

# Measure twice...

*Sage advice in many respects*

**Y**ou've heard the old adage "An ounce of prevention is worth a pound of cure." The construction industry has a similar saying: "Measure twice, cut once". This bit of wisdom can reduce the risks and costs associated with industry errors. That kind of thinking can apply to purchasing the right insurance policies and the proper amount of coverage. Ideally, contractors should be thinking beyond how to

protect themselves in the event of an accident, and focus more on how to *prevent* the accidents in the first place.

Regardless of size, most construction companies have vehicles transporting materials and equipment from a supplier to a building site. According to the Wisconsin Department of Transportation, commercial vehicles account for 20-30 percent of the total



traffic in some of the state's busiest corridors. It's not surprising then that one of every 16 collisions in Wisconsin involves heavy trucks, making road safety in Wisconsin a top priority. While attentive and careful driving matters, it is important that everything possible be done to minimize risks.

In the driving environment there are three factors: the driver, the conditions (road, weather, traffic) and the vehicle. Nearly 90% of all traffic collisions are due to driver error. These are simple mistakes anyone can make, but ones that can have devastating effects on your business.

The first step towards safe and efficient travel is following Wisconsin's rules and regulations. The Starr Group offers D.O.T. Safety Compliance as part of its Risk Reduction Services that provides up-to-date information on Wisconsin's commercial freight taxes, licensing, and other useful matters.

The fact is, drivers who have completed a defensive driver course are 70% less likely to be involved in a chargeable accident, statistics further show that they suffer damages 150% LOWER than untrained drivers should a chargeable accident occur. Proactive thinking like this is what The Starr Group's Risk Reduction Services are all about.

Many Milwaukee NARI members already take advantage of the program. Calling **The Starr Group** at **1-414-421-3800** for a free, no-obligation consultation will be the "first measurement" taken to smarter management of your business' risks and costs...signing with The Starr Group will be the "second." ■

Look at what **120** of *you* have accomplished with The Starr Group insurance program for NARI members!

Total donated to date:

**\$84,228**

We are proud to partner with Milwaukee/NARI Members and have the opportunity to support the future members of your organization through the Milwaukee/NARI Foundation.

For information on how YOU can contribute to this worthwhile program, contact

The Starr Group today! **414-421-3800**



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*Thank you for your participation - it does make a difference!*