

Allstate enhancing homeowners' insurance policies in Texas

by bizjournals.com

Allstate Insurance Co. is expanding its coverage options for Texas homeowners policies, the company said Monday.

Under the insurance company's new Your Choice Home program, some of the new features include a 5 percent bonus applied toward the renewal premium for going 12 months without a claim; a Claim RateGuard that prevents homeowners' rates from going up just because a claim is filed, and an option that protects homeowners from having their policies dropped just because of the number of claims filed.

The new expanded insurance lines also provide coverage options for trees, landscaping and lawnmowers; sports equipment like hunting rifles and canoes; and \$5,000 for musical instruments and \$5,000 for camera equipment.

"This is about bringing innovation to the marketplace," said Allstate Texas Product Manager Jessica Friedman. "We're changing the way people look at insurance by offering options and the freedom to personalize coverage to fit every family."

Allstate promoted this package of new and expanded insurance coverage features to the company's network of 1,200 Texas agency owners this month.

Allstate Insurance Co. is a subsidiary of Deerbrook, Ill.-based Allstate Corp. (NYSE: ALL), the nation's largest publicly held personal lines insurer.

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