What I'm Proposing — and Why

A personal insurance review for **a New Jersey family** · Union County, NJ · Home & Automobile

About this document

This is a real client proposal with the family's identity removed — names, address, policy and quote numbers, vehicle details and scheduled property descriptions have all been changed or redacted.

Everything that matters to the analysis is untouched: every premium, limit, deductible, credit and calculation is exactly as it appeared in the engagement. It is shared as an example of the work product, and is not a quote or an offer of coverage to anyone.

The short version — four things we've done

Mike — right now everything you own sits on two Allstate policies, and every driver in the house, including both kids, is on the same auto policy with your names on it. That's convenient, and it's also the most expensive and most exposed way to do this.

I want to break it into three pieces: you and Diane on the two EVs, Emily on her own policy with the sedan and Ryan, and the house moved to a carrier that gives you more for less. Here's what that gets you:

1. We separated the burning layer. The kids' driving risk comes off your policy and off your assets.

2. We increased your coverage. More house, and double the liability.

3. We got rid of a huge deductible. A $26,850 storm deductible becomes $2,500.

4. We saved you more than $1,000 a year. While doing all three of the above.

You come out ahead on every one of them. There's no line on this proposal where you're giving something up to get something else.

$1,240	14.2%	$1M	$24,350
saved per year	lower than today	home liability, doubled from $500,000	less out of pocket in a hurricane claim

Where you are today

You have one Allstate auto policy covering three cars — the 2015 sedan, the 2021 EV and the 2025 EV — with four drivers listed on it: you, Diane, Emily (24) and Ryan (20). The six-month premium is $3,377.13, which is $6,754.26 a year. [1] Your Allstate homeowners policy runs $1,956.84 a year. [2] Call it **$8,711 a year, all in.**

Two things are worth saying plainly. First, Allstate's paperwork shows $4,235 in discounts on the auto policy. That number sounds great, but almost all of it is conditional — Claim Free, Good Payer, Premier Plus, Drivewise, the multi-policy credit. Those are exactly the discounts that disappear the day something goes wrong. Your price today is built on nothing going wrong. Second, because Drivewise is on the policy, your premium can move up or down based on how the household actually drives — and the household includes a 20-year-old. [1]

The money, side by side

Everything below is annualized and quoted paid-in-full, so it's a fair comparison — your Allstate auto already carries the pay-in-full credit. Allstate hasn't issued your September renewal yet, so I've benchmarked against your current term rather than guessing at a number nobody has seen.

What it covers	Today (Allstate)	Proposed	Change
Mike & Diane — 2 EVs	$6,754.26	$3,285.00	
Emily & Ryan — sedan	(same policy)	$1,942.00	
Auto subtotal	$6,754.26	$5,227.00	–$1,527.26
The house	$1,956.84	$2,244.00	+$287.16
TOTAL PER YEAR	$8,711.10	$7,471.00	–$1,240.10

Carriers: Plymouth Rock Assurance for your auto [3], Progressive (Drive New Jersey) for Emily's [4], Preferred Mutual for the house [5].

You save $1,240.10 a year — 14.2% — and the savings are not coming out of your coverage. They're coming from three carriers each pricing the piece of the risk they actually want, instead of one carrier pricing all of it. Notice the house costs $287 more. That's on purpose, and page 4 explains why it's the best $287 in this whole proposal.

Even if we add things back

I'd like you to add a $1,000,000 excess liability layer that Preferred Mutual will sell you for about $160 — and it comes with a credit back on the home premium. [5] Do that and you're still at roughly $7,631 a year, **still saving about $1,080 (12.4%)**, and you'd be carrying $2 million of personal liability protection where today you carry $500,000.

Splitting the kids off — the part that matters most

There's a phrase we use in this business: the **burning layer**. It means the slice of risk that's most likely to actually catch fire. In your household, that's not you and it's not Diane — you're 59 and 55 with a clean record. It's a 20-year-old and a 24-year-old.

Today those two are on *your* policy. Your name is the named insured. Their liability limit is your liability limit. If Ryan causes a serious accident on a Saturday night, the claim lands on the policy that has Michael and Diane W. at the top of it, and everything above $250,000 per person is looking at your assets.

You and I already talked about this and you're comfortable with it, so I won't sell you on it — I'll just put it in writing so it's on the record. **The sedan goes into Emily's name, on Emily's own Progressive policy, with Ryan rated as a driver there.** [4] She carries her own $250,000/$500,000 limits, her own PIP, her own claim file. You and Diane keep the two EVs on your own Plymouth Rock policy, with Ryan listed as insured elsewhere. [3] Two households of risk, two sets of limits, two buckets.

