

Special Report....

Insurance Insider Reveals the Secrets of Effective, Comprehensive Protection:

# **What You as a Restaurant Owner Can—and Must—Do to Shield Your Company from Financial Disaster and Give You Peace of Mind that the Business Will Continue to Operate and Generate Revenue!**

By Gerry Corrigan FCIP, CIM, CCIB

If you are like most people in business, **your company is, next to your family, your pride and joy.** It is also the major source of financial security for you family—your greatest asset.

In many ways, your business is your life.

It's your kid's birthdays, their braces, your family vacation. It's your house, your yard, your future. **Some day, it's your retirement.**

## **Potential Disasters Are Always Present**

Your business is also, unfortunately, your greatest liability. Your business faces no shortage of potential disasters: fire, flooding, theft, equipment breakdown, loss of key financial records, lawsuits from disgruntled customers and possibly former employees and probably disasters you haven't even considered.

**There literally isn't enough time in the day to worry about all the things that could go wrong**, which is hardly a recipe for peace of mind. But you can have peace of mind. Reading this report is the first, big step to that end.

Why?

Because I, as a long time insurance industry insider, am going to share with you my secrets of peace of mind and business protection. **These secrets are little-known outside of the insurance industry, but they constitute information that no responsible business owner should be without.**

I want to share this information with you because I know peace of mind is so important. I am willing — actually, I'm excited — to reveal to you the secrets about insurance. **Secrets that ensure your business has all the protection it needs.**

Why would I just give these secrets away? Because it's just as good for my business as it is for you. I want to let you in on the knowledge I have accumulated as an insurance industry professional and insider. I want to do this because I have found, time and time again, that generosity and the willingness to provide really great service come back to me. Tenfold. In fact, that's how I have built my business.

## **What if Disaster Strikes - Are You Covered?**

But enough about me. This report is about your business, the risks it faces and how an insurance program can be designed to cover most, or even all, of these risks.

First, start by imagining a disaster. One day, you get to work -- the first one there as usual. You find the door already unlocked, which sends up a big red flag in your mind because you know you locked the door the previous night. (You are last to leave as well.)

**You Open the door and find...**

- 1) Thieves and vandals had entered the premises late night and left a huge mess. They must have pried open a window. There was a bunch of empty beer cans downstairs. They must have had some wild party. Other windows were broken. The compressors were damaged. The water heater was tipped over, freezer units were left open or shut off and frozen food had spoiled. The cash register was just plain gone along with soda canister, and boxes are all over the place. The water heater was leaking, the phone system was ripped up, and the fax machine was smashed on the floor.

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- 2) Your mind is working overtime, trying to add up all the damage. Also adding up all the time it would take to get your vendors to make rush deliveries and get the refrigeration guy in, clean up the mess, hopefully the water damage will not create a mould problem. The soda canisters are not really yours -- how will that work. And you were really counting on sales for this week to make the quarter.
- 3) Then you start thinking. "What's insured? What's not? Am I covered for stock? What about the spoiled stuff? What about the lost time? What's my deductible? What's my limit? Am I responsible for all of this? What about the soda canister? What if they are not covered?"

By the time your employees arrive for work, you have realized you are living a worst case scenario. **The building has been gutted by thieves, and there's no way your restaurant can be operational any time soon.**

## **Insurance Program Must Cover Worst Case**

What do you do, besides panic? Fortunately, this isn't reality. Not yet, anyway. It is a hypothetical situation. But imagine if it did occur. **Would your insurance program cover the revenues you would lose? Would it help you pay your bills in the absence of your usual revenue stream? Would it reimburse you for the expenses you incur in getting your company back up to speed?**

**You need insurance to cover anything that can shut down your business, or cause it to operate at less than full capacity. Anything less than that is not adequate.** So how do you get adequate coverage? How can you know all the risks you face that could hamper your business?

You keep reading this report.

## **Peace of Mind in Four Easy Steps**

I've been working with business owners for a long time, and I've heard every horror story imaginable. If they were my clients, **we were able to take care of their problems. Quickly and easily. Why? Because we were prepared.** In this report, I will tell you how to be prepared. I will tell you how to get peace of mind. It's just four steps away.

### **1. Design a disaster recovery plan for your company**

Insurance can't cover everything, and all coverage's have limitations. So you need a plan that allows you to get the company back up and running as quickly as possible. If you don't feel you have the expertise to design this plan, there are plenty of professionals out there who can do it for you.

For this recovery plan to be effective, you need to do the following:

- ✓ Make duplicate records of both computerized and written documents
- ✓ Identify your company's critical business activities and the resources needed to support them.
- ✓ Plan for the worst-case scenario. Do research before a disaster strikes on alternative facilities, equipment and supplies, as well as alternative contractors.
- ✓ Set up an emergency response plan and train your employees how to carry it out. Consider alternative power sources and communication systems, and supplies such as first-aid kits and flashlights.
- ✓ Compile lists of important phone numbers and addresses, including those of local and state emergency management agencies, major clients, contractors, suppliers, realtors, financial institutions, your insurance agent and claim representatives for your insurance companies, as well as phone numbers and addresses for your staff. These lists should be kept off-premises.
- ✓ Implement a communications strategy to prevent the loss of clients.

**2. Have a business insurance specialist conduct a risk analysis of your company and its operation.**

No two companies are the same, even two that are in the same business. You have your own building, your own computer system, your own equipment, your own staff.

**You need an expert to assess your company and the specific risks it faces -- and put together a comprehensive insurance plan to protect you.**

**3. Use an independent insurance broker.**

As a business owner, you want as many options as there are available for your insurance program. As such you don't want a broker who is an employee of an insurance company. Or a broker whose paycheck is tied to just one company. You want someone who will work for YOU. **You want someone who has access to a variety of insurance companies, a variety of programs. You want someone who can compare price and coverage options.** Someone who can get the most comprehensive coverage for you, possibly with several insurers that will each provide a piece of your program.

**There's only one type of insurance Broker who can do all this for you. An independent broker.**

4. **Don't trust the financial protection of your business to an insurance broker who is not a specialist in the Restaurant Industry.**

Don't trust the future of your business to someone who does not have a comprehensive understanding of the special problem restaurant owners like you face everyday. A Specialist? Absolutely. Look, insurance is a huge industry. **There's insurance for everything.** (You want alien abduction insurance? You can buy it.) **And nobody can specialize in all of it.**

In fact a professional independent broker can specialize in only a few niches -- and really understand them. I do. I've studied the hospitality industry in our community for years.

I know:

- Which insurers offer the most comprehensive coverage and the best rates for restaurants.
- Which insurance companies to turn to for restaurants specialized coverage needs.
- And which insurers provide the best claim service.

## **No Charge, No Obligation**

I will give you this information for FREE. No charge. No obligations. I do this because I've built my business on my reputation. I never hard-sell insurance. I'm in the service business. The better service I provide, the better it is for all of us.

**My clients stay with me because of my service – and they refer me to their family and friends.**

I believe I serve restaurant owners in our community better than anyone in Manitoba – in any profession. I believe this because I spend a lot of time with my clients, determining their needs, their level of risk, and finding the perfect insurance program for them.

So if you want to protect your business, and your future, from a crisis or catastrophe, call my office. My staff and I will be glad to help.