

# Property Casualty & Risk Management Briefs

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Building costs for high valued homes and areas of high worth are rising across the country, according to research by **Marshall & Swift / Boeckh** (MS/B). Factors contributing to cost increases are emerging high value markets, an increase in the number of high value homes being built, building code modifications and rising contractor costs. Because of this trend, MS/B says homeowners carriers will be wise to scrutinize new and renewal policies of high valued homes to assure they are providing adequate protection for their most prestigious clients. In addition, these changes will affect home replacement cost valuations, significantly increasing valuations for some areas of the country.

The research reveals an increasing number of high value home markets emerging in most large metro areas and resort areas. These emerging markets, nearly 1500 nationwide, are occurring rapidly. They include areas such as Hilton Head, North Carolina; Aspen, Colorado; the Lake Tahoe area; Shreveport, Louisiana and a number of coastal, mountain and island locations.

Not only are more high valued markets emerging, but the number of high value homes that are being built is increasing dramatically.



Insurance agencies in New England have an opportunity to join **BuckleUp CheckUps**, a car seat safety campaign designed to raise awareness about the importance of properly installed children’s car seats.

**Executive Auto Glass**, an auto glass replacement company based in Stoneham, Mass., has launched the campaign as an expansion of its partnership with the Boston SAFE KIDS Coalition.

“Insurance agents can join our safety campaign by providing customers with car seat safety information, attending safety events, or by making a donation to SAFE KIDS,” said Ed Beatrice, president of Executive Auto Glass.

Executive Auto Glass will provide for free a new car seat to replace any car seats that do not fall within the safety guidelines set by the National Highway Traffic Safety Administration (NHTSA).

For more information, call 617-534-5197, log onto [www.safekids.org](http://www.safekids.org). □