

MARKET VALUE vs. REPLACEMENT COST



Choosing the right amount of home insurance coverage will allow you to rebuild your home in the event of a total loss. This amount is known as the **replacement cost** of your home, and it's different from the **market value** of your home.

Market Value — How Much Someone Is Willing to Pay for Your Home

Your home's market value is what a buyer is willing to pay for your home and land in its current condition. Additional structures on your property, such as a garage, shed or pool, will also impact your home's market value.



Market value is also influenced by intangible aspects of your property, for example:



Your location or neighborhood's desirability
(e.g., waterfront, elevation with views)



The quality of the local school systems



Proximity to police, fire and medical facilities



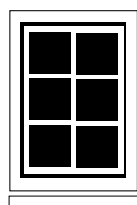
Proximity to stores, restaurants and entertainment



Current status of your area's housing market

Replacement Cost — How Much It Will Cost to Rebuild Your Home

Your home's replacement cost is the amount it would take to rebuild your home with materials of similar kind and quality on the existing property. It includes:



The materials needed to rebuild – walls, ceilings, floors, windows, doors, roof, etc.



The labor to rebuild or repair your home.



Clean-up costs and debris removal.

How The Hartford Can Help



The Hartford can help! Once we determine an accurate Replacement Cost for your home, we verify that amount throughout the life of your policy, so your coverage is always up-to-date.



ADDITIONAL LIMITS COVERAGE



150%

We also offer optional Additional Limits Coverage that pays up to 150% of your Dwelling Coverage Limits (Coverage A) in the event that you experience additional rebuilding costs.

For more information on Market Value vs. Replacement Cost visit: thehartford.com
and follow us at: facebook.com/extramile and pinterest.com/thehartfordmile.