> ### Since we've agreed to do this, let's do it properly
>
> Separating the policies **reduces** your exposure. It does not make you bulletproof. If the sedan is titled in Emily's name and it's genuinely her car, a claim against her is a claim against her policy. But a plaintiff's attorney can still try to reach you through negligent entrustment or ownership if the paperwork doesn't match reality.
>
> Which is why the DMV trip matters as much as the policy does. **Title and registration have to actually move to Emily** — her name on the policy, her name on the paperwork, her payments. Agreeing to it and not finishing it is the worst of both worlds, because a half-transferred car looks like exactly what it is.
>
> And separation is not a substitute for an umbrella. It's the reason to buy one. The $160 excess layer is the single highest-value dollar in this proposal.

No single underwriter holding your whole file

Right now Allstate sees everything: your house, your three cars, all four drivers, every claim any of you ever makes. That's one file, one underwriter, one renewal decision.

Here's the practical problem with that. Say Ryan has an at-fault accident this winter and a pipe lets go in the basement in the same twelve months. That's not one bad event, it's a pattern — to the one company that can see both. The Claim Free credit goes. The Premier Plus tier drops. The 30% Home and Auto discount and the $304 multi-policy credit are both at risk. [1][2] One bad year re-prices your entire financial life at once, and if they non-renew you, you're shopping for everything simultaneously — which is the worst possible moment to be shopping.

Split three ways, that can't happen. A claim on Emily's Progressive policy has no bearing on what Plymouth Rock charges you, and neither one touches your Preferred Mutual homeowners rate. You've stopped putting all your credibility with one company.

> ### The honest trade-off
>
> You give up the convenience of one bill and one 800 number. You'll have three renewal dates, three payments, and three companies. And you give up Allstate's bundling discounts entirely.
>
> My answer is the arithmetic on page 2: **the proposal is $1,240 a year cheaper even after throwing away every bundle credit you have.** That tells you how much you were overpaying for the bundle in the first place. And you don't actually lose all of it — Preferred Mutual still applies a $310 multi-policy credit because I'm placing both policies for you. [5] You also don't get three agents. You get me for all three.

Your cars: what actually changes

Coverage	Today (Allstate)	Proposed
Bodily injury liability	$250,000 / $500,000	$250,000 / $500,000
Property damage liability	$100,000	$100,000
Uninsured motorist — injury	$250,000 / $500,000	$250,000 / $500,000
Uninsured motorist — property	$50,000 ($500 ded.)	$100,000
Personal injury protection	$250,000 ($250 ded.)	$250,000 ($250 ded.)
Comprehensive / Collision (EVs)	$100 / $1,000 ded.	$100 / $1,000 ded., full glass
Accident forgiveness	Not shown	Included
Rental car while yours is fixed	$30/day, $900 max	$50/day, $1,500 max

Your core liability limits don't move — good, because they're already where they should be. Uninsured motorist property damage doubles, you pick up full glass coverage on the EVs, accident forgiveness comes included, and your rental car benefit goes *up* — $50 a day against Allstate's $30, and a $1,500 cap against Allstate's $900. [3] If the car is in the shop for three weeks, that's the difference between a rental you're happy with and one you're arguing about.

On Emily's policy: same $250,000/$500,000 limits, and her extra PIP is actually *stronger* than what you carry now — $400 a week in income continuation versus $100. [4] The one open question there is physical damage on the sedan, which I've flagged below.

The house: more coverage, and one very big number

Coverage	Today (Allstate)	Proposed (Preferred Mutual)	Change
Dwelling	$537,000	$700,000	+$163,000
Other structures	$53,700	$70,000	+$16,300
Personal property	$375,900	$490,000	+$114,100
Loss of use	Up to 9 months	$140,000	Broader
Personal liability	$500,000	$1,000,000	Doubled
Standard deductible	$2,500	$2,500	Same
Hurricane / named storm deductible	$26,850	None	Eliminated
Water back-up (sewers & drains)	$5,000	$10,000	Doubled
Equipment breakdown	Not carried	$100,000	New
Service line	Not carried	$10,000	New
Identity theft	$25,000	Not shown on quote	Confirm

For $287 more a year you rebuild at $700,000 instead of $537,000, you double your liability, and you pick up equipment breakdown and service line coverage you've never had. [2][5]

And your liability doubles — this one is nearly free

The line on that table I don't want you to skip past is personal liability. Today you carry $500,000. [2] The new policy carries $1,000,000, and Preferred Mutual prices that limit at $70 on the quote. [5]

This is the coverage nobody thinks about until they need it. It isn't for the house — it's for the day somebody gets hurt *because of* you or your property. A delivery driver goes down on your walk in February. A kid gets hurt in your backyard at a graduation party. The dog. You're not just paying the medical bills at that point; you're paying a lawyer to defend you, and possibly a judgment.

$500,000 sounds like a lot of money right up until you read what a serious injury actually settles for. And that limit is the last thing standing between a claim and your house, your savings and your paycheck. Doubling it for about $70 is not a decision that deserves a meeting.

