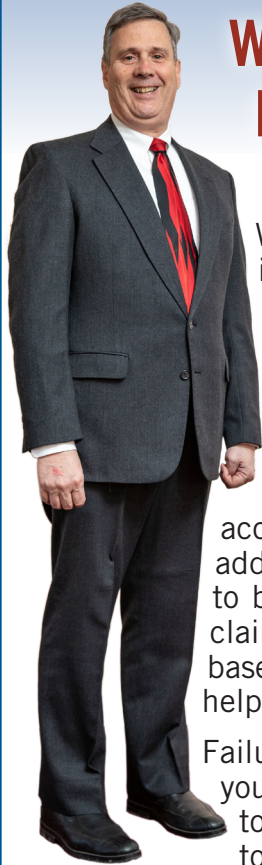




124 Seneca Way, Ithaca NY 14850 • (607) 273-7511 • TrueInsurance.com

Spring/Summer 2021



## Why Do Insurance Companies Need So Much Information?

-- answered by Jay True, Owner

We get this question a lot. After all, giving us the information we need can feel cumbersome. "Why do you ask so many questions?" "Why can't you make this all happen in 15 minutes?" We wish we could! But we need to be thorough. For YOU. For your benefit and protection, we need to be thorough.

An insurance policy is a contract that needs to be accurate in order to be valid. The names, ownership, addresses, locations, vehicles, loans, etc ... need to be correct because, when it comes time to file a claim, the Insurance Company can deny your claim based on the inaccuracies. We are being thorough to help prevent such a denial.

Failure to provide correct information can invalidate your coverage, so we ask those cumbersome questions to ensure that we provide the coverage you intend to have and for which you are paying.

At True Insurance, we are always looking out for your best interest!

## TRUE REWARDS WINNER

Kate Seaman from Ithaca won \$200 from True Insurance for referring her friends and neighbors to True Insurance. Her name was drawn from all of the people who made referrals to True Insurance last quarter. How can YOU enter to win \$200? All you have to do is refer your friends, neighbors and family members to True Insurance. If they call us for a quote and give us your name as the referrer, you get a \$15 gift card to Ithaca Bakery. Plus, your name goes into the "hat" for a \$200 drawing held every quarter. Every time you refer someone you get another Ithaca Bakery gift card and another chance to win the \$200 drawing! It's our way of thanking you for recommending our services.

NO PURCHASE NECESSARY.

## TRAMPOLINE FUN: WILL IT COST YOU A FORTUNE?



Each year an average of 110,000 people visit emergency rooms as a result of trampoline-related injuries. These accidents can result in large claims against homeowners. Is your trampoline covered? Please check with us before you allow the first bounce. Call us today and we will review your policy.

## It's Bike Season!



Let us insure your motorcycle. We will find you the right coverage at the right price -- just like we do for your home, auto and business! Let us insure your toys!

Call for a quote today at  
**273-7511.**

# Welcome to the Agency:

Rosetta E Van Etten  
Maliki G Whitford  
Jason Leonard  
Vincent Arcuri-David  
Marlene Arcuri-David  
Ashley Kimble  
Joshua Bast  
Ryan Ward  
Querino A Orzino, Jr.  
Siddhi Rajan  
Antonia Hamilton  
Shelbi Alling  
Jacalyn Smith  
Emily Stone  
Vicki Mayton  
Dean Smith

Richard E. Leonard  
Dawn Thurmond  
Sandrale Z. Davis  
Luke A. Gustafson  
Cassandra A. Rolfe  
Lucia M. Shaff  
Beverly Slate  
Jennie Cramer  
Laurence Clarkberg  
Frederick S. Rys  
Kurtis E. Peak  
Jessica M. Peak  
John Boles  
Joyce Starks  
Shylasia Nowell  
Lauren M. Dowd

Thomas S. Dyer  
Troy Cobb  
Caitlin M. Hoag  
Skylar Colle  
John V. Camacho  
Ashlee N. Reagin  
Jasmine L. Cuevas  
Andrew A. Rivas  
Dylan J. Covert  
Amber L. Bell  
Timothy Bilinski  
Ken Smith  
Rosemary Rodriguez  
John A. Pritz  
Dawn M. Greene  
Michael J. McGuire

Robert C. Sullivan  
Hsing Chi Hwang  
Brandon E. Doolittle  
Jane Porter  
Abbe E. Lyons  
Katherine E. Meadows  
Abram O. Kurtz  
Nicholas J. Berg  
Edward Snyder  
Kristen M. Martin  
Yifan Wang  
William Georges  
Bennett P. Myer  
Mason A. Legg

## What's a Home Inventory?



### Why Do I Need One?

A home inventory is exactly what it sounds like: It's a list of all your personal possessions, along with their estimated value. It's a great way to help protect the contents of your home after a fire or major disaster.

