



# ASA Insurance Announces The Importance of Earthquake Insurance in Utah

*ASA Insurance chief Creed Anderson was recently interviewed by local television station KUTV to shares his views on the importance of earthquake insurance*

SALT LAKE CITY, UTAH, UNITED STATES, October 13, 2017 /EINPresswire.com/ -- ASA Insurance chief Creed Anderson was recently interviewed by local television station KUTV to shares his views on the importance of [earthquake insurance for Utah](#) homeowners. ASA Insurance is one of the most experienced providers of earthquake insurance in the state and is based in Salt Lake City. Home insurance policy holders often don't include earthquake insurance in their coverage, but the recent quakes in Mexico have prompted an increase in earthquake insurance inquiries to the ASA Insurance offices. "There's been a spike in phone calls," said Anderson, (an insurance agent as well as CEO of the company), who suspected recent disasters, including Hurricanes Harvey, Irma, and Maria, may be factors. "Such events get the attention of people; we're not really surprised by the increased interest at all!"

As recently as September 16, 2017, an earthquake with a magnitude of 3.0 occurred in the area around Salt Lake City; this according to the University of Utah Seismic Stations. Although that intensity is on the low side of the Richter Scale, the standard for measuring the intensity of an earthquake; according to the University, there is a one in four chance of a major earthquake occurring in the area during the next fifty years. The University of Utah Seismograph Stations (UUS) capitalizes on a state-federal partnership to conduct research, education, and outreach related to earthquakes, seismic monitoring, and seismic safety in the Utah region. It is one of the most respected earthquake monitoring centers in the country, and maintains a second seismic network in and around Yellowstone National Park.

"We're not in the practice of scare-mongering to generate business," said Anderson. "Utah has some of the busiest seismic activity in the country, and we genuinely care about the safety and financial security of our customers." It is estimated that a major earthquake along the central part of the Wasatch Fault, the greatest area of seismic hazard in Utah, could cause damage to buildings in excess of \$4.5 billion in Salt Lake, Davis, Weber, and Utah counties alone. "Un-reinforced masonry buildings are most at risk," said Anderson, "these would include structures such as brick homes built before 1960, as they are especially vulnerable to the shaking action that an earthquake generates."

ASA Insurance offer the lowest [earthquake insurance rates](#) in the state, and do so because they are sincere in their belief in the importance of [earthquake insurance in Utah](#), and strive to make it affordable for every homeowner. "It doesn't take a major quake to cause destructive damage," said Mr. Anderson, "A moderate-sized tremor manifesting under an urbanized area can cause extensive damage." Magnitude 5.5-6.5 earthquakes occur somewhere in Utah on the average of once every 7 years. The damage from such could cost a major metropolitan area in the vicinity of \$2.3 billion for a magnitude 6.5 earthquake, and upwards of \$830 million for a magnitude 5.5 earthquake.

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