

Winter 2007



Greetings to our Agency Partners!

It's hard to believe that 2007 is almost over. Hagerty spent a lot of time on the road this year, attending conventions, car shows, auctions and making agency visits. Hopefully we saw you at one or more of these events – but if we didn't and you'd like us to stop by, please give us a call!

This issue of the Agent Report focuses on famous cars – those you have seen in your favorite movies and TV shows. I hope you find the stories both educational and entertaining.

As we continue to focus on ease of doing business, don't forget to sign up for our new Direct Deposit program – because as we all know – “Time does equal money!”

As always,

Donna Wares

Senior Manager, Agent Marketing
231-933-3794, dwares@hagerty.com

You Cover WHAT? Movie Cars

The 1981 DeLorean from *Back to the Future*. The Batmobile. *Smokey and the Bandit's* '77 Pontiac Firebird. Eleanor – the 1967 Shelby GT500 from *Gone in 60 Seconds*. The General Lee. The Mirth Mobile.

These movie and television cars are as iconic as the leading men who drove them – and they're certainly collectible – but their star status can sometimes be confusing and intimidating when it comes time to insure them.

For starters, their values are often unpredictable, because they're determined by numerous factors, including relative-worth. Relative-worth is a combination of the many things that make a car more or less valuable to a certain buyer or seller, including motivation, nostalgia, history and time. For instance, the Mirth Mobile is likely to be worth a lot more to a huge *Wayne's World* fan than it is to someone who's never seen the movie. Plus, a car that starred in a box-office smash is apt to be worth more than one that appeared in a movie that tanked.

Celebrity status aside, the year, make and model of a car are still crucial to its value. Even though it appeared in a huge hit, the 1976 AMC Pacer that starred as the Mirth Mobile will likely never equal the value of the 1963 Aston Martin DB5 from *Goldfinger*, strictly because comparing a Pacer to a DB5 is like comparing an apple to an orange. So, while provenance does impact the value, it doesn't automatically equate to a large increase above the current market.

Take the *Dukes of Hazzard's* General Lee for example. The General was a 1969 Dodge Charger, and Warner Brothers reportedly built 309 identical cars for the show. Many of the cars have sold publicly, and their values vary greatly. A General Lee that is fully documented as the last car built for the show is currently for sale for \$249,995; but another that was used

for promotion sold for only \$90,000. Most of the clone or tribute cars – cars that are made to look like the General Lee by taking a basic '69 Charger, painting it orange and adding decals – sell in the \$25,000 to \$50,000 range.



Considering all the factors that can come into play, how *do* you establish proper worth?

Since authenticity is often the biggest determining factor of value, we rely heavily on any documents that prove a celebrity car is the real deal, including bills of sale, titles from the production company or studio, build sheets, contracts, appraisals and certificates of authenticity.

Once we've determined authenticity and value, usage is our primary underwriting concern. It's not uncommon for famous cars to continue to be used commercially for photo shoots, television work and public appearances. Generally speaking, commercial vehicles don't fit our program.

While celebrity cars may be a little tricky, they're nothing to be afraid of. Remember, we are always happy to discuss any potential risk with you. Just call us at 800-747-5348 and we'll talk. After all, our job is to make yours easier.



**"ASK HAGERTY"
CONCIERGE SERVICE**

**"ASK HAGERTY" ...LIGHTS...
CAMERA...ACTION!**

Hagerty Plus member Linda Irwin wanted to know how to get her 1959 Alfa Romeo Giulietta Spider Veloce into the movies, so she contacted the "Ask Hagerty" Concierge Service. Although she expected to receive advice or tips, a Hagerty Plus team member made a few quick calls and within two weeks the silver Alfa was on the set of *Revolutionary Road*, starring Leonardo DiCaprio and Kate Winslet. The vehicle is being used as a background prop in the movie, which was filmed in New York and Connecticut, with a scheduled release date of December 2008.

Access to the "Ask Hagerty" Concierge Service is just one of many benefits that your clients receive when they become Hagerty Plus members. They'll also get flatbed roadside assistance, a quarterly magazine, automotive product and service discounts and access to numerous hobby resources. Visit www.hagerty.com for more information.



Gold Service for Goldfinger

Ever have an international client request five-day coverage for one of the world's most famous cars?

Okay, a request like that is not incredibly likely for most, but it's just another day at the office for Mark Battat, Vice President of Willis Insurance Services of California's Private Client Group – and for Hagerty, too.

