



QUARTERLY NEWSLETTER

SPRING 2023

WHAT TO KNOW ABOUT INSURANCE FOR BACKYARD POOLS

Understanding the purpose

There are an estimated 11 million swimming pools in the United States. There was a dramatic increase in the demand for swimming pools during and after COVID, as more people relied on enjoying time at home versus traveling.

There are many benefits to owning a swimming pool, including that it can boost the value of your home by up to 7%. But with benefits comes risk, which is why we're here!



A pool on your property introduces additional risks that make insurance coverage even more essential. Accidents can happen, and a swimming pool poses potential liabilities, such as slips, falls, or drowning. Homeowners insurance typically includes liability coverage, which helps protect you financially if someone is injured in or around your pool. Additionally, pool-related damages, such as equipment malfunctions, leaks, or structural issues, can be expensive to repair. With the right homeowners' insurance policy, you can have the necessary coverage to mitigate these potential financial burdens, ensuring you can enjoy your pool while minimizing risks and protecting both your property and your loved ones.

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EFM&A WELCOMES MATHEW GUGINO



EFM&A is pleased to announce the hiring of Mathew Gugino as an Account Executive, bringing with him over 14 years of experience in the insurance and financial industry. Mr. Gugino previously worked for Allstate and Great Lakes and is certified in Personal, Commercial, and Life Insurance. Many of his original clients have continued with him at EFM&A.

Mathew was an award-winning agent with Allstate and a member of their Honor Ring. He also has experience working with first responders, including law enforcement professionals and the FBI. He recently decided to join Harris Hill Volunteer Fire Company as a fireman.

Please join us in welcoming Mathew.

POOL INSURANCE FAQs (CONTINUED FROM PAGE 1)

Does homeowners insurance cover damage to a pool?



Homeowners insurance typically helps pay to repair a pool if it's damaged by one of the risks covered by your policy. Covered risks usually include fire and falling objects.

So if, for instance, a tree falls on your pool, homeowners insurance will likely help pay for repairs up to the limits stated in your policy. Remember that homeowners policies exclude coverage for damage caused if water freezes in your pool, so you'll want to be sure you drain it at the end of each season.

Is there a difference in coverage for types of pools?



The coverage that applies to a pool depends on what kind of pool you own. Permanently installed above-ground pools and most in-ground pools are generally covered by the other structures coverage in a homeowners policy. In contrast, personal property coverage usually covers portable-style, above-ground pools that you could take with you if you move.

Your agent can help you determine whether you should consider increasing your coverage limits based on the value of your pool and any accessories, such as a deck or water slide.

Should my liability coverage change if I own a pool?

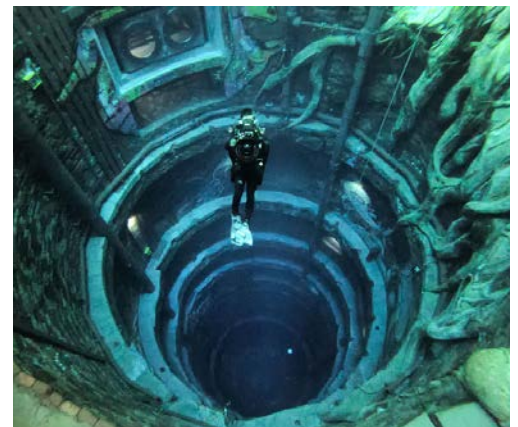


When you own a pool, it is crucial to carefully assess and adjust your liability coverage in your homeowners' insurance policy. Pools introduce additional risks that need to be adequately addressed. Consider increasing your liability limits to ensure sufficient protection in the event of accidents or injuries related to your pool.

While the specific coverage amounts may vary depending on factors such as the pool size and features, it's generally recommended to have higher liability limits to cover potential medical expenses, legal fees, and settlement costs that may arise from pool-related incidents.

SWIMMING POOL FUN FACTS

- One of the largest swimming pools in the world is 20 acres long. The pool is at San Alfonso del Mar Resort in Algarroba, Chile.
- RMS Adriatic was the first ocean liner to have a pool. The Titanic was the first liner to have a heated pool.
- The most expensive residential pool is in London, UK, costing an estimated \$10 million, and includes an automatic roof that covers the pool when it's not in use.
- The world's deepest pool is an indoor pool located in Dubai, with a depth of 60 meters (196 feet).



A diver exploring 'Deep Dive Dubai'

EFM&A AT BUFFALO I-DAY

FEATURING DAYMOND JOHN FROM SHARK TANK

On Thursday, April 20th, EFM&A had members attend I-Day at the Buffalo Niagara Convention Center. This year's speaker was Daymond John from Shark Tank!

He shared his SHARK tips for success during his keynote speech:

- S - Set Goals
- H - Homework (research)
- A - Amor (love what you are doing)
- R - Remember you are the brand
- K - Keep Swimming (don't give up).

Scott Medole and Joe Floss had the pleasure of meeting Daymond after his presentation.



L to R: Scott Medole and Joe Floss with Daymond John from Shark Tank

WIN A PRIZE FROM EFM&A AT BARK IN THE PARK



Emerling Floss Murphy & Associates will again be at Clarence Bark in the Park! The event will be held on Saturday, June 3rd, from 11:00 am - 4:00 pm at the Clarence Town Park on Main Street (10405 Main Street, Clarence, NY 14031).

New this year - EFM&A will have a free photo booth station for guests to take pictures with their pups.

If you stop by our booth and post your picture on social media using the #EFMA, you will be entered to win a grand prize valued at over \$300 and several other prizes at our booth!

For more information about Bark in the Park, including how to register with your dog, visit ClarenceBarkinthePark.org.

DO YOU HAVE INSURANCE FOR YOUR PET?

Did you know that 67% of all households in the United States have at least one pet? An estimated 80% of owners consider their pets to be family members.

Yet also, in the US, an estimated 45% of recommended veterinarian care is restricted because of cost. Pet insurance is a great way to not only manage routine veterinarian costs but also is an excellent cushion should there be a medical emergency for your pet.

[CLICK HERE](#)
for a Free Pet Insurance Quote



EFM&A WELCOMES KAREN SCHULZE & DAWN WEITZ



Karen Schulze



Dawn Weitz

Emerling Floss Murphy & Associates has welcomed Karen Schulze and Dawn Weitz to the EFM&A team in customer service-related roles.

After four years with AAA Insurance, Karen joins us as a Personal Lines Account Manager.

Dawn Weitz joins us as our new Director of First Impressions at our Clarence Branch, while Melissa Polzin-Eastman transitions as Joe Floss' new Executive Assistant. Dawn has received a lot of recognition for her excellent customer service throughout her career and even wrote a customer service training manual.

Please join us in welcoming Karen and Dawn!

REFER A FRIEND - WIN A \$50 GIFT CARD



We work hard every day to earn your trust. When you share our name with your family & friends, it means a lot to us.

You will receive a \$5 Tim Hortons gift card for every referral. Additionally, for every referral you send, you will be entered into our quarterly drawing valued at \$50!

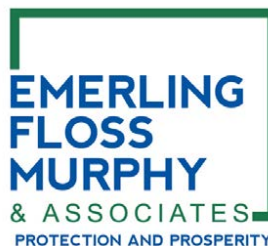
Congratulations to our 1st Quarter Refer-a-Friend winner, Wesley Miner (drawn by Alex Fursman).

[CLICK HERE](#)
to Refer a Friend Today!



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