



## Breathe Easily with Coalition

By Paul Buse, President of Big I Advantage®



Dan Fulwider was the Government Affairs Coordinator and Membership Liaison for the Independent Insurance Agents of Iowa. His dedication to his community and the causes he believed in inspired all who knew him. In the spirit of and to honor Dan Fulwider, each year Trusted Choice® recognizes one of its member agents for going above and beyond in volunteering time and enthusiasm to causes close to their heart with the Dan Fulwider Award for community involvement. This year's winner, Frank Jones of Mints Insurance, Millville, NJ, has been on the front lines of advocating for addiction recovery reform. His acceptance remarks at the 2019 Big "I" Legislative Conference resonated with many in the room.

"Many of you have heard the quote, 'Insurance is the oxygen of our economy.' As true as that statement is, Trusted Choice independent insurance agencies are the oxygen of our communities," Jones said. ([Watch Mr. Jones receive the award here.](#))

When I heard Frank give that quote, I was immediately taken back to the months after September 11, 2001. Double decade veterans of our industry will remember just how vital insurance was to our economy then. Soon after, congressional action and the Terrorism Risk Insurance Act or TRIA emerged to give our economy the oxygen (aka commercial property insurance) it needed.

Congratulations, Frank, and great quote.

Today, the economy's oxygen I worry about the most is technology and the Internet. Rare is the business that--if you take away their computers and the Internet--that they are not "closed until further notice." That's where insurance comes back into focus only this time it's not just paying for losses but preventing those losses.

Coalition cyber insurance, our newest product on Big "I" Markets, is that prevention. Any of their insureds will tell you that the underwriting analysis done by Coalition is very valuable. Many insureds will even tell you the analysis is worth the premium for the losses it helps to avoid.

Have you ever lost your wallet? You know the feeling, it's like a gut-punch. Ugh! Your mind races, "How do I replace this? What was in there? How much cash did I have?" And on and on. Then you find it on the floor of the car or between the couch cushions a new feeling washes over you: Relief. Well, that's the feeling you will give your insureds when you give them a Coalition quote, but even better. It's like knowing you can't ever lose your wallet. Ahhh.

Try Coalition! We've talked often about how failing to offer coverages and/or documenting that you did offer increases your risk of insurance agency E&O claims. Along with flood insurance, uninsured motorist, personal umbrella, in-home business, environmental and others, offering cyber insurance is a real value to your insureds. You should offer it and document you did. Let the client say no.

With Big "I" Markets and Coalition, we make it easy to quote cyber directly on the Coalition site. No more asking for a quote. You are in total control. You can even bulk quote. Admitted options are available now in 18 states, and will be in most states soon. Don't delay, quote your first risk today. Visit [www.bigimarkets.com](http://www.bigimarkets.com) or contact [Carla McGee](#) at 800-221-7917, ext. 5495.