



Profile

ART A.



Occupation	Retired Television Producer, Emmy Award Winner & Entrepreneur
Home Value	\$3,000,000
Claim Value	\$5,000,000
Assessment	Colorado Wildfire completely destroyed a custom home including very high end contents in Boulder, Colorado.

Challenges:

- 1 The homeowner had a trusting relationship with the same insurance company (a national entity with a household name) for over two decades. The insurance agent had been inside the policyholder’s remodeled home over a dozen times. As this was to be the family’s forever home, the homeowners asked multiple times, “What happens if the big one hits? A catastrophic loss?” Their agent always said: “As long as you can prove the value of what you’ve lost, you’re fine.”
- 2 The insurance company took five months and 25 days to write the first estimate to rebuild the home. The estimate included only \$165 per square foot, which was significantly low for a 6,000+ square foot custom home with this level of craftsmanship. At this point, the insurance company, realized their unreasonable delay and sent a \$60K check, likely to avoid a lawsuit. Their final estimate was only \$1.3M.

- ✓ **Always keep a claim journal** to memorialize important claim details.
- ✓ **At times the collaboration of a public adjuster and attorney** leads to the most favorable settlement.

Solution: Working in Concert with an Attorney

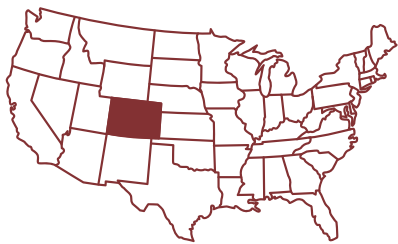
Bruce meticulously documented countless conversations and email requests which helped to hold the insurance company accountable. Bruce recommended the homeowner consult with a specialized law firm, and they then filed suit against the insurance company.

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Outcome: Settlement Exceeds Policy Limits

When the insurance company's lawyers reviewed the case, they realized how the insurance company had behaved, agreed to settle without litigation and paid 90% of the requested amount, settling the structure part of the claim for \$500,000 more than the policy limit.



Many people believe that if they have replacement cost coverage and a total loss, they will automatically get their policy limits without proving their damages. This is only true in U.S. states that have a Valued Policy Statute. **Colorado is NOT** one of these states.

“Before the fire, our life was busy. After the fire, it was downright chaotic. So much uncertainty and too many questions. We needed someone in our corner to lean on. A relationship we could trust. Bruce became our “boots on the ground”. While the claim continued to twist and turn, Bruce was consistent and kept us calm and strategic. We look forward to a continued friendship with him for years to come.”

— Art A.

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