

FEBRUARY 2021



NEWSLETTER FOR CLIENTS AND FRIENDS OF ATKINSON INSURANCE GROUP



Pictured: Your Atkinson Insurance team during one of our 2021 weekly virtual meetings.

## What's New

WORKING REMOTELY

RENEWAL PROCESS  
BY KAITY

DID YOU KNOW?

WORD SEARCH

REFERRAL PARTNER

A WORD FROM MARK



## Are we back in the office?

Our team is continuing to work remotely throughout the Pandemic. We are all available to serve you by telephone, email, text, and zoom meetings during regular business hours. We are taking in-person meetings by appointment only. We look forward to hearing from you!

## What happens when your policy renews?

by Kaity Blacksher

Your insurance policy is up for renewal but what does that mean? Does your policy renew automatically? Do we review things for you? What about home remodels, changes in drivers, or how many miles you drive?

Here at Atkinson Insurance Group, we have an internal renewal process. Kelli pulls a daily report of all upcoming auto insurance policy renewals. Auto insurance premiums fluctuate more than home/renters insurance which is one reason we have chosen to focus our daily reports on auto. In most cases, your home or renters policy renewal date aligns with your auto and we are able to review both policies. After the reports are pulled Kelli will email you a pre-recorded video to share a bit about what's going on in the industry and what you can expect with your renewals. She will reach out to you, if necessary, as she monitors driving activity and other major household changes. We are proactively reviewing existing policies and/or re-quoting you with other companies every three to four years or when a significant increase in premiums is evident. We will reach out to you with any recommended changes.

**What do YOU need to do at renewal time?** Notify us of any changes in mileage, vehicles, drivers, any home remodeling, a new roof, or if you would like to re-visit your protection options. Your policies will renew automatically and remain on the same payment plan unless you hear from us otherwise. If at any time you would like us to review your policies for additional coverage, lower premiums or other company options call, email, or text us!

# Your local, personable and eager-to-serve insurance team. We are here to serve you and our community.



## Did you know?

We have a client portal where you can log in and view all of your insurance policies online! Our agency client portal is easy to use and allows you to access any of your policies, regardless of which company they are insured with. You can also print ID Cards, evidence of insurance, or request a policy change. The client portal can be accessed from a cell phone, computer, or tablet, however, we've found that it doesn't work very well with Safari so you may need to stick to other browsers. (If you prefer Safari or have any questions, let us know & we can walk you through the steps.) Check it out using the instructions below. Let us know if you have any questions.

## Login steps:

1. Visit [www.atkinsoninsurancegroup.com/clientportal/](http://www.atkinsoninsurancegroup.com/clientportal/)
2. Enter your email address that we have on file, click "login"
3. You will be asked to choose text or email for a verification code, click "send code"
4. Use the code sent via text or email & enter it on the next page, click "login"

**That's it, you're in!**

## Upcoming Holiday Office Closures:

PRESIDENTS DAY  
FEBRUARY 15TH

GOOD FRIDAY  
1/2 DAY  
APRIL 7TH

## Word Search!

Y	E	T	R	A	E	H	T	E	E	W	S
L	V	A	L	E	N	T	I	N	E	I	R
F	E	B	R	U	A	R	Y	S	G	O	L
O	N	I	C	E	T	E	R	U	R	I	U
O	K	A	M	R	M	I	O	P	O	I	K
T	E	I	R	I	H	L	T	E	U	B	K
B	U	C	L	K	R	L	S	R	N	R	N
A	O	Y	E	I	O	E	I	B	D	Y	O
L	F	A	T	L	S	K	H	O	H	E	S
L	R	K	L	R	E	S	K	W	O	G	N
O	K	R	B	H	U	W	C	L	G	N	I
I	A	L	O	R	E	R	A	A	D	K	K
L	T	L	C	Y	R	O	L	L	A	M	T
A	E	H	K	H	E	T	B	A	Y	A	A

ATKINSON • BLACK HISTORY

FEBRUARY • CHOCOLATE • VALENTINE • GROUNDHOG DAY

FOOTBALL • SWEETHEART • SUPER BOWL

KAITY • KELLI • MALLORY • KATE • EMILY

## The word search is back!

Take a picture of your completed word search and post it to the Atkinson Insurance Facebook page and you will be entered in a drawing for a \$50 Amazon gift card!

<https://www.facebook.com/AtkinsonInsuranceGroup>

## 1st Quarter Referral Partner



# Sam Day Foundation

The Sam Day Foundation is our first quarter referral partner for 2021. SDF's mission is to Dream Big, Laugh Often and Live Well.

The Sam Day Foundation funds medical and nutritional research for rare childhood, adolescent, and young adult cancers. SDF recognizes the deficit in resources and attention toward rare childhood cancers and subsequently, the very limited treatment options for young people diagnosed with rare cancer.

For every referral that we receive during the months of January through March, we will donate \$25 to the foundation.

## Referral Program

At our agency, giving back is a primary focus, which is why we feature and donate to a different local non-profit each quarter. You can be involved in the giving by simply referring your friends or family to our agency. In addition to our regular contributions, we make donations each time someone is referred to our agency.

Here is how our referral program works:

1. Someone calls, texts or emails us and says that they were referred by **you**
2. One of our licensed agents provides a **free protection review**.
3. When they mention your name, we will send **you** a \$5.00 gift card. Your name will also be entered in our \$50 monthly drawings.
4. We will **give back** and make a \$25 donation for every referral received.

In 1983, the year following my entry into the insurance business, a new primetime action-adventure show, *The A-Team*, started its five year run on television. It told the story of a group of fictitious ex-special-forces soldiers working together to better the world about them. The leader of this misfit group of heroes was Colonel John "Hannibal" Smith, played by George Peppard. The show always ended with the team accomplishing their goal and Hannibal Smith uttering the line, "I love it when a plan comes together."

*Though not formally written, I have had a plan for my agency. It has simply been to serve our clients well while giving back to the community that surrounds us. The plan also required assembling a great team that could take the agency forward while allowing me the opportunity to enjoy other pursuits like family, travel, woodworking, and gardening.*

*No longer coming into the office on a regular basis, I am enjoying time with my wife and family. Janell and I have been spending time in Morgan Hill, California caring for her aging parents. When at home, I have been able to enjoy time in my woodshop and garden. And of course, I welcome the additional time to spend with our three grandsons.*

*The agency continues to serve our clients and make an impact on our community and I am enjoying a different phase of life. So after nearly four decades, I too can say, "I love it when a plan comes together!"*

- MARK ATKINSON

# atkinson

INSURANCE GROUP

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