

An insurance insider exposes underhanded tactics used to devalue claims.

Power to Profit

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# **POWER TO PROFIT**

**An Insurance Insider Exposes the  
Shady Practices and Underhanded Tactics  
Used to Devalue Your Claim  
For Insurance Company Profit**

**WHAT YOU MUST KNOW! NOW YOU CAN WIN!**

**Jane Pytel**

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## Power to Profit

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### Forward

Perhaps it was the ex-cop in me. You know, punish the bad guys and protect the good guys. Only problem was, on the streets it was pretty obvious who the bad guys were. In the world of insurance, the bad guys weren't on the streets – they were in the board room.

The insurance environment is absolutely pervasive, providing fertile ground for a devious abuse of power. The atmosphere is self sustaining. The general insurance population rarely questions it, never fully understands it. A few rise to the top, nourishing and regenerating the culture. Fewer still defy the culture. But the society of insurance is not affected by the outrage of those who escape its grip. And so the beat goes on.

Join me as I share with you my intimate knowledge of the sinister motives at work all directed at one purpose – to keep your money.

In the pages that follow, you will have the opportunity to learn from my experience. Forget the bland advice you find elsewhere. I am not going to insult you with the obvious. I will teach you how to effectively manage your [claim](#), how to identify what is going on behind the scenes, and how you can benefit from their mistakes.

Even if you have never filed an insurance claim, chances are great that someday you will. You will need to bargain from a position of strength, not weakness. And, in order to do that, you must beat them at their own game.

Good luck, and enjoy.

"State regulators understand that an insurance policy that fails to pay legitimate claims is not insurance."

Michael McRaith  
Illinois Director of Insurance  
June 6, 2006

### Introduction

Insurance companies are in business to make money. They don't want you to know that. They create multi - million dollar advertising campaigns to convince the public that insurance companies are caring and protective of their customers. Nothing could be further from the truth.

Don't believe a word of it.

Insurance companies make money with your money, and it is really quite simple. It's called a "float". Money is collected from policyholders in the form of [premiums](#). Premiums are then invested - floated - by the insurance company for its own profit. Eventually some of the premiums must be used to pay claims and operating expenses. But the longer the insurance company can hold onto your money, the more money it can make for itself.

There is nothing illicit about this - to a point. Success and profit represent the beauty of free-enterprise. Absolutely companies should be free to operate for maximum profit. But at what point is there a conflict between the profit motives of the insurance company and the welfare of its [policyholders](#)?

Insurance companies utilize multitudes of shady practices to keep your money. These methods are so ingrained in the corporate insurance community, that even your adjuster is not likely to fully perceive the full intentions of his actions. The schemes are so widespread, so pervasive, that they have been incorporated throughout the industry as "claims handling practices". Consultants are hired for the expressed purpose of improving the bottom line, regardless of the implications. Top management throughout the industry embraces and encourages these processes. The results have set the standard for bottom-line-claims-handling.

You are not entitled to receive more than you are owed – but your company is bound to treat you fairly and to return you to the condition you enjoyed prior to your loss. Anything less is unacceptable. Unfortunately, the unacceptable has become the standard of practice.

The novelty of this publication is the unique perspective. This book will take you into the claims department for a unique view of what goes on beyond closed doors. By recognizing the secret

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plays and schemes employed by those who seek to do you harm, you can drastically enhance your chances of success in recovering what belongs to you.

In the following pages we will explore in detail the tactics used by insurance companies to keep as much of your money as they can to their own benefit. The lessons presented should energize you to effectively change the course of your claim.



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