It also matters for a reason that isn't obvious: the $160 excess layer has to sit *on top* of something. Carriers set a minimum underlying limit before they'll write excess coverage. Going to $1,000,000 underneath and adding $1,000,000 on top gives you **$2 million of personal liability protection** where you have $500,000 today — for roughly $230 all in. [5]

Now the hurricane deductible — this is the one I really want you to read

Buried in your Allstate policy is a separate hurricane deductible equal to **5% of your dwelling limit.** On $537,000 of coverage, that's **$26,850.** [2]

That is not a typo, and it's not the $2,500 you think your deductible is. For any loss the National Weather Service ties to a hurricane, you pay the first $26,850 out of your own pocket — and it applies to the house, the detached structures and your belongings *combined*.

Two things make it worse than it already sounds. The trigger isn't wind at your house — it's sustained 74 mph winds **anywhere in New Jersey**, whether or not they ever reach their town. [2] And because the deductible is a percentage, it grows every year that Allstate inflates your dwelling limit. They just added about $7,000 to it. [2]

What that means at your kitchen table

If a named storm does this much damage	Allstate pays you	Preferred Mutual pays you	Difference
$18,000 — roof section, siding, fence	$0	$15,500	$15,500
$40,000 — tree through the roof	$13,150	$37,500	$24,350
$120,000 — major structural damage	$93,150	$117,500	$24,350
$200,000 — catastrophic loss	$173,150	$197,500	$24,350

Look at the first row. An $18,000 storm loss — a very ordinary claim — and Allstate writes you a check for nothing, because the damage never reaches your deductible. You'd pay for that entire repair yourself and still have paid Allstate a premium all year.

Preferred Mutual's proposal shows a single $2,500 deductible with no hurricane or named-storm deductible attached. [5] That one difference is worth more to you in a bad week than every dollar of premium savings in this proposal combined.

What I still owe you before you sign anything

I'd rather you hear the loose ends from me than find them later. None of these change the recommendation, but every one of them gets closed before we bind.

- **The quotes aren't final.** Both Plymouth Rock proposals say premiums are not final and third-party reports are incomplete. [3] Credit and motor vehicle reports can move the number.
- **Your jewelry schedule has to come across.** Allstate has scheduled jewelry totaling roughly $17,000 with no deductible. [2] Preferred Mutual shows scheduled property coverage but not the itemization — I'll confirm every piece carries at the same value.
- **Identity theft and ordinance-or-law coverage** appear on your Allstate policy but aren't spelled out on the Preferred Mutual quote. [2][5] I'll get both confirmed or added.
- **Comprehensive and collision on the sedan** aren't on Emily's quote. On an eleven-year-old car that may be the right call, but it should be a decision you make, not one you discover. I'll price it both ways.
- **Emily needs to be listed as insured elsewhere** on your Plymouth Rock policy, the same way Ryan is. [3] Undisclosed household drivers are how coverage disputes start.

Sequencing — this part is mine to manage

Your Allstate auto term ends September 10, 2026, and the Plymouth Rock quote is already dated to that day. [1][3] That one's clean — we let it run out and switch at the renewal. The house is different. Your Allstate homeowners doesn't expire until October 15, and the Preferred Mutual quote is dated July 23. [2][5]

We're moving everything on September 10. We re-date the Preferred Mutual quote to match the auto renewal, and the house, both cars and Emily's policy all change on the same day. One cutover, no gap, no partial re-rate, one conversation.

There's a reason I'm not telling you to jump sooner. Cancelling a policy in the middle of its term isn't the same as letting it run out — carriers short-rate it, which means they keep more than the days you actually used. The earlier you pull the trigger, the bigger that bite. Waiting for the September renewal keeps that penalty off the table entirely, and it's the reason the savings in this proposal are real numbers instead of numbers with a haircut taken out of them. Emily's policy starts the same day the sedan comes off yours.

Where this leaves you

What we did	What it actually means
1. Separated the burning layer	Ryan and Emily drive on Emily's policy, in Emily's name. A bad night for them is no longer a claim against you and Diane.
2. Increased your coverage	Dwelling $537,000 → $700,000. Liability $500,000 → $1,000,000, or $2,000,000 with the excess layer. Uninsured motorist property damage and water back-up both doubled. Equipment breakdown and service line added.
3. Killed a huge deductible	The $26,850 named-storm deductible is gone. Flat $2,500, no hurricane or named-storm clause.
4. Saved you real money	$1,240 a year — 14.2% — with every one of the above already in the price.

Four for four. Normally a proposal like this asks you to trade one of these against another — take the higher deductible to get the lower price, or accept the thinner liability limit to keep the bundle. This one doesn't. You win on all four at once, which is what tells me the current program was mispriced rather than badly designed.

