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Message from the President IBANB

Table of Contents

Presidents' Messages.....	1-8
Are You An Insurance Expert?.....	10
IBANB CEO Report	12
IBANB Young Brokers Network...	14
IBANS Young Brokers Network...	15
IBANS/IBAN PD Report.....	16
IBANB PD Report.....	17
Viewpoint.....	18
How AI is transforming the P&C Insurance Industry.....	20
The Impact of Climate Change on Insurance.....	21
Addressing Problems in the Atlantic Auto Insurance Marketplace.....	22

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Robert Kimball, CAIB (Hon's), AIPC, CRM President, IBANB / ACANB

Happy New Year!

2019 marks a very special and important year for IBANB, as we are celebrating our 100th anniversary and I couldn't be more honoured and excited to be the President of the Association this year. As you may have noticed as of late, the IBANB staff have already started to promote this anniversary with the below logo and our December "Inside Scoop" edition sent to members before the end of 2018.



Our association's 100th anniversary is an event and an accomplishment that we need to promote and get as much mileage from as possible. I see opportunities to receive national recognition within our industry and among our provincial peers. We have a lot planned around this momentous occasion and hope to see more brokers out this year, more than ever before!

This year we are also excited to host the Atlantic Insurance Brokers Convention, in our very own city of Moncton! Be sure to start the buzz by telling us if you intend on joining us by using #aibc2019. We are excited to host this year, in collaboration with our sister associations in the Maritimes. With the success of last year's changes,

we hope to encourage more networking, a hugely successful tradeshow, and some fantastic entertainment in the evenings.

If you are interested in connecting with IBANB on this event, please call the office (506) 450-2898 or email ibanb@ibanb.ca.

IBANB issues the Bipper Blanket Challenge to our member brokers – GET INVOLVED!

The federal government conducted a 'Point in Time Count' as a snapshot of Canada's homeless population. The coordinated count also gathered information about each homeless person's background (if they are a veteran or aboriginal person, for example). From this, we learned almost 2,000 people in New Brunswick are living on our streets, with almost 3,000 in addition using shelters where available.

This awareness campaign is an excellent way to help others in our communities, take a leading role in assisting brokerages and peers to generate positive news coverage for them and their charity and connect with our local MLAs. For every blanket purchased IBANB matched brokerage donations.

Chances are, this will become an annual challenge and will grow each year. The need exists and we have the opportunity to address that need with one of our best Broker branded items, the ever famous "Bipper Blanket".

Just a few things our members have told us they value most about IBANB and their membership in the association:

IBANB has asked and we have heard the answers...what are some of the things that our association members value the most about being members..?

- IBANB offers top notch education and training, and are always working to deliver the best and most accessible ways to gain industry knowledge and become the best brokers possible.
- They offer a united voice and provide strength in numbers when it comes to both political and Broker partner relations.

- The Association is a great tool for keeping brokers across Canada connected, and up to date with current national matters in other province and regions.
- The events hosted by IBANB and YBN are great ways to add fellowship and networking opportunities to our industry, and they put on a class act every time.

The Association is very happy to get this feedback and ask that you let us know how we can better serve our members and offer more value to what Brokers receive as members. Be sure to follow your association on social media, and connect with them if you have any up and coming events you would like them to attend. ■

You may contact Robert at (506) 432-1550 or via email at rekimball@pearsoninsurance.ca

Bonne année!

Et quelle année ce sera! En effet, 2019 marque le 100e anniversaire de l'ACANB. Je me sens très honoré et heureux de présider l'association cette année. Comme vous l'avez sans doute constaté dernièrement, le personnel de l'ACANB a déjà commencé à en faire la promotion à l'aide du logo ci-dessous et dans les nouvelles qui ont été communiquées aux membres vers la fin décembre 2018.



Le 100e anniversaire de notre association est un événement et une réalisation dont nous devons faire la promotion et tirer le meilleur parti possible. J'y vois des possibilités d'être reconnus à l'échelle nationale au sein de notre industrie et parmi nos homologues provinciaux. Nous avons prévu de nombreuses activités pour souligner l'événement et espérons que plus de courtiers que jamais auparavant y participeront cette année.

C'est aussi avec grand plaisir que nous envisageons l'organisation du Congrès des court-

iers d'assurances de la région de l'Atlantique, dans la belle ville de Moncton! Commencez à susciter de l'enthousiasme pour cet événement en utilisant le mot-clic #aibc2019 pour nous dire si vous avez l'intention d'être des nôtres. Nous sommes ravis d'organiser le congrès cette année, en collaboration avec nos associations soeurs des Maritimes. Compte tenu du succès des modifications apportées l'année dernière, nous espérons favoriser le réseautage, organiser un salon commercial très réussi et des divertissements enlevants en soirée.

Si vous voulez prendre contact avec l'ACANB à propos de cet événement, composez le 506 450 2898 ou envoyez un courriel à ibanb@ibanb.ca.

L'ACANB invite ses membres à relever le défi Bipper Blanket – ENGAGEZ-VOUS!

Le gouvernement fédéral a procédé à un recensement à un moment précis qui donne un aperçu du nombre de sans-logis au Canada. Le compte coordonné a permis de recueillir des renseignements sur les antécédents de chaque personne itinérante (p. ex., s'il s'agit d'un ancien combattant ou d'un Autochtone). Nous avons ainsi appris que presque 2000 personnes au Nouveau-Brunswick vivent dans nos rues et qu'environ 3000 autres utilisent les refuges là où il y en a.

Cette campagne de sensibilisation par l'achat de couvertures est un excellent moyen d'aider des gens de nos communautés, de permettre à nos cabinets de courtage et à nos homologues de bénéficier d'une couverture médiatique positive pour eux-mêmes et pour leurs organismes de bienfaisance et d'entrer en contact avec nos députés locaux. Pour chaque couverture achetée par un cabinet de courtage, l'ACANB verse le même montant pour appuyer la campagne.

Il y a de bonnes chances que ce défi ait lieu annuellement et qu'il prenne de l'essor d'une année à l'autre. Le besoin est réel et nous avons la possibilité d'intervenir grâce à un de nos meilleurs articles de marque des courtiers, la célèbre couverture « **Bipper Blanket** ».

Voici quelques aspects auxquels nos membres attachent le plus d'importance

à propos de leur association et de leur adhésion:

L'ACANB a posé des questions et a entendu les réponses... quels sont les aspects auxquels nos membres attachent le plus d'importance à propos de l'ACANB et de leur adhésion?

- L'ACANB offre des possibilités d'éducation et de formation de premier ordre et s'efforce constamment d'offrir les meilleurs moyens, et les plus accessibles, d'acquérir des connaissances dans notre domaine pour devenir les meilleurs courtiers possible.
- Elle procure un front commun – une seule voix – et la force du nombre dans les rapports politiques et les rapports avec nos courtiers partenaires.
- L'association est un excellent outil pour assurer la connexion entre les courtiers et courtières du pays et les tenir au courant des enjeux nationaux actuels dans les autres provinces et régions.
- Les événements organisés par l'ACANB et le Réseau Jeunes Courtiers sont d'excellents moyens d'ajouter des possibilités de camaraderie et de réseautage au sein de notre industrie, et ils se démarquent toujours par leur grande classe.

