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Lights, Camera, Umbrella!

Use RLI's Personal Umbrella Video to Educate and Inform

RLI, the Big "I"-endorsed umbrella provider, has [created a three-minute video](#) to educate consumers about the benefits of a personal umbrella liability policy. The video is brief and entertaining. It explains an umbrella in simple terms, then provides examples of umbrella claims that any consumer can relate to.

Many people simply aren't aware of what umbrella coverage is all about! So we encourage you to add this to your own web site, or post to social media, or directly email it to your clients telling them to check out a brief overview of personal umbrella and letting them know you can assist with this coverage.

By helping your clients understand how a personal umbrella safeguards their personal assets and future earnings, you open up a conversation that can lead to an umbrella sale for your agency. If the customer declines the coverage, be sure to document this using our personal umbrella decline form.

The [video](#) is available on RLI's YouTube channel and webpage, and on the Big "I" website. Click to play it now and see what you've been missing! The catchy music is just the icing on the cake.

Learn more about the Big "I" Personal Umbrella program at www.iiaba.net/RLI.

