

WHEN IT COMES TO EARTHQUAKES, DELAY IS THE COSTLIEST FORM OF DENIAL.

“Katrina looks like ‘a well-covered event’ compared with a potential earthquake in California.”

–Doug Heller, executive director of *Consumer Watchdog*

It's easy for your clients to ignore the prospect of something really terrible happening to their businesses, buildings and livelihoods. Earthquake devastation has become a regular feature on the nightly news. Seismologists suggest there is ample evidence that the issue is not “if” but “when.” With that evidence in hand, guide the clients who depend on you to take action now rather than bury their heads in the sand. Give them the reality check they need to be proactive in mitigating the economic effect of a major earthquake.

That's where Swett & Crawford comes in. We have the market intelligence and clout to deliver solutions for even your most challenging risk. Just one more reason why Swett has been voted Best Wholesaler by readers of *Business Insurance* for five consecutive years.



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