L'ACANB est très heureuse de ces commentaires, faites-nous savoir comment nous pouvons mieux vous servir. Suivez-nous sur les médias sociaux et servez-vous-en pour nous faire part d'événements à venir auxquels vous voulez convoquer nos membres. ■

Vous pouvez communiquer avec Robert au 506 432-1550 ou à rekimball@pearsoninsurance.ca

Thank you

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Message from the President IBANS

Working Together...



*Darren Lipsett, BComm, FCIP, CRM
President, IBANS*

As I write this message today, we are well into a harder market cycle. The automobile product is the one that is more challenging in Nova Scotia, and also further afield; but we are also seeing challenges across all lines as we attempt to navigate the waters to profitability. Some product and regulatory changes are needed to adjust to our new realities, but also it is a time where we must educate our clients about their role in the solution, and also work with other stakeholders to ensure we play our part in creating a vibrant, healthy, and sustainable market for consumers. While the conversations will inevitably be more challenging, it is our time to demonstrate an integral part of our value proposition as brokers.

The first thing we can do is educate our clients. Explain to them what is happening around them, what our markets are experiencing, and the mechanics of insurance. It is up to us to communicate these new realities and how they relate to the client level; while at the same time making sure they understand that their coverage is there for them when they need it. It's not a time for scare tactics, propaganda, or negativity; but rather a discussion about the realities of the market and how we will come through them. Will everyone enjoy the conversation? Absolutely not – but our job as brokers is to educate consumers, and advise them on the way forward. A more constructive discussion with clients, and advice on how to navigate the market

together, will serve clients well, and will also put us in a better position long term to achieve our collective business goals. Short term pain for long term gain is what I am hoping for, and I'm sure many of you will agree.


Secondly, we must work together with other stakeholders – our carriers, our regulator, and our elected officials. At recent meetings of the Insurance Brokers' Association of Canada (IBAC), I heard loud and clear from insurers operating across the country, that collaboration and working together will aid us in moving forward. Our voice of the consumer is the perspective we must all share – making sure that we have input into the challenges we face, and also the solutions that will propel us forward. I am pleased to say that in Nova Scotia we have an open dialogue with the IBC Atlantic Committee, the Superintendent's Office, as well as our elected officials. We appreciate their willingness to listen to our concerns, and allow us to be part of the conversation by providing input. I believe we are fortunate in Nova Scotia to have these relationships, and we will continue to cultivate them as we move forward.


Lastly, we must also work together as brokers. While there are many regional differences in product, market representation, results, regulation and governments in Canada; we remain common in our focus on the consumer. We need to learn from each other, share successes and failures, and help each other as we move forward. I am always interested to hear on the challenges in other Provinces and what is being done about it, and happy to share our perspective or experience. We need

to work smarter, not harder; and look for solutions to challenges in common. It's not about bragging rights or who gets credit for various initiatives, but about lending a hand when needed to the benefit of our members and through them, insurance consumers. That's always been our perspective in Nova Scotia, and that's the way we like it.


As we work through 2019 and into 2020, we will be navigating some challenges for sure – just like any other business. We are all on the same team, and like I say we say to kids on our hockey team when they try to take the puck and score on their own unsuccessfully – that hockey gets a whole lot easier and a lot more fun when we are using other teammates, and working together. Let that be our focus as we continue the quest. ■


*You may contact Darren at
(902) 543-7222 or via email at,
darrenlipsett@bridgewaterinsurance.ca.*


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Message from the President IBAN



*Kelly Hickman, B.Comm, BPR, CAIB, CPIB
President, IBAN*

As Newfoundlanders we like to think we're unique in many ways, but coming out of the Insurer CEO presentations at IBAC in January one thing was clear: Auto insurance is a problem across the Country.

In Newfoundland and Labrador (NL), our auto review process began in August 2017 when Government tasked the NL's Board of Commissioners of Public Utilities (PUB) with reporting on the reason for increasing claims costs for private passenger vehicles and taxis; options to reduce those costs; the impact on rates and implications for claimants of introducing a cap on claims for non-economic loss for mild/minor injuries; and the impact on rates of continuing with our \$2,500 deductible or increasing the deductible.

IBAN participated in the review with a presentation and submission to the PUB on how to improve the auto insurance product in our province. We maintained a neutral position, focusing on educating consumers and government about the merits and drawbacks of both a cap and deductible through social media and autoinsurancenl.ca. Our goal is to ensure consumers have choice for their insurance needs, and we've been advocating for an affordable product that offers fair and adequate coverage and is sustainable for the long term.

On January 29th, the PUB released its long-anticipated (180-page) report, which

summarized the review process and findings, but didn't contain any real recommendations.

Did you know:

- Four insurer groups (RSA, INTACT, AVIVA and Cooperators) write about 85% of the auto business in NL;
- At an average premium of \$1123, NL consumers pay 35% more for auto insurance than consumers in the Maritimes. The gap increased from \$14 in 2006 to \$318 in 2017.
- Total private passenger premiums paid from 2012-2016 were not sufficient to cover the costs for this business; the estimated deficiency ranged from 6.8% in 2014 to 16.2% in 2016 and was forecast to be 17% in 2017, or about \$190.
- The higher premiums are primarily associated with higher BI claims costs, which increased by 30% from 2006 to 2017 to \$414 per vehicle in NL, compared with \$277 in NS, \$224 in NB and \$205 in PE.
- BI claims account for 47.4% of total claims cost in NL. BI claims costs are 50% higher in NL than in NS; 85% higher than in NB and 104% higher than in PE.

On February 5th, IBAN joined IBC, the Consumer Advocates and the Campaign (the BI lawyers) in a round table discussion with the Minister of Service NL, the Minister of Justice and a representative of the Premier's Office to determine areas of consensus.

The parties agreed on most of the recommendations, including:

- Mandatory and enhanced accident benefits
- Increased liability limits
- Diagnostic and treatment protocols (the Campaign changed their position and came onside with this)
- Direct Compensation Physical Damage
- The need to address the high number

of uninsured motorists in the province, and

- The need to improve the rate setting process.

As expected, the parties disagreed on a cap vs. deductible. Each party presented their case and an alternative – optional tort – was discussed.

A lot has to happen in the next six weeks for Government to meet its April 1st deadline to have something tabled in the House for debate. In the meantime, IBAN has engaged a social media firm for a six-week campaign to reinforce our message: Drivers in NL deserve a competitive and sustainable auto insurance market.

