

# Koenig & Strey

Insurance Agency

Why should I insure my home for more than the purchase price?



The answer? *Because there may be a significant difference between the price you pay (Market Value) and the actual cost to rebuild that home (Replacement Cost).*

## Consider this client's experience:

- Purchased home in March 2009
- Purchase price was \$125,000
- Home-owner insured the home at the estimated replacement cost of \$274,000
- One year later, their home burnt to the ground
- Actual cost to replace totaled \$261,000

## Insured at Market Value



Market value and purchase price:  
\$125,000



Catastrophic event,  
total loss of home.



Cost to rebuild:  
\$261,000



Insurance covers up to  
\$125,000

## Insured at Replacement Cost



Market value and purchase price:  
\$125,000



Catastrophic event,  
total loss of home.



Cost to rebuild:  
\$261,000



Replacement cost benefit:  
\$261,000 -- all costs covered!

Can you afford this risk? *You have options. Koenig & Strey Insurance can help.*  
*For additional information, to evaluate your current coverage or to obtain a no-obligation quote, contact us today!*

Phone (847) 853-5300

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Email [insurance@koenigstrey.com](mailto:insurance@koenigstrey.com)

\*Actual replacement cost is determined by the underwriting carrier and may need to be updated periodically as market conditions dictate.