- **USE AN APP.** Sortly, Memento Database and Nest Egg are a few popular apps for homes and businesses.
- **CHOOSE A STARTING POINT.** Start with your most valuable items ... or work through your house one room at a time.
- **TAKE PICTURES OR VIDEO.** Label your photos with any additional information and narrate your video to describe the contents as you record.
- **CATEGORIZE CLOTHING.** Unless they're especially valuable, there's no need to document every T-shirt or pair of pants. Instead, write down "10 pairs of jeans."
- **KEEP YOUR RECEIPTS.**
- **RECORD SERIAL NUMBERS.**

## We Love to Help the SPCA of Tompkins County! We sponsored two pages in the 2021 calendar.



*Please visit their website to see how you can support the SPCA of Tompkins County.*



## WORKING FROM HOME: Are You Cyber Protected?



Before Covid-19, only 7% of U.S. employees worked from home. Currently, 62% now work from home (according to Professional Insurance Magazine, Spring 2021). Could this become a permanent fixture for some business operations?

Do you have questions about your coverage if you are working from home? Call us. We are happy to answer questions, uncover any issues, and offer solutions.

## Insurance Tip ...

Are you inspired to boost your home's curb appeal this spring and summer? If you hire landscapers or contractors to spruce up your yard, check that they have adequate liability limits and a workers compensation policy in the event someone is injured on your property. Before hiring a contractor it is always best practice to request they provide you with a Certificate of Insurance to make sure they are properly insured.



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**So sit down and start saving today.**



### Recipes from the True Crew Mandarin Orange Pineapple Cake

Hannah Luszczyk,  
Receptionist

- 1 box of yellow cake mix
- 1/2 cup of oil
- 4 eggs
- 11 oz can of mandarin oranges (juice not drained)
- 8 oz container of Cool Whip
- 8 oz can of crushed pineapple (drained)
- 1 package instant vanilla pudding mix

**Cake:** Combine cake mix, oil, eggs and mandarin oranges (Don't drain the juice.) Pour into greased 9x13 cake pan and bake at 350 for 35 min or until toothpick comes out clean. Let cake cool completely.

**Frosting:** Combine Cool Whip, crushed pineapple (drain the juice) and pudding mix. Be sure to mix well. Spread frosting and serve.

(When not serving, be sure to refrigerate to keep frosting from melting! Enjoy!)

**You can Save 10% off  
Your Auto Insurance Policy with  
a Defensive Driving Course**

Go to [TrueInsurance.com](http://TrueInsurance.com) and find the link to the Improv Driving School on the home page. Click on that link and type in the promo code TRUE to save \$5 off your purchase.



124 Seneca Way, Ithaca, NY 14850  
607-273-7511

[www.trueinsurance.com](http://www.trueinsurance.com)

*Thanks for doing business with us!*  
— Jay True

- Insuring more than 3,500 Homes
- Insuring more than 6,000 Vehicles
- Insuring more than 700 Businesses
- Insuring more than 15,000 of your neighbors!
- 10 New York Licensed Insurance Agents
- Good value! Good rates! Good service!



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## THANK YOU for your referrals!

Look at all of these people who referred  
us to their friends and neighbors.

Thank you for your confidence!  
We hope you are enjoying  
your \$15 Ithaca Bakery gift cards!

John Myer	Kathleen Shipos
Emily Doyle	Dan Prichard
Ithaca Health Alliance	Shane Taylor
Gunther Kurtz	Mikhail Polyashenko
Kim Wooden	Joyce Pasto
Erilda Fias-Juett	Steven Lee
Tom & Sarah Vakkas	Terry Rosa
Michael Smith	Thelma Hefner
Wayne Stokes	Scott Wiggins
Kate Seaman	Thelma & Richard Len
Tome Phanhthalath	



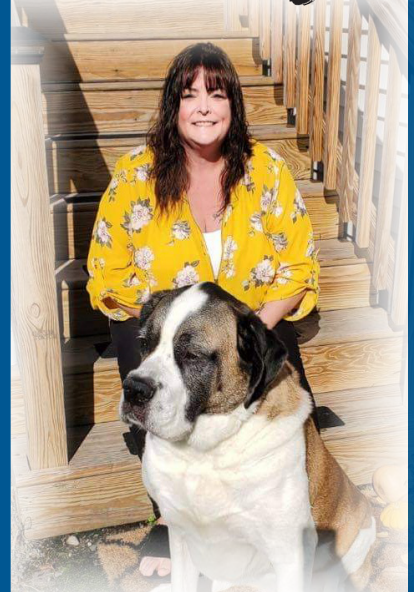
-- from *The Oprah Magazine*

**The Science of Happiness** Podcast explores topics like the value of outdoor time, connecting with your elders, and silencing your inner critic.

**Happier** where Gretchen Rubin speaks to those chasing a brighter outlook on life. Recent episodes have covered avoiding disappointment, the importance of friendly gestures, and how to trigger happy memories.

**The Kindness Podcast** where journalist Nicole Phillips speaks to all kinds of noteworthy figures about the transformative powers of empathy and compassion.

## Our Furry Family



**Mary Hulbert Personal Lines Agent with her big girl, Ivy.**  
*If you ask Ivy what a doggy says? Ivy barks.*

If you do not want to receive future promotional mailings from us, please call us at 607-273-7511 or email us at [ann@trueinsurance.com](mailto:ann@trueinsurance.com) and tell us to remove your name from our mailing list.