Be sure to tune in on April 1st. Will it be a cap? A larger deductible? Optional tort? Or something completely unique? Whatever it is, leave it NL to propose its long-debated new auto insurance product on the most light-hearted day of the year. ■

*You may contact Kelly at
(709) 279-3200 x102 or via email at,
kellyhickman@southcoastins.ca.*

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Message from the President IBAPEI



David Cooke, BSc, CAIB
President, IBAPEI

Is there a hard market truly on the horizon? Certainly, the “HM” word is on everybody’s lips. It is being whispered in every corner of our industry. However, I do believe a “hard market” needs to be defined by whether you are the insurance company or the broker. Of course, with the former, we are seeing insurance companies getting off risk, cancelling contracts, hiking premiums, and reducing capacity which has also led us as brokers scrambling to find coverage and capacity for reasonable rates in reaction. Yes, this sounds like a hard market. With respect to the latter, I believe our perspectives are also greatly impacted by the number of insurers we have access to. I do think that what we are currently seeing and forecasting is simply a market correction, normalization, or a price correction. What is going on with Lloyds certainly hasn’t helped and has only added to the chaos. We have been in a “soft market” for almost two decades, two decades of low premiums and in my opinion; we are just going through a correction phase, for a lack of better words. The insurance industry is adjusting to become a “more efficient” industry in all aspects. That being said, there are certain classes of business that are being hit hard across the industry as a whole. Classes such as commercial auto (ie., long-haul trucking), hospitality, residential realty, seafood processing, D&O for profit, etc. are all being impacted. Regardless, I do recognize most signs point to a hardening market. I think it is evident that what the rest of the country is experiencing is very different than what we

are experiencing in Atlantic Canada. However, capacity and capital still exist in the industry and as long as those exist, we are protected.

With all that said, many corners of our industry have been questioning our role and our future as brokers. Whether I am right or wrong in relation to where the market cycle is headed, I truly believe it is paramount for brokerages to ensure that they have access to a large amount of insurers to choose from. We are all well aware that some insurers are shifting their focus on underwriting profits, however, there are others that are went into an “internal” hard market cycle early and are coming out with an appetite. This is why it is important for brokerages to ensure that they have a large selection of insurers as it enables us to truly make sure that any of our clients are accurately represented in the market place, as they should be. Perhaps, much of all of the merger and acquisition activity has added in our capabilities of doing so and has, perhaps, mitigated the effects of the hard market we last experienced. Some say we will never truly experience one again like we did after the World Trade Centers went down. But, regardless if a hard market is on the horizon or not, with every threat comes an opportunity. As stated, our roles in this industry have been questioned for quite some time now and despite all that is going on, it is certainly giving us an opportunity to shine again. We no longer can simply offer advice on coverage. We must truly transform into the role of being risk advisors, asking the tough questions, continuously breaking and forming a new status quo; that is, the very definition of our roles as brokers. We have the knowledge and capabilities to not

only be a trusted advisor to our clients but to also be an indirect business partner, because that is really what our jobs entail. I believe our goals should not only be to ensure all persons of society are capable of rebuilding after disaster but to also make sure we are able to prepare such individuals for what is anticipated. Insurance can only “cover” so much. Perhaps, coverage is not needed in certain areas if the plans to respond could be put in place. If we can have a positive impact on an individuals’ or a businesses’ bottom line, we should shift to insuring that and, not per say, providing coverage. I would like to close my article with some questions, the what and the why. Have you ever tried selling insurance to yourself? What would that look like? What would your response be? Finally, why should it be you? ■

You may contact David at (800) 566-5666 ext. 4826 or via email at, dcooke@cooke.ca



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Are You An Insurance Expert?



*Doug Daley
Vice President of Sales and Marketing,
Kiers Marketing*

People love experts. They want advice from experts. They tell their friends about experts, and often, prefer to buy from experts. It is advantageous for both you and your company to have a large following of people that value your advice and recommendations.

As an insurance broker, you are an expert in the field of insurance. All of your customers see you this way. How many times do you hear the phrase “You’re the expert”? I get it all the time, I’m known as the marketing guy to my customers just like you are known as the insurance person to your customers.

But what about the people who aren’t your customers? The people that are buying insurance online? How can you become a recognized expert in your field outside of your current customer base? It may be easier than you think.

One easy way is to start a monthly email that offers advice that the reader can’t get anywhere else but from an industry expert. Advice like insider tips for buying the right insurance, what to look for when getting a quote, etc. Start an opt-in list of customers and watch it grow. You can post the same tips on your Facebook page and Twitter to help it spread quickly. You can use a web-based email program like Constant Contact, which is easy to use, very cost effective and very flexible. Also, put

a link on your website for anyone who wants to receive these tips. It works.

Another good idea is to approach the local media outlets and offer to write a weekly column, or offer to be interviewed when your industry is in the news. You could even do a “ask the insurance guy” feature in your local paper or radio station. One of the most successful maritime experts was Pete Luckett of Pete’s Frootique. His weekly tip aired on CTV for many years and positioned him as the foremost expert on fruit and vegetables in the region. Does he know any more about produce than the produce manager at your local grocery store? Probably not. But he did the work to position himself as an expert in his field (no pun intended).

Pete was also on TV, which helped because the audience not only heard and saw him, he got to show them what he was talking about. So why not start a YouTube Channel and do videos of your tips yourself. Today’s digital technology makes it quite easy and cost effective to do this.

Another great way is to offer to speak at a Chamber of Commerce or Service Club event or conference. If a trade show is looking for speakers to talk about your industry, jump at the opportunity, but make sure you are prepared. You don’t want a golden opportunity to backfire on you.

Positioning yourself as an industry expert won’t happen overnight. You have to work hard at it and look at multiple ways to get your name to the forefront of the buying public. ■

Doug Daley is the Marketing Guy with Kiers Marketing in Fredericton. Doug can be reached at ddaley@kiers.com or by visiting www.kiers.com.



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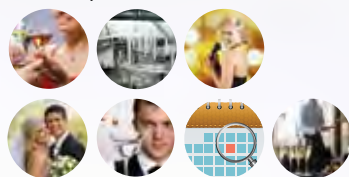


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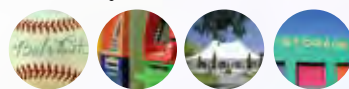
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IBANB CEO Report



*Andrew McNair, CAIB, CAE
Chief Executive Officer, IBANB*

More often than not, I find myself writing about CHANGE. This may be due to the fact that change continues to happen faster and faster. It could be due to technology quickly evolving; a changing economic environment, consumer demand...or most likely, due to a combination of all of these and plenty of other things. We all know that change is inevitable in anything we do, but what we choose to do about change or how we adapt to, or make change is entirely up to us!

New Brunswick brokers continue to do a great job of ensuring the longevity of the broker distribution channel. This doesn't happen by chance. It happens through hard work and determination. Continuing to educate consumers on what a broker brings to the table when shopping for insurance products and ensuring that what is promised is delivered. The broker value proposition is one that will always be important to consumers. However, brokers need to continue to evolve and continue to adapt to make sure that the value proposition that they bring to the table is relevant in the consumer's eye! The current Insurance Brokers Association of New Brunswick (IBANB) strategic plan includes five main pillars of focus: Member Relations; Government Relations; Broker Education; Consumer Education; and Governance Practices. These five areas of focus continue to be the foundation of what IBANB has been built on; however continue to evolve so that we can ensure we, as an association, remain relevant to our members, consumers, industry partners, and our elected officials.

