

EAST COAST INSURANCE BROKER



**ATLANTIC INSURANCE
BROKERS CONVENTION
SPECIAL!**

**insurance
brokers**
association of
new brunswick



association des
courtiers
d'assurances
du nouveau-brunswick

Insurance Brokers Association of NL
iban

Insurance Brokers Association of Nova Scotia
ibans

IBAPEI
Insurance Brokers Association
of Prince Edward Island



CONTENTS

ATLANTIC INSURANCE BROKER CONVENTION	03
IBAC PRESIDENT VIEWPOINT	07
A MONTH NOT TO FORE-GET	08
EVERYONE SHOULD CONNECT WITH THEIR MLA....	10
THE VALUE OF PROFESSIONAL RELATIONSHIPS...	12
PORTAGE MUTUAL CEO SET TO RETIRE	14
IBANS MOONLIGHT PARTY	17
<u>2</u> MESSAGE FROM THE IBANS PRESIDENT	20
MESSAGE FROM THE IBAN PRESIDENT	24
MESSAGE FROM THE IBANB PRESIDENT	25
MESSAGE FROM THE IBAPEI PRESIDENT	28
EMPATHY BASED MARKETING.....	30
MESSAGE FROM CAMGA.....	32
INSURING THE VEHICLE SHARING ECONOMY....	34
REDUCE CONFUSION.....	36
IS MULTITASKING A MYTH?	38
BROAD SCOPE OF THE DUTY TO DEFEND	40
A MATCH MADE IN HEAVEN	42

This magazine was designed, and published by the staff at your Atlantic Associations. Thank you to all our advertisers, and content creators.

The opinions and viewpoints expressed in the Atlantic Insurance Broker may not be those of the Association and its members.

This magazine will continue to be published four times per year.

For advertising sales and deadlines, please reach out to IBANB, at (506) 450-2898, or alternatively email ibanb@nbinsurancebrokers.ca

BACK to the **FUTURE**

AIBC 2022

Hosted by

insurance
brokers
association of
new brunswick



association des
courtiers
d'assurances
du nouveau-brunswick

Insurance Brokers Association of NL
iban

Insurance Brokers Association of Nova Scotia
ibans



IBAPEI
Insurance Brokers Association
of Prince Edward Island

Atlantic Insurance Brokers Convention October 5 & 6, 2022, St. John's, Newfoundland Welcome Message from the Convention Chair

As the Chair of the this year's organizing committee I want to welcome everyone to the 2022 Atlantic Insurance Brokers Convention! After two years we are happy to host this event LIVE and IN PERSON! The theme selected reflects our desire to "hit that play button" and move into the future; but with that said we have also brought back a few fan-favorite activities. This event provides a platform for regional brokers to exchange ideas, advance business solutions and most importantly to re-connect. We have an exciting two days planned and hope that everyone who attends, leaves either learning one new thing or adds one new contact to build their social network.

Sharon Shea, Convention Chair

Educational Speakers



Kevin Casey - The 3 Hard sales lessons that took me 15 hard years get right (but you'll get in 59 minutes)

How my first 15 years in sales wasn't 15 years of sales experience but rather the same miserable 15 years over and over again.

Show how each cracking the code on 3 hard lessons led to more truth, way shorter sales cycles and more wins.

50% Fundamentals/50% Tactical Examples.



Jess Chapman - Kick Ass Communication

In today's fast paced and ever changing world, being able to effectively communicate is key, but it's not always easy. In this session we look at top tips for effectively communicating both in person and virtually, ensuring all parties are understood and engaged in any discussion, and that everyone walks away clear and satisfied.

Wednesday, October 5, 2022

8:00am – 6:00pm

Registration - Main Lobby

10:00am – 2:00pm

City of St. John's Tour, Lunch included. Meet in the Lobby.

