

What's Wrong With Insurance Information On The 'Net?

Let The Buyer Beware

The Internet continues to be an explosive and revolutionary player in the Age Of Information. Many different types of business use this medium, with its connection to savvy, technologically astute consumers, as a way to promote insurance products. As we make our way in the 21st century, we should remember ancient advice - "Let the buyer beware."

What Is The Danger?

In some respects, the 'Net may be no more dangerous than business transacted via any other medium such as in person, via phone, catalog, wholesale club, etc. BUT, the need for being a careful consumer is critical to whatever medium is used. A large problem is that seeing information published gives the information a high level of credibility; this includes the information you're currently reading. Our advice is to be certain of the information before acting on it. Although it's true that ten sources of information can give you ten different answers, it's preferable to seek and sort out different grains of truth than to have blind faith in a single source.

Why Is There Danger?

The 'Net holds many wonders, but it also provides many opportunities for acquiring information that may be useless and even harmful. Any 'Net user should remember the following:

it is often impossible to verify who has posted the information and whether the source has any expertise in the subject matter material that appears on the net may be presented as facts when they are actually opinions or ads the information may be accurate for one purpose or set of circumstances, but it doesn't tell you how the information applies to other situations; at the very least, it should contain a disclaimer no credible party may have taken responsibility for keeping the information accurate and current the person or organization that posted the information may possibly have a criminal intent 'Net publishers forget that their audience is global and the information is for a specific group or geographic location So Is This Information Any Good?

That depends upon what you do next. When seeking information to meet your insurance needs, it's important to discuss your concerns with a knowledgeable source. A professional insurance agent is a good source for getting the answers you need to fit your unique coverage situation.