As the market hardens and consumers are looking for answers...I would argue that there has never been a better time to be, or use, a broker!! Yes, brokers will (and are) need to work harder to find the right solution for their customers but that is why consumers look to brokers for answers. Take the time to talk to staff and customers about how best to understand the changing marketplace and embrace the opportunity to shine and prove how valuable the broker value proposition really is!!

As the IBANB board digs into the challenges ahead and works towards completing the tasks that they face from the strategic plan, I would be remiss if I didn't take the opportunity to thank each and every one of them. When a broker 'signs up' to volunteer on the board of IBANB, or any volunteer board for that matter, they have committed to working to make things better for all brokers... that includes competing brokers. Working 'for the greater good' takes a tremendous amount of dedication and time away from their own offices as well as family and friends at times. By the time someone moves through the entire board if they so choose (from director through to Chair) they would have volunteered for a minimum of eight years. For these reasons, I say thank you. I would also like to say thank you to the people and businesses that give up, enable and/or give permission to these individuals to volunteer. The families, employers, and clients of brokers sitting on a board such as the IBANB are also contributing to the cause.

As I write this article, we're just digging out from another of the many snowstorms we have had this winter... and we're anticipating more. I often hear people comment on how great it is to not have any snow, or complain-

ing about getting snow. We often forget that there is a large number of people and industries that rely on snow for their livelihood and not just ski hills. Snow removal companies, equipment sales retailers, repair shops, cold weather gear retailers, I could go on. My point? Many of these same people and businesses face ups and downs as a result of change (in weather). The companies which are able to adapt quickly and find ways to ensure that they continue to remain relevant will always be around. In fact, I recall seeing a snow removal company developing a mobile app so that you could get your driveway plowed (think 'uber for snow removal'). Brilliant!

One of the next changes that will be happening as you read this will be the change from winter to spring...embrace it, accept it, and adapt to it...you will survive! ■

Andrew may be reached at (506) 450-2898 or via email at amcnair@nbinsurancebrokers.ca.

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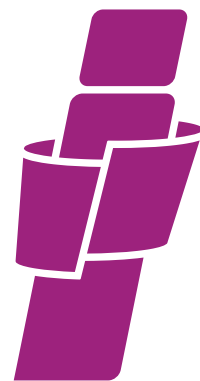
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Over the past 30 years our iconic logo has become a symbol for insurance brokers that conveys trust, security and integrity. We are pleased to introduce its evolution; updated to resonate in the digital age. Watch for it as part of our exciting new advertising campaign, "Before The Quote", launching this fall.

Au cours des 30 dernières années, notre logo emblématique s'est transformé en symbole pour les courtiers d'assurances. Il est synonyme de confiance, de sécurité et d'intégrité. Aujourd'hui, nous avons le plaisir de vous le présenter modernisé, bien branché sur l'âge du numérique. Soyez à l'affût! Vous le verrez dans « On se calme! », notre passionnante campagne de publicité qui s'amorce cet automne.



IBANB Young Broker Network



*Jeff Daniels BCom, CAIB
Chair, New Brunswick YBN*

Why is Effective Networking Is Now More Critical than Ever?

Whether you are looking for a promotion within your brokerage, looking to create job security, or interested in building new client relationships for your business, networking is now more important than ever.

While YBN are true believers in continually nurturing and building relationships, it's not just for when we're experiencing tough times. Today's challenging insurance industry underscores the need to consistently put your energy and strategies into the fine art of networking; that's where YBN comes in!

The relationships we continually build and nurture with consumers over time are the ones that are there for us no matter what - because we have been there for them. Even though we live in a high-tech world, we need to think in terms of "touch points."

Ask yourself: "How often do I touch base, to share a renewal or simply say thank you, to consumers? What actions can I take to stay on their radar without them actually having an insurance claim?"

Be creative as you think of ways to take care of the people with whom you have worked hard to build trust and advocacy. This goes back to delivering the type of service and value that is priceless. It is going the extra mile and taking the "high road" as I like to call it.

Follow my simple "I.N.C.E.N.T.I.V.E" system (ok, maybe not mine originally, but certainly one I've used throughout my career with the GTI Group), outlined below, to create your own "networking everyday life model" to continual success.

I Be truly interested in others. Do this with sincerity and Integrity. No one likes a phony.

N Nurture your relationships through knowledge acquired over time. I have a list of many topics that I use to get to know people. Here are some examples:

- Birthday
- Vacation Spots
- Kids
- Pets
- Special holidays
- Job promotions/moves
- Professional Organizations

C Connect and communicate in an ongoing way - not just when you want something or your consumer has a claim. Continually create value for your relationships. I always ask my contacts, "What is your preferred method of communication?" This shows that you are really listening to them, which too often is a forgotten art.

E Execute. Quite simply, do what you say you will do. Too often, after all, is said and done, much more is said than done. Under-promise and over-deliver.

Take the time to follow up on everything that you say you will do and surprise and delight people by doing so.

N Network! To me, the word "network" is huge and means many things. I say that "networking" is part of the "S" factor: sometimes it is strategic and structured for the events you attend—so be prepared.

T Trust is the key to any relation-

ship in good and bad times. Work hard to continually build trust with your relationships, which takes Time. Talk less and listen more; you'll learn a lot. Remember, we have two ears, but only one mouth!

I Take the Initiative to reach out and connect with people. If we wait for someone to call or e-mail or meet with us, we might wait a long time. Of course, as we build and develop these relationships, true Integrity is key.

V Continually create Value with those in your life. What are you delivering to them that make you stand out? Make sure you let those people know how important they are to you. Be visible and make sure they can easily find you so you will be there when they need you.

E Energy and Enthusiasm are essential keys to continue building relationships that last. Take care of yourself so your energy can remain high. Plan and prepare for each day by setting goals and by measuring how well you attain them.

Live life with a "networking eye and ear" and more opportunities will present themselves to you. You'll find that the more you give to others, as you incorporate the "everyday networking model" into your life, the more successful you will become. ■

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IBANS Young Broker Network



*Zach Armstrong, CAIB
Chair, Nova Scotia YBN*

What is value?

We all receive the daily call “I’m looking for a cheaper price on my insurance”. Of course price is important, but is that really the reason for their call? I say they are looking for value, not just price. Well isn’t that the same thing? No, price is dollar & cents where as value is giving them something for their money. For the first time in years, we are getting phone calls from people that have been with the same insurance provider for 10+ years. If all they cared about was price wouldn’t they be shopping every year? I believe clients are looking for value.