4:00pm – 7:00pm

Welcome Reception and Trade Show – Salon B,C,D and Crush Lobby

7:30pm – onward

Rally in the Alley – George Street Pub Crawl – Salon A Ending at The ROCKHOUSE (aka our very own "Broker House")

The Broker House will be held at a new location this year: The ROCKHOUSE, 8 George Street, St. John's Newfoundland A1C 1H7

Schedule:



BACK to the **FUTURE** AIBC 2022

**Entertainment – Kellie Loder
(Canada’s Got Talent Runner Up 2022) with
Guest appearances by other local entertainers!!!**

Thursday, October 6, 2022

8:00am - 9:00am	Continental Breakfast – Salon B,C,D
9:00am – 10:00am	Education Sessions – Jess Chapman, Kick Ass Communication - Salon E &F
10:00 am – 12:00pm	Trade Show /Coffee Break – Salon B,C,D & Lobby
11:00 am – 12:00pm	Education Sessions – Kevin Casey, Growing Pains: 3 Hard Sales Lessons that took me 15 years to get right – Salon E &F
2:00pm – 4:00pm	Insurance Panel – Salon E & F
6:30pm – 7:30pm	Delegate Pre-Dinner Reception – Salon A
7:30pm – 9:30pm	President’s Dinner & Entertainment – Salon A
9:30pm – onward	“The Broker House” at THE ROCKHOUSE

BACK to the **FUTURE**

AIBC 2022

THANK YOU TO OUR 2022 CONVENTION SPONSORS

Platinum



Silver



Prize





VIEWPOINT - IBAC PRESIDENT



I am very pleased and honored to take on the role of President of the Insurance Brokers Association of Canada (IBAC) for the 2022-2023 term. I will be following in the footsteps of Robyn Young, the first woman in many years to take on the role of President. Robyn has been a tremendous leader and I will hopefully be able to do as great a job as she did.

I have been an insurance broker for 35 years and own Alport Insurance Agencies Inc., located in Port Alberni, on Vancouver

Island, BC. I live in a beautiful part of Canada but with all the provinces I have visited, every part of Canada has its own beauty. I am married, have 3 children and 4 grandchildren and another grandchild due at the end of October.

I have been a business owner since 1997 and have served on many local boards, the last one being the West Coast Hospital Foundation, our mandate was to raise money to purchase hospital equipment that was not available through government funding. In 2011, I joined the IBABC board and was President in 2016. I also have been a Rotarian and try to heed their mission statement of "Is it fair to all concerned?" when I am approached with a difficult situation.

Most of you will be familiar with the work that IBAC does to promote the broker channel and deliver on our 4 pillars: federal advocacy, professional development, the Broker Identity Program, and technology. I would like to tell you about another facet of IBAC's role that you may not be aware of – our participation in the World Federation of Insurance Intermediaries (WFII).

 7

Founded in 1999, WFII represents insurance agents and brokers from over 100 national associations in over 80 countries around the world. IBAC has been a member since the beginning, and we are grateful to Lloyd's for sponsoring our participation for the past 3 years. WFII enables and empowers our industry to speak with one voice to international bodies that impact insurance brokers, and to leverage our collective influence to promote the insurance intermediary perspective at the global level. It is also a forum for detecting and responding to international trends in the industry and sharing information and best practices. With issues such as market consolidation, open banking, cyber risk, climate change and regulatory frameworks, it is important for IBAC to be at the international table.

This year IBAC delegates traveled to Amsterdam for the first in person WFII conference in 3 years, after the cancellation of the 2020 and 2021 meetings due to COVID. I was very proud and humbled to be representing IBAC at WFII. The thing that resonated with me was that although the participants were from different countries around the world, our concerns are all very similar. I have a great passion for this industry and for my fellow insurance brokers. This is a tremendous industry and IBAC continues to work hard to protect the broker channel; WFII is just another example.

I am excited about the year ahead, we have many challenges, but I think with the help of my fellow executive and board members we can come up with creative solutions. The key is to never lose sight of what we are working for and that is the 38,000 insurance brokers across Canada. I am attending the Atlantic Insurance Brokers Convention in St. John's NL, and look forward to connecting with many Atlantic brokers there.

Linda Dolan, President, IBAC. Linda can be reached at, linda.dolan@alportinsurance.ca



IMPERIAL PFS CANADA




(Formerly SNAP Premium Finance)

START OFFERING PREMIUM FINANCING TO YOUR CUSTOMERS TODAY!

Our industry-leading **Smart Offer Letter** lets you customize payment plans and methods for your customers' needs, while keeping your brand at the forefront.

www.ipfscanada.com

What your insured gets:

-  Freedom of choice between monthly pay, 3-pay and full pay options
-  Different payment options including credit cards & bank account payments
-  Convenience of signing payment plans digitally with e-Signature

A MONTH TO NOT FORE-GET!

August seemed to be the month of golf tournaments for the New Brunswick, Young Brokers Network Committee. We kicked the month of with a sponsored hole at the Insurance Institute Golf Tