



QUARTERLY NEWSLETTER

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RLL'S QUARTERLY FOCUS

The COVID-19 pandemic is creating historic impacts on our society. It is changing the very paradigms on how our society will function for generations. RLL® is hopeful that as you read this, you and your loved ones are safe and healthy.

The virus creates enormous concerns to our industry. Being confined to our homes introduces a variety of challenges. Risk management is of primary importance. We have seen a significant increase in cases of property damage, caused by residents in excess of \$100,000, over the past 6-8 weeks since stay-at-home measures were imposed. Several of these have been losses caused by fires related to cooking, smoking, and unattended candles.

With people sequestered at home, we cook more, do more laundry, flush the toilet more frequently,

wash more dishes, and take more baths and showers. As a result, things will inevitably go wrong. Toilets will overflow, cooking fires will start, tubs will overflow, and sinks will be left running, which all cause damage to your community.

When these perils occur, are you protected against the financial and other consequences? The value of RLL's Property Damage Liability WaiverSM (PDLW[®]) is now more important than ever. Eliminate this elevated risk by implementing the PDLW[®] program into your entire portfolio.

Protecting your property against these perils is critical, especially during this quarantine. The PDLW[®] covers the first \$100,000 of damage for all losses stemming from one of the five covered perils of fire, smoke, explosion, water discharge, and sewer backup. The PDLW[®] ultimately pays for

damages that would be the responsibility of the property owner.

During this time many of us are also faced with difficult decisions of what we pay for and what we don't— another reality that must be addressed. Even in "better" times we know that residents cancel their renters insurance policies at a very high rate. Now that many have to prioritize what they pay for, the PDLW[®] program is more important than ever to make sure property owners are protected.

RLL[®] protects owners from accidental acts or omissions of residents. The process is simple and quick. **Also you can visit us at www.rllinsure.com.**

RLLPROTECT

RLLProtect is our new program for renters insurance (HO4) policies. If you utilize our PDLW[®] Select model, contact us about offering our RLLProtect program. It provides your residents the options needed to comply with insurance requirements in their lease agreement.

Visit www.RLLProtect.com for information.

TRAINING

RLL[®] provides automated training and support as you need it and at your convenience. Please be certain to notify us when new team members require training or existing staff would like a refresher training session. We also offer PDLW[®] participation competitions for your communities. **To arrange a training or competition for your communities, contact your sales or account rep or Ryan Daines, Director of Risk Management, at ryan@rllinsure.com.**

OUR INSURANCE PARTNERS

Our agency partners are most trusted advisors to their clients. When agents introduce and advocate the RLL[®] program to their clients and prospects, it can help reduce premium costs, remove exposure to higher deductibles, increase NOI and asset valuation. RLL[®] can also provide a significant income stream to our valued agents and agencies. Ken Plitt of Executives Insurance Agency in Tempe, AZ is an RLL champion. Ken is a true veteran in the insurance space. He started at the young age of 17 in a family owned agency and has been doing it for the past 49 years. Ken and his agency has been



named a "Top 10 Franchise Agency" for 3 years running! Ken has introduced the RLL[®] program to his multi-family clients with great success.

THE INAUGURAL RLL® INFLUENCER CONFERENCE

In late February, we hosted a number of our amazing customers and insurance partners in Park City, Utah. We enjoyed perfect weather and the best skiing conditions on earth. We socialized, ate, drank, and celebrated our successes. We listened intently to our guests regarding the RLL[®] model

and processes. We learned how to better serve our customers. Please visit our website to get a feel for the conference and watch this short video (or click this link to view it). **If you are interested in joining next February contact us at sales@rllinsure.com. You won't want to miss it!**