As you go through the quoting process with the client it’s important to listen to what they are saying to you. I’m not just talking about what kind of car they have, and how many drivers are in the household: I’m talking about listening to their story. Often it isn’t just that their premium went up, but that their current carrier isn’t listening to them. I hear “I just paid my bill every year, and I feel I was being taken for granted” or “I asked why my price went up, and they just told me everyone rates went up” as well as “Every time I call, I get someone different”. Yeah sure, price may have been the straw that broke the camel’s back but more often than not, there is more to the story.

Active listening can be the difference from a machine giving a price, and a broker closing the sale. Maybe a couple with varying driving histories would like to drive each

other’s vehicles because it would be much easier on family trips. Well wouldn’t there be value if we could offer them products so they can do that? What if we have a widow that has never had to deal with their finances? Is there value in them dealing with someone they trust? How about the client that has been kicked to the side by direct writers? I believe if we focus on price, the client will focus on price. As fast as they come in the door on price they will be out the door.

If this hardening market has taught us anything, it’s that we aren’t always going to have the lowest price. I feel that by giving clients true value by listening to their needs we will build long term relationships that we can ride through the good times, and bad. To be clear I’m not saying let’s not be progressive with technology, and embrace new ideas. What I’m saying is let’s use those tools to deliver a better client experience, not to turn our clients into a number.

Sending e-docs to a client that still hasn’t figured out where the power button is on her computer isn’t giving her value, but sending them to the tech savvy young professional that hasn’t checked their mail because they still use their parents mailing address that they haven’t lived at in 15 years is. We have the ability to compare prices, and coverages for most of the market place in minutes. We have the education to compare, and contrast them, and have the technology to deliver in a format that suits the client’s needs. Seems to me we have a lot of value to offer.

YBN Committee Update

2019 is shaping up to be an exciting year for the Nova Scotia YBN as our new committee has really hit its stride. Our curling event was another great success this year with all skill levels taking part and on full display. Our curling event provides an

excellent opportunity for brokers to get to know their company partners on a more personal level and making friendships that will last a lifetime. It’s great to get out, and have a few laughs at both your own, and other people’s expense. This spring we will be hosting our 14th annual IBANS golf tournament; this will be our 4th year at Oakfield Golf Club. Over the last two years we have raised over \$2500 for the Phoenix Youth House with the support of our company partners. We hope that this will be our best year to date.

As we all know technology is going to be a big part of the future of our industry, and the YBN is no exception. We are working hard to come out with new, relevant content. Please take a minute to follow us on Facebook YBN-Nova Scotia Young Broker Network. That is the best way to follow our events, and informative content. ■

You may contact Zach at (902) 462-1122 or via email at, ZachArmstrong@aamunro.com



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IBANS/IBAN Professional Development Report

What's New at IBANS/IBAN



*Keri Foley, BTHM, CAIB
IBANS/IBAN Professional Development &
Marketing Coordinator*

Exam Preparation – Strategies for Reducing Anxiety

In January 2019, IBANS held a webinar on how to challenge unhealthy thoughts around writing an exam, and alleviating anxiety. For years, as the Professional Development Coordinator for IBANS I have heard stories from students who completely froze during the exam. “I knew the material cold”, they would say, but when it came time to answer the questions, “my mind went blank and my heart began to race”. The same story over and over, with some small differences, but the same overlying problem – exam anxiety.

Since exam anxiety does not just pertain to Nova Scotia students, the webinar was opened to other Associations in the Atlantic Region. Thanks to a recommendation from our monthly Soft Skills presenter, Heather Peters, Knightsbridge Robertson Surette, I was able to secure Dana Warren, DMW Coaching to instruct the webinar. Dana is based in St. John's, NL and provided our members with several helpful tips to help reduce not only exam anxiety, but anxiety in general.

Dana provided us with uplifting videos, positive self statements, instructions on how to relieve tension, and even guided us through a breathing technique. Here are a few take aways from Dana's session:

- Show up to the exam well prepared – no cramming

- Space out studying over days or weeks and consistently review material, again, no cramming!
- Show up early – walking into the exam room late only creates more anxiety
- The Basics: Go to bed early the night before, eat a healthy breakfast, and keep your spirits lifted
- Read directions carefully, write down important facts first, and pace yourself
- And probably the most important: STAY RELAXED. If you feel anxiety creeping in, take a few deep breaths and slowly relax yourself, then get back to the task at hand.

During the session Dana reminded participants that absolutely everyone feels anxious or nervous at some point in their life, the key is to not allow anxiety drive the bus of your life and keep you from moving forward.

Thank you to everyone who participated and provided such overwhelming gratitude for the session. IBANS will be looking at potentially offering this webinar on a yearly basis, as the positive feedback was tremendous, and the suggestions and tips were practical and easy to implement.

Evening Classes/Immersion

There has been a great uptake for our latest CAIB offerings. We are running CAIB 4 evening classes in St. John's NL, and a CAIB 4 immersion in Halifax, which sold out months ago.

Nova Scotia will also host a CAIB 3 immersion in June which has almost sold out after the first week of announcing the classes.

We are lucky to have such great instructors in both provinces – Elizabeth Babineau, in NL and Richard Bishop in NS.

Soft Skills Series

Our ever-popular Soft Skills Series, sponsored by IBANS Platinum Sponsor, Economical Insurance is back for the winter/spring sessions. These two-part webinars are offered monthly by Heather Peters,

Knightsbridge Robertson Surette. Topics include: Time Management & Effective Meetings, Enhancing Your Career and Personal Development, Effective Negotiations and Working Effectively with all the Generations.

Education Day

On May 23, IBANS will host our first ever Education Day! Sponsored by Economical Insurance, this day will be filled with various topics and speakers geared at educating our member brokers. Our Professional Development Committee is hard at work planning and developing a schedule for this day.

Changes to Education Procedures

They say a change is always good, and we agree! That's why we are changing our education procedures regarding registrations and deferrals to make these processes more user friendly. Visit ibans.com to check them out!

IBANS Turns 70!

We are proud to celebrate 70 great years of memories in 2019. To mark this milestone, our Public Relations Committee has decided to celebrate our anniversary through social media. IBANS will post photos from the last 70 years to our Twitter, Facebook and Instagram accounts, and we have also invited members to share their memories as well using the hashtag #IbansTurns70

Auto Review – NL

News of the NL's Board of Commissioners of Public Utilities (PUB) report has just been released in NL and our Board is pleased that the government are consumer centric in their approach. ■

You may contact Keri at (902) 876-0526 or via email at, keri@ibans.com, keri@iban.ca.



IBANB Professional Development Report

Only 2% of People Can Multitask Successfully!



Becci Taylor, BBA
IBANB Marketing and Program Coordinator

Do you pride yourself on multitasking? Chances are you'll check your phone or flick off a quick email while you read this. You're getting things done, right? Are you really present during a meeting of the minds? I'm sure, some of you reading this said yes to all of the above, brushed off your shoulders, and sat a little taller in your seats...

Wrong.

Research now shows that multitasking - hailed in our uber-busy culture as an essential skill you should master, or face being left behind - achieves far less than you think.

