we detailed](#) a few weeks ago.

Here are some upcoming improvements to Chubb's high-value homeowners program:

**Completion of the Fireman's Fund Conversion** - The vast majority of the conversion will be completed in 2016, with only a very small percentage of policies still in-force as a result of withdrawal requirements.

**Rebranded Policy Paper** - Chubb will soon introduce rebranded Platinum Portfolio and Masterpiece policy paper, reflecting the new Chubb name and brand identity, will be released soon.

**New Bill Format for Masterpiece Policyholders** - Chubb plans to enhance the content and format of their bill for Masterpiece and other legacy Chubb customers. The revised bill will make it easier for clients to understand their billing statement, identify what coverage the bill relates to, and choose from a variety of convenient payment options.

The **Chubb Masterpiece Program** is available to registered members in all states except Auto in HI, KY, MA, NC, SC and VA as those are being placed in the legacy-ACE system. Additionally, NJ auto & NC home business is being written in the Chubb Non-Masterpiece environment. Learn more by logging into [www.bigmarkets.com](http://www.bigmarkets.com) and click on **Affluent Program - New Business**.