

FOR HOMES INSURED FOR \$1 MILLION AND UP

I N T R O D U C I N G



A
BRIGHT IDEA
IN INSURANCE:

A LARGE HOME
HELD TOGETHER AS
SECURELY AS YOURS
SHOULDN'T COST YOU
MORE IN PREMIUMS.

INTRODUCING PURE
HIGH VALUE
HOMEOWNERS
INSURANCE.

Insurance premiums for large, well-built homes seem to be spiraling out of control.

Funny thing is, when we took a look at those homes, we found them less likely to sustain damage during a storm. Which led us to question: Are you being asked to subsidize lesser-built homes? Are you being forced to pad shareholders' wallets? Or both?

If you'd rather do neither, now there's PURE, an entirely new way of insuring well-built homes, with lower premiums based on the real risk of your home.

PURE is owned by you, the policyholder. Our books are always open — you can see where every dollar of your premium is going.

So if you insure your home for \$1 million or more, call 1-888-813-PURE, or visit purehw.com. And protect your money while you protect your home.

 pure

HIGH VALUE HOMEOWNERS INSURANCE.
NOW, THERE'S A BRIGHT IDEA.