

Shake it UP



“Out of sight out of mind, and I prefer it that way” is most Californians’ view of earthquakes. But the UP team sees disasters up close and personal and we know how a few simple preparedness steps can make the difference between recovery and ruin. So we use every opportunity to inspire action and resiliency:

The 25 anniversary of the Loma Prieta earthquake reminds us all that [retrofitting and insuring vulnerable homes](#) makes economic sense.

[Buying renters insurance](#) including quake coverage is generally very affordable.

Trustworthy, current [tips on buying earthquake insurance](#) are available through UP and media sources including [KQED](#), [The New York Times](#) and [The Wall Street Journal](#).

So take action today. Drop, Cover and Hold on for the [Great Shake Out!](#)

By [inventorying your stuff](#), insuring and making your home as damage-resistant as best you can, you’ll go from “out of sight, out of mind” to “piece of mind.”

The information presented in this publication is for general informational purposes and is not a substitute for legal advice. If you have a specific legal issue or problem, United Policyholders recommends that you consult with an attorney. Guidance on hiring professional help can be found in the “Find Help” section of www.uphelp.org. United Policyholders does not sell insurance or certify, endorse or warrant any of the insurance products, vendors, or professionals identified on our website.

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