

## The Case for Sovereign Deed

One of our natural instincts is to protect what is valuable to us.

Americans realize that disasters are inevitable. Yet, we remain unprepared. What happens when you are faced with a catastrophic event that is beyond your control?

We spend billions of dollars insuring against disasters and protecting inanimate objects that can be replaced. Have you taken the same care to ensure what cannot be replaced -- the lives of your loved ones or your key employees?

The reality is that we are unprepared to respond to threats.

- The U.S. government has spent more than \$300 billion on homeland security since Sept. 11th. Yet, the government continually reminds us of our individual responsibility to prepare.
- Scientists have recently cited concerns that the H5N1 virus (bird flu) could result in a 60 percent mortality rate. Experts also predict that less than one-third of infected persons could get timely access to medical assistance.
- Over the past decades, the “just-in-time” philosophy replaced “just-in-case.” During the Cold War, our government stockpiled three years of foodstuffs. Today, there is less than a one-day supply per person. In the Private Sector, most groceries and pharmacies maintain just a four- to five- day inventory of shelved goods.

Experts agree that you need a plan to endure and overcome a disaster. To date, creating your own family or corporate preparedness plan has been essentially a series of uncontrolled experiments. Now there is a sensible alternative. A customized assurance plan designed and implemented by highly trained experts: The Sovereign Deed solution.

Our comprehensive plan includes in-depth training, a thorough home/office assessment and response plan, life-sustaining provisions, an integrated communications platform and around-the-clock access to our disaster response services and emergency professionals.

“It will never happen to me,” remains a common refrain; however, disasters do not discriminate. You can believe or hope that you will never fall victim to the effects of a disaster, but when the worst happens, there is no second chance to prepare.

**What is your plan?**