Despite the numerous gadgets and apps that help us get through our days, research suggests that only 2% of people can multitask effectively. As for the remaining 98%? They're actually lessening their productivity without even realizing it.

A recent study in the journal *Science*, tackled this issue by examining just how the human brain handles multiple simultaneous activities. Research suggests that when a person performs a single task, the goal-oriented areas of both frontal lobes work to engage the task together. When an additional task is added, the two lobes divide responsibility and each hemisphere focuses on its own objective. While our two lobes can work collaboratively to accomplish an independent task, they must divide to accomplish anything more fragmented.

With just two frontal lobes at our disposal, however, humans cannot simultaneously handle more than two unique tasks. When a third task is thrown into the mix, the brain has no choice but to replace one of the initial undertakings.

Real multitasking is only possible when one task is automated, such as listening to music while driving, or when we are using different parts of the brain, for example eating and talking. As for most of what we call multitasking, here are five truths:

- It is actually task switching, or continuous partial attention. Our brains are "not wired to multitask well," says Earl Miller, a professor in Neuroscience at MIT. "When people think they're multitasking, they're actually just switching from one task to another very rapidly. And every time they do, there's a cognitive cost in doing so."
- It wastes your time. As we shift from one task to another in quick succession, the transition is not fast, smooth or efficient - we need 20-40% more time to complete a complex task than if it were done uninterrupted. And it is exhausting.
- It lowers your productivity. Research by the University of London showed that participants who multitasked while performing cognitive tasks saw their IQ levels drop, as much as after missing a night's sleep or smoking marijuana.
- It increases your stress. We become more anxious as multitasking pushes up the levels of the stress hormone; cortisol.
- It's addictive. Each time we complete a small task such as opening an email or replying to a message, dopamine - the feel-good hormone - is released and we want more of it. This creates a dangerous illusion that we are achieving a lot, whereas in reality we are wasting time and fuelling what for many becomes a neural addiction. A McKinsey study found that employees spend 28% of their workweek checking emails.

So, what is the answer? Our brains function best when we focus on a specific task, known as mono-tasking or uni-tasking. To become better at this:

Switch off distractions. When you need to focus on an important task, set yourself up for success. Silence your phone, turn off notifications and close all web browsers on your laptop.

Organize your workspace. Clear your desk from anything that will nag at your subconscious, from piles of discarded paperwork to unimportant tasks lurking at the bottom of your in-tray. Remove those fun tasks that will help with the cortisone levels...

Have a place to note ideas. Keep a notebook or app handy where you can jot down ideas that pop up while you are working, so they won't hover at the back of your mind.

Play to your strengths. Become aware of when you are most effective during the day and maximize these times.

Prioritize tasks. Don't jump into a new action - add it to your task list and then decide when you will do it. Bunch similar tasks together and schedule slots for them, such as checking emails only at certain points in the day.

Portion your day. Choose the most important task on your list and spend at least 20 minutes of complete focus on it. At the end of this time, decide whether to continue or do something different for the next 20 minutes.

Move regularly. In between portions, stretch and breathe. After an hour or so, get up and do something completely different - being hunched over a computer for extended periods depletes us. Moving helps us to feel more active and alert; try to achieve 10,000 steps a day.

Reboot yourself. As much as our focus is on our customers, for us to be running on all cylinders, we must look after ourselves.

Jon Hamilton (April 15, 2010) Multitasking Brain Divides and Conquers, *To A Point*. Retrieved from <https://www.npr.org/templates/story/story.php?storyId=126018694?storyId=126018694> ■

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Viewpoint



*Gina McFetridge
Chair of the IBAC Technology Committee*

IBAC Technology Kick-Off Event

On January 29th, 2019, the Insurance Brokers Association of Canada (IBAC) launched the next phase of the IBAC Data Exchange Project. Chris Floyd, President of IBAC, set the strategic direction for insurance brokers across Canada, observing that serving the modern digital consumer can only be accomplished with efficient and accurate data exchange between insurance companies, broker management systems (BMS) and brokers. Mr. Floyd called for cooperation and the sharing of intellectual property (IP) where practical and reminded software vendors and insurers that over 38,000 brokers are watching for meaningful progress.

Addressing a capacity crowd of insurers, vendors and brokers from across Canada, Kim Opheim, IBAC's lead on Broker Innovation and Technology, outlined the data exchange problems facing today's broker. These include multi-step and error prone policy changes and time-wasting double entry processes that continue to drag transaction efficiencies down. In addition, portals that take brokers out of their management systems contribute to inefficient workflows and the high cost of training frontline staff on a multiple systems.

Today, data transmission capabilities are

no longer seen to be a competitive advantage; exchanging data between trading partners efficiently and seamlessly is table stakes in today's digitized world. Building on that perspective, what is required now is for all stakeholders to move quickly on data exchange projects and achieve a critical mass of adoption. The best way to accomplish this is through collaboration and the sharing of expertise.

To operationalize this concept, IBAC is establishing the Data Exchange Working Group - an industry-wide partnership comprised of brokers, vendors, and industry stakeholders that will work towards the development and use of a new Reusable Data Services (RDS) Library and Testing Facility.

What's different about IBAC's Data Exchange project is the sharing of reusable services between trading partners. Instead of individual vendors and insurers reinventing the wheel over and over again, a single insurer and vendor partner will work together to develop a transaction such as First Notice of Loss (FNOL) or New Business. This transaction will then be placed in a 'reusable services library' accessible by other CSIO member insurers and vendors to use in their own environments.

With demonstrated success and accelerated output, momentum will grow toward widespread contribution and utilization of the Reusable Data Services Library, further advancing real-time connectivity across the industry.

At the Kick-off Event, I had the opportunity to moderate an insurance carrier panel discussion. When asked about sharing reusable services, the panelists were quick to point out that this isn't about sharing insurers' secret sauce. It is about sharing end-point connectivity and standard insurance transactions between insurers and broker management systems.

Participants on the vendor panel, moderated by Catherine Smola, CEO of CSIO, affirmed their commitment to Data Exchange Principles and the RDS concept.

They also pointed out that reusable services are working now and suggested that insurers should avoid building proprietary API's. A special guest at the event, Lynne Von Wistinghausen, VP Technology and Operations at Marsh Canada emphasized the need to change the client experience, reflecting that there is a direct correlation between ease of doing business and growth.

Peter Braid, IBAC CEO, concluded the Kick-off Event with a call to action. "With IBAC's convening power to bring partners together to develop solutions, we can achieve increased adoption of CSIO standards and significantly enhance broker-insurer connectivity," said Braid. "What's been missing in the past is the will of industry participants. Today we clearly heard that the will now exists. Let's seize the momentum and move forward together." ■

You may contact Gina at (902) 477-2511 or via email at, gina@archwayinsurance.ca.



