UNDERSTANDING THE COST OF YOUR INSURANCE

WHAT DOES YOUR PREMIUM REFLECT?

Your insurance premium is based on what you insure—auto, home, personal belongings—and the type of policy, with the coverages, limits, endorsements and deductible you choose. Other factors such as fire department accessibility, personal credit history, age of your home or auto or even the driver play a role.

ARE OTHER INSURERS’ PREMIUMS RISING AS WELL?

Generally, yes. Many factors continue to drive up the cost of doing business for all insurance providers, not just American Family, such as:

- Weather patterns and increased storm losses
- Increased number and costs of claims
- Higher repair and replacement costs
- Medical costs
- Lawsuits
- Insurance fraud

WHAT CAN CAUSE MY PREMIUM TO CHANGE?

Changes you make to your auto or home insurance policy may change your premium such as:

- Increase or add a coverage
- Make changes to your home which increase its value such as build a deck, remodel the kitchen, finish the basement
- Lower the deductible
- Lose a discount
- Add another driver
- Have a ticket or accident
- Move or have a longer commute
- Add coverage for a new purchase, hobby or collection
- Have a claim

Also, if the insurance provider’s expenses go up—such as claims payments, the cost to settle claims and general inflation—it may result in a general rate increase.

At American Family Insurance, we do our best to keep your insurance costs as low as possible while providing the dependable coverage you’ve come to expect from us.

American Family Insurance
WHAT IS AMERICAN FAMILY DOING TO MINIMIZE PREMIUM INCREASES?

Supporting research on improving safety standards, technology, and the quality of materials for the home and auto industry. American Family Insurance is a member of both the Institute for Business and Home Safety (IBHS) and the Insurance Institute for Highway Safety (IIHS). This allows us to better understand the risks you face while pursuing your dreams and to advocate for changes that help bring down insurance premiums by reducing these risks.

Setting up special programs to help streamline the repair process and hold down costs like online claim reporting, Certified Repair Program for Autos, Homeowners Repair Program and Emergency Water Removal Program.

Investing in our operations to help control and reduce expenses—from myAccount (allowing you to manage your information electronically) to award-winning, energy-efficient lighting systems.

Offering a dedicated Special Investigations Unit to investigate potentially fraudulent claims and help stop insurance fraud.

WHAT CAN I DO TO HELP MANAGE MY PREMIUM?

There are several things you can do to help offset rising premiums while keeping your auto and home safe and preventing damage.

First of all — meet with your agent to review coverages, limits, deductibles and discount options.

Move to a higher deductible. The higher the deductible you select, the lower the premium you’ll pay. Keep in mind, though, the deductible is the amount of money you agree to pay upfront in the event of a covered loss.

Take advantage of all discounts. American Family offers more than 25 discounts to help you save on your auto and home insurance.

Get your credit on track. Your credit score is an indicator of responsibility. Typically, the better your score, the lower your insurance premium.

Drive safer. Being a safe driver benefits you, your passengers and anyone else on the road. And if you have a new driver, check out our Teen Safe Driver Program—an innovative way to help teens make better choices behind the wheel.

Maintain your vehicles and property. Staying proactive with routine maintenance and small repair jobs on your car and around your home can prevent larger expenses down the road and help to minimize insurance claims.

COUNT ON AMERICAN FAMILY INSURANCE TO PROTECT YOUR DREAMS.

American Family Insurance offers protection for your auto, home, business and life all under one roof. We’re a mutual insurance company. That means we’re owned by you, our policyholders, and your confidence and loyalty are the principal reasons for our long tradition of strength and stability. Since 1927, we’ve weathered good times and bad together and earned a reputation for fairness and reliability.

The trusted advice of an American Family Insurance agent will give you the confidence and security to pursue your dreams, no matter how they change along the way, and make sure you have protection for everything that matters most to you.

And providing insurance isn’t just about making sure you get dependable protection at affordable rates, it’s about fulfilling a promise. Whether you’re buying a car, starting a family, planning for retirement, building a new home, starting a business, or rebuilding your life after a natural disaster, we’ll be there.