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## IMPORTANT OHIO INSURANCE CONSUMER INFORMATION

# WHY ARE MY HOMEOWNERS INSURANCE PREMIUMS INCREASING?



## How does OHIO stack up?

The Buckeye State ranks 7th lowest in the United States based on its average homeowners insurance premium. Even with the increase looming, the cost of coverage remains considerably lower in Ohio than in most other states.

Ohio's 2010 average  
premium rate was

# 16.5%

below the national average!

## Gain a better understanding of why your Ohio homeowners insurance premiums are on the rise

The short answer: weather and shared risk.



When a wave of major storms strikes Ohio, or anywhere in the United States for that matter, your carrier uses insurance premiums to pay

claims to help customers, like you, recover. If they expect more storms, your rates increase. Ohio has been rocked with several devastating storms this past year, from hail storms to tornadoes.

Simply stated, a greater frequency and severity of storms create higher premiums, regardless of whether or not you have had a claim.

Experts identified causes for the increase, but the two major reasons are:

- **An increase in severe weather events:** The effect of La Niña, which causes a collision of cooler and warmer air over the United States, has agitated rougher weather this year.
- **The growing population:** More people means more buildings and structures lying in potential paths of destruction.



**"We are in the midst of a very long-term trend. Whatever the underlying causes are, this is pushing up the cost of providing insurance in many parts of the country. Insurers have begun to reflect that in their rates."**

– Robert Hartwig  
chief economist and president  
Insurance Information Institute



## How to save on homeowners insurance

The best way to reduce the impact of a rate increase is to talk to your independent insurance agent about your coverage options and

let them find the best solution for your needs. Their knowledge and professionalism is your best option.