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How AI is Transforming the P&C Insurance Industry



Catherine Smola, President & CEO, CSIO

The alarm on your smartphone marks the start to a new day. You ask Alexa to play music suggested for you and glance at your Fitbit data from yesterday. While the coffee's brewing you scan the news – curated for you, on your smartphone. You settle into your favourite chair to quickly answer a few emails and schedule appointments using your Google Assistant app.

Before you've finished your first cup of coffee you've used Artificial Intelligence (AI) 10 or more times.

It's no wonder consumers today expect insurance to offer the customization and ease that AI brings to so many other interactions.

And the demand is going to grow as technology changes drastically in the next decade.

By 2020 over 20.4 billion "things" will be "connected". A recent McKinsey report states that by 2025, buildings constructed with 3D-printed components may be a reality. By 2030, 25% of cars on the road could be self-driving. Within a decade, we could be using autonomous farming equipment and enhanced surgical robots.

AI's impact to insurance will be – yet another – revolution

According to McKinsey, AI will take insurance from a current state of "detect and repair" to "predict and prevent", transforming every aspect of the industry in the process. "It will shift risk pools, change customer expectations, enable new products and channels".

This newest revolution is already underway

In fact, insurance companies are already using AI. While it's typically back office usage, it's quickly moving to the forefront of experiences. Insurers are using drones and apps to assess damage and streamline claims. They are relying less on tables and trends and assessing real risk using telematics to tie actual driving habits to risk – and then to rates. Interactions are changing, thanks to chatbots that assist customers and digital coaches that walk brokers through new products.

Endless data means endless opportunities for personalized experiences

All of these connections create a treasure trove of data about each of us. While there's far too much data for humans to make sense of, it's just what AI needs to "get to know" each of us and create a profile of our health, habits, and preferences.

There are a lot of advantages for brokers:

- You'll have data that allows you to know your clients – and even your prospects - and really understand their needs, even if you only see them once a year.
- You'll spend more time on building relationships and less time on paperwork and prospecting that can be automated effectively with AI.
- Your customers' experience will be enhanced through AI that efficiently takes care of routine customer service tasks.

Consumer benefits include:

- Truly personalized products, with pricing based on how safe or risky each person's behavior is, rather than general aggregated data.
- Telematics and other connected devices will provide the data to recommend the right product bundle, at the right cost. And it will adjust as their lives change.
- Claims that are less time-consuming and more convenient.

- A smartphone app can send pictures of damage to a vehicle, for instance. Rather than a manual, in-person inspection, AI will inspect and pay out a claim. And AI will keep track of all claims data, making it faster and easier to spot anomalies.

What it means for the insurance industry

Clearly the pace of change, personalization, product categories and pricing are all going to increase rapidly. Relationships will change, but with the added bonus of depth and knowledge in our interactions. The ability to analyze the influx of data will bring the benefits of AI to consumers, brokers and carriers sooner rather than later.

Technology is only part of the solution. Working together is going to be the key to adopting AI in insurance. The exponential increase in data across devices and platforms is going to make data standards and coordinated projects ever more important for anybody with a role in this industry.

Companies like Element AI, a CSIO member, are rapidly bringing AI to insurance solutions. Recently named one of the fastest growing Canadian tech companies, Element AI was founded in 2016 by entrepreneur Jean-François Gagné and world-renowned deep learning pioneer Yoshua Bengio. Its vision is to partner with academic and business communities to turn collaborative research into products that solve real world problems. Charles Dugas, Head of Insurance of Element AI will be the keynote speaker at CSIO's 2019 Members' Meeting on April 16 looking at how AI is reshaping the insurance landscape and how organizations can build future systems based on their current needs. ■

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The Impact of Climate Change on Insurance

Avoiding an Insurance Storm

By Kyla Russell and Gregory Hardy

Living in Atlantic Canada, winter is one of the best seasons to see the impact of climate change—warmer winter temperatures, more rain, and less snow than years past. The change in weather patterns, environmental impact, and the effect on property makes one wonder—is the insurance industry ready to deal with the effects that climate change brings? Are your clients fully insured to the extent they can be insured to deal with the challenges that climate change causes?

How climate change impacts insurance consumers

Insurance brokers and agents may at first be perplexed as to how climate change can impact on insurance; however, a moment of reflection makes it clear that climate change can result in increased claims—the number of claims and the value of claims. When one looks at the effects of climate change, it logically follows that there will be a greater number of claims for property damage that is brought about by storm surges, higher winds, increased flooding, and erosion, especially where many Atlantic Canadian communities and properties are located along water. Furthermore, these claims are likely to be of higher value due to the damage caused by the increased intensity of these weather events. Urban areas are also likely to see increased claims, because outdated infrastructure cannot handle the effects of the storms we are currently seeing. As one example, the water system infrastructure in Halifax is over 100 years old. It's old and now the well-aged infrastructure makes properties vulnerable.

Properties are also now more vulnerable by the impact of repeated storms. Where a building may stand through many storms, there may be that one storm that causes a building to collapse. Such an event may trigger not only a claim against the building's owner, but also claims against the developer, the architect or engineer, or the construction company if consideration was not given to extreme weather and the impact of that weather when designing and constructing the building. These claims may be novel claims or subrogated. Even if these claims are subrogated, property own-

ers are first going to look at their insurance for coverage for the damage.

Climate change and insurance policies

Insurance policies that are in place and that have been in place for years may no longer be suitable for the needs of the insurance consumer. Policies may not include the insurance necessary to cover claims that are brought about by climate change. For example, homeowners' policies or CGL policies may not have coverage for pollution brought about by increased water, flooding, and run-off. Whether such coverage exists and benefits your clients is one example of a conversation to have with your clients, so they are aware of their options. Pollution coverage may not have been a concern for insurance consumers in the past, because the risk was minimal to non-existent, but it may now be a greater concern.

Similar consideration should also be given to other forms of coverage, not just coverage for property claims. Business interruption insurance may need to be discussed with business owners who have never considered it before because they didn't see the need. With increased weather events, we have seen increased power outages that have started earlier and lasted longer. These outages can have a potentially significant impact on business with not only loss of product, but with businesses having to be shut down for days because of the aftereffects of a storm. Other aftereffects of a storm can be the lack of access to businesses because of road damage and road closures due to flooding.

Improved coverage assists insurers

While it may not be possible to ensure adequate coverage for every scenario and even with coverage in place, and even if some claims may be denied, working to help place the best possible coverage helps not only your clients, but also insurers. Even without proper and sufficient coverage, clients will seek to make a claim under their existing policy; thus, requiring insurers to look at whether coverage can be extended under that policy and its wording.

If there is a question as to whether coverage

is available, the insurer will have to retain coverage counsel to obtain an opinion and possibly, if coverage is denied, an action will result. Placing proper coverage in the first place helps eliminate these challenges further on in a claim. It's not only about addressing a client's immediate insurance needs, but it's also about looking ahead at what happens if the insured makes a claim. Furthermore, placing appropriate coverage for a client helps underwriters assess risk and adjust premiums accordingly.