Mike — this is what I'd do if it were me

Forget for a second that I sell this stuff. There are two things on these pages that actually matter. Everything else is money, and money is the easy part.

First — and this is the big one — finish separating your liability from the kids'. We've already talked about it and you're on board, so this is really just me telling you not to let it drift. Right now Ryan and Emily drive on a policy with your name at the top of it. That means their worst night becomes your problem: your limits, your claim file, your assets on the table. Get the sedan titled and registered to Emily, put her on her own policy, and let her brother be a twenty-year-old on *her* paper instead of yours. Then put the $160 excess liability on top of your side. That's $2 million standing between one bad Saturday night and everything you and Diane have spent thirty years building. Nothing else in here is close to this in importance.

Second — get out from under that named-storm deductible. You should understand where this came from, because it isn't about you. Carriers have taken a beating — hail losses in Texas, claims in Florida and California going completely sideways — and they've been putting mandatory named-storm deductibles on homeowners policies across the board. Somebody has to pay for that, and they've decided it's you. A hailstorm in Texas is not your problem. Neither is anybody's claim in Florida. But a $26,850 deductible on a frame house in central New Jersey is what it's costing you. On the new policy that number is $2,500, flat, with no named-storm clause at all.

And I'd do all of it on September 10, in one move. Your auto term is up that day anyway. We date the house to match, everything changes at once, nothing overlaps and nothing lapses. I'm not going to tell you to jump early and eat a short-rate penalty to save a few weeks — waiting for the renewal date is what keeps this clean and keeps the savings whole.

I'd skip comprehensive and collision on the sedan and put that money toward the liability instead. It's an eleven-year-old car. If it gets totaled you buy another one. If somebody gets hurt, you don't get a do-over.

That's it. That's what I'd do.

What I'd like you to do

- **Get the sedan's title and registration into Emily's name before September 10.** We've already agreed on this — now it just has to happen at the DMV. Send me the new registration when it's done and I'll make sure the policy matches it exactly.
- **Say yes or no on the $160 excess liability.** I'd push hard for yes.
- **Confirm September 10 works** and I'll re-date the homeowners quote so everything moves on one day.
- Give me thirty minutes on the phone and I'll close out the open items above and come back with final, bindable numbers.

Mike — I'd give you this same advice if you weren't a friend. The difference is that because you are, I'm telling you about the $26,850 line in your policy that nobody has mentioned to you in years, and I'm telling you what this proposal *doesn't* do as carefully as what it does.

[Producer name]

[Agency] · [phone]

Where every number came from

[1] Allstate New Jersey Amended Auto Policy Declarations, effective March 10, 2026, information as of June 29, 2026 — pages 1–6 (vehicle premiums, discounts, listed drivers, coverage detail, Drivewise notice).

[2] Allstate New Jersey Renewal Deluxe Homeowners Policy Declarations, premium period October 15, 2025 – October 15, 2026 — pages 1–3, Scheduled Personal Property Endorsement PNJ62, and Hurricane Deductible Program notice (form X73749).

[3] Plymouth Rock Assurance Personal Auto New Business Quote Proposal [quote number redacted], quote date July 24, 2026, requested effective September 10, 2026 — pages 1–4.

[4] Progressive / Drive New Jersey Insurance Company Auto Insurance Quote for Emily W., July 24, 2026 — pages 1–3 (outline of coverage, drivers, discounts).

[5] Preferred Mutual Insurance Company Homeowners Proposal, quote [quote number redacted], effective July 23, 2026 – July 23, 2027, printed July 24, 2026 — pages 1–2.

How the totals were calculated

[*] Allstate auto is quoted on a six-month term ($3,377.13) and has been doubled to $6,754.26 for an annual comparison. Progressive is quoted on a six-month term paid in full ($971.00) and doubled to $1,942.00. Plymouth Rock ($3,285.00) and Preferred Mutual ($2,244.00) are twelve-month, paid-in-full figures. All four are compared paid-in-full, consistent with the pay-in-full credit already on the Allstate policy. If Emily's policy were paid in installments instead, annual savings would be approximately $900 rather than $1,240.

[*] The hurricane deductible figure of $26,850 is 5.0% of the $537,000 Allstate dwelling limit, as stated in the Hurricane Deductible Endorsement. Claim scenarios subtract the applicable deductible from the stated loss amount and are illustrations only.

Disclaimer

This comparison is for informational purposes only and does not constitute a binding offer, guarantee of coverage, or professional advice. Coverage terms are subject to policy language. Please consult with your insurance professional before making decisions.

Quoted premiums are estimates and are not final. Plymouth Rock's proposal states that premiums are not final and third-party reports are incomplete; Preferred Mutual's proposal is subject to underwriting and rating guidelines and may not reflect pending rate changes; Progressive's rates are subject to verification of information. Asset-protection commentary in this document describes insurance structure only and is not legal or tax advice.