One of Mark's co-workers, a commercial lines agent, needed to secure coverage for a visiting collector from the Netherlands who wanted to ship his prized 1963 Aston Martin DB5 to Monterey, California for the Pebble Beach Concours d'Elegance and the accompanying Tour d'Elegance, a daylong driving event that winds along the area's scenic seaside roads.

To top off this somewhat unusual situation, the car is a movie star – it appeared in the 1964 James Bond flick *Goldfinger*. James Bond films are as well-known for their futuristic, gadget-laden vehicles as they are for their leading ladies. This car is probably the most famous Bond car of all. And speaking of gadgets, this car is no exception. It boasts revolving number plates, a passenger ejector seat, bulletproof front and rear windshields, machine guns, an oil slick projector, a smoke screen cartridge and retractable tire shredders.

Without its celebrity provenance, the car would be worth close to \$200,000. Add Bond-car status, and the value increases more than tenfold. Like all stars, this car required exceptional service, and we were easily able to help Mark accommodate his client.

"It's always easy dealing with Hagerty, and this was no exception. It was a very simple process and an easy application," he said. "It was all completed within a couple of days – quite a feat considering we were dealing with a foreign country and several different time zones. Because of the nature of this car, it was guarded 24/7, but it's not like we needed to – we had Hagerty!"

Hagerty Private Client Services (PCS) offers personalized service, dedicated account executives and benefits tailored to clients with rare automobiles, large collections or specialized needs. Vehicles valued at \$250,000 or more, or collections totaling \$500,000 or more, qualify for PCS service.

Our PCS team can help you provide specialized service and products for your special clients. Please call 888-460-6040 or e-mail pcs@hagerty.com for more information.



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Need more information? Log on to www.hagertyagent.com and click the Direct Deposit button, or call our Agent Service Team at 800-747-5348.

Bandit Car Shares Office Space – and Drums up More Business

Smokey and the Bandit is one of the greatest road trip films of all times, and its star is (sorry, Burt Reynolds) the CB-equipped, black and gold 1977 Pontiac Trans Am affectionately dubbed the Bandit car.

Hagerty agent Steve Thompson is lucky enough to have not one, but two, Bandit cars in his collection – a 1977 and a fully restored '78. In May, Steve drove his '77 in the Bandit Run, an event that marked the film's 30th anniversary.

"I was the only Colorado person to drive his Trans Am in the reenactment of the movie drive. We drove from Texarkana, Texas to Atlanta, Georgia, following the same roads as they did in the movie. There were only about 12 true 'Bandit' cars in attendance; one was mine," says Steve.

Aside from the Bandit Run, Steve regularly participates in the annual Route 66 Fun Run in Kingman, Arizona and attends about 20 to 30 car shows a year. He builds his book at each event by talking with other collectors and passing out business cards. He advises other agents who want to grow their business to do the same, even if they're not collectors themselves.

"If you don't own a collectible car, you can still go to car shows and pass out brochures. I sponsored a trophy at a car show in September, and they announced the fact that I was an Allstate agent and a Hagerty representative to the crowd of 400. They all received Hagerty bags with my brochure and business card inside. This type of prospecting not only works, but it's fun."

Not only is it fun, but it also opens the door to other business. "I wrote two cars with Hagerty



the other day, and now I'm writing the clients' home and daily driver cars. Writing Hagerty will lead to business in other areas, including home, auto, life and liability," says Steve.

When Steve and his Bandit cars aren't out drumming up business at collector car events, you can find them in their shared office and garage space. That's right, Steve keeps his cars in his office!

"I may be the only agent with an office that has a garage in the rear. I decorated the walls with posters of shows I attend, metal signs of Route 66 and other signs. Of course, I also have my Hagerty banner on the wall!"

Do you have a story you'd like to share in the Hagerty Agent Report? If so, we'd love to hear from you! Please e-mail kfelker@hagerty.com.



CAR LINGO SAMPLES

WHAT DID YOU SAY?

If James Bond asks to peek under your bonnet, don't throw a martini in his face. Instead, brush up on your lingo.

"BONNET"
British term for hood



"BOOT"
British term for trunk lid.



"WING"
British term for fender.





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WE'LL COVER ANY GRILL IMAGINABLE.



(Well, almost any.)

Nothing against bling. It's just at Hagerty, we prefer our grills attached to collector cars. So much so, we built our entire business around protecting them. We're the collector car specialists - ready to help no matter what kind of grill your client sports. For more information on becoming a Hagerty Agent, call today!