A Final Word

Climate change is not an unknown entity. We see it happening and we see its effect with intense, prolonged storms and weather events. In recent years, we have seen the substantial damage caused by storm surges, flooding, and sustained winds. Talking about climate change and its impact on insurance is not a theoretical conversation. As policies come up for renewal or clients call in to make changes to their policy, take the time to talk to them, explain how the impact we see with climate change can affect them, and review their insurance needs with them to ensure they are as adequately, properly and sufficiently covered. ■

Kyla Russell and Gregory Hardy are lawyers at C3 Legal Inc. C3 Legal Inc. is a modern insurance defence law firm that takes a fresh look at services for the industry.

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Addressing Problems in the Atlantic Auto Insurance Marketplace

Solutions begin with listening



Amanda Dean
Vice President, Atlantic,
Insurance Bureau of Canada

With auto insurance in Atlantic Canada, just about everyone has problems. Insurers have problems because of cost pressures on the claims side. Brokers have problems because they are on the front-line delivering a product that, in a growing number of cases, is not serving their customers. Customers are facing problems with affordability, accessibility and availability.

Step 1 in solving these problems? Listen. Listen to gain a full understanding of the issues from everyone's perspective.

This is precisely what Insurance Bureau of Canada (IBC) has been doing. We recently reached out to the brokers associations in Atlantic Canada to explore their top-three concerns. Almost in unison, they centred on private passenger auto insurance and the need for reform. Their perspectives mirrored the concerns of IBC members, many of whom are Atlantic Canada's private passenger auto insurers.

Here are IBC's follow-up actions based on what we heard from Atlantic Canada brokers.

Newfoundland and Labrador (NL)

IBC participated in 16 days of NL's Board of Commissioners of Public Utilities (PUB) public hearings. To those decision-makers, IBC proposed:

- A \$5,000 cap on general damages payouts to those with minor injuries (with adjustments for inflation)
- Clarity on the definitions of sprains, strains and whiplash injuries as well as non-serious psychological and physical ramifications of those minor injuries
- Enhanced accident benefits that are mandatory. These would include medical and rehabilitation benefits to a limit of \$50,000 and disability income of up to \$250 a week
- Treatment protocols that are science-based and pre-approved
- The repair or replacement of damaged vehicles by transferring to a model of direct compensation for property damage (DCPD)
- Rate regulation reform that includes flex filing (as opposed to the use-and-file option), and removes cost and red tape from the system, promises to attract more insurers to the marketplace.

At the end of January, the PUB released its report, which summarizes the public hearings including the many submissions from organizations, drivers and the broker community.

The report supports IBC's position and points to significant shortfalls in the current auto insurance system. Without major changes, the high premiums that NL drivers pay will continue to drain their pocketbooks. Collaboration with the broker community, along with consumer support, is empowering IBC as we press for change.

Nova Scotia

Deteriorating underwriting results in Nova Scotia have led the province's brokers to cite availability as an emerging issue in auto insurance.

IBC is working to address this problem by amplifying our call for the government to conduct the mandated seven-year review of the system. We are pressing for a focus on needed reform to rate regulation and claims payouts to those suffering minor injuries. IBC is working closely with the government to ensure that consumer and industry viewpoints have a fair hearing in the government's decision-making process. In this case, too, listening will be key.

As in past system reviews, we recommend a closed-claim study to produce the facts, the foundation for change.

New Brunswick

While government decision-makers in New Brunswick need to listen to all auto insurance stakeholders – namely brokers, insurers and most of all consumers – it is just as important for us to remember. Remembering the insurance crisis of 2003 will inspire us to pay close attention to emerging issues of product availability. That's when the government and the industry paid attention to consumers who were struggling to pay the rising insurance premiums. Reforms that placed a cap on awards for pain and suffering resulting from minor injuries translated into reductions in average annual premiums from \$1,239 in 2003 to \$783 in 2017. Today average written premiums in New Brunswick are almost 34% lower than they were in the early 2000s.

IBC is committed to working with the government and with brokers to maintain a marketplace in which consumers benefit from choice and increased competition. We have begun this process because we have listened and remembered.

Prince Edward Island (P.E.I.)

The brokers of P.E.I. noted a problem that resonates with insurers from coast to coast – the high cost of towing and storage. IBC is working to see how it can effect change on this issue to ensure that policyholders and insurers are treated and charged fairly.

Driver distraction causing injury and death

Brokers in every jurisdiction in Atlantic Canada agree: We need to change the culture. Through education campaigns, and effective partnerships with law enforcement and government, IBC seeks to make distracted driving socially unacceptable.

Our industry has already made strides in improving road safety. IBC was instrumental in the creation of seatbelt legislation across the country, and we pushed for changes in attitudes related to drinking and driving. Today it's poor form to brag about driving under the influence.

Now, with the broker community at our side, IBC will push for tougher enforcement of anti-distracted driving laws.

This positioning will help save the lives of our most important stakeholder – our customers. ■

Amanda may be reached at (902) 429-2730 ext. 225 or via email at, adean@ibc.ca.



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MARCH

21	YBNL Trivia Night	St. John's, NL
27	IBANB Fundamentals of Insurance exam	Fredericton, NB
28	PowerTalks Presents: "The Confident Communicator"	Webinar/Seminar

APRIL

1-30	Insurance Broker Month	Nova Scotia
4	IBANS Graduation & Aspire Awards	Halifax, NS
9	IBC Liaison Meeting	Fredericton, NB
17	IBANS MLA Reception	Halifax, NS
17	PowerTalk: "Cyber Security"	Webinar/Seminar
17	IBAC BIP Meeting	Toronto, ON
24	IBANB Fundamentals of Insurance exam	Fredericton, NB
25	IBANB CAIB 3 Immersion	Fredericton, NB
25	IBANB Board Meeting	Fredericton, NB
25	IBANB Convocation and Awards Gala	Fredericton, NB
25	IBANB MLA Dinner	Fredericton, NB
25	IBANB CAIB 1 Immersion	Fredericton, NB
26	IBANB Insurer Forum	Fredericton, NB
30	IBANB CAIB 3 Immersion	Fredericton, NB

MAY

1	National CAIB/CPIB exams	various locations
23	IBANS Education Day, sponsored by Economical	Halifax, NS
26-27	IBAC Board of Directors Meeting	Ottawa, ON
28	Hill Day	Ottawa, ON
29	IBANB Fundamentals of Insurance exam	Fredericton, NB

JUNE

3-8	IBANS CAIB 3 Immersion	Halifax, NS
12-13	YBNL Symposium & Golf Tournament	St. John's, NL
21	IBANS Golf Tournament	Oakfield, NS
26	IBANB Fundamentals of Insurance exam	Fredericton, NB

JULY

3	National CAIB/CPIB exams	various locations
31	IBANB Fundamentals of Insurance exam	Fredericton, NB

AUGUST

21	IBANB Golf Tournament	Sussex, NB
28	IBANB Fundamentals of Insurance exam	Fredericton, NB

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