

General Liability Insurance

In today's lawsuit-happy society, litigation can wreak havoc with any business — including yours. *General Liability Insurance* helps protect your assets by providing a first line of defense against a variety of claims for alleged negligence or wrongdoing.

By covering the cost of defending or settling these claims, a business general liability insurance policy can help you keep your business in business.

What does a typical General Liability Insurance policy cover?

There are five basic categories of business liability:



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- **Bodily Injury** — physical harm to a person at your place of business, or an injury caused by your employee at a client's site.
- **Completed Operations/Products Liability** — losses after your business has completed work for a customer (such as repairing appliances or installing plumbing), or from manufacturing and distributing products.
- **Personal Injury** — damage to the reputation or rights of a person or business due to slander, libel, copyright infringement, invasion or privacy, false arrest, wrongful eviction, etc.
- **Advertising Injury** — losses caused by your advertising (spoken or written); for example, an ad that trashes a competitor.
- **Independent Contractors Liability Insurance** — damage from the acts of an independent contractor hired by your business.

Medical Payments: Pays the medical expenses of a person injured on your premises (a customer, client, visitor, or even a trespasser) up to a stated amount, regardless of fault — as a goodwill gesture to prevent lawsuits.

Damages Covered

Your Business Liability Insurance will pay three types of damages:

- **Compensatory Damages** — financial losses of the claimant, plus additional monetary losses resulting from the claim.
- **General Damages** — for intangible losses ("pain and suffering," "mental anguish," etc.)
- **Punitive Damages** — penalties against your business for committing a wrongful act.

Exclusions

Although General Liability Insurance provides a wide range of protection for your business, it won't pay liability claims related to these areas (which you can cover with other policies):

- On-the-job injuries to employees (Workers' Comp)
- Operating autos or trucks in your business (Business Auto)
- Performing, or failing to perform, professional services (Professional Liability/Errors & Omissions)
- Acts as a corporate director or officer (Directors & Officers Policy)
- Pollution (Environmental Liability Insurance)
- Damage to property of others in the care, custody and control of your business — for example, an electronic repair shop storing customers' televisions (Baillie's Customer Floater); and
- Products, such as food items or toys, subject to recall.
- Losses related to war, nuclear events.

A well-crafted General Liability policy can help give you financial peace of mind, freeing you up to grow your business. Please feel free to contact me. I would be happy to answer any questions regarding the worth or effectiveness of your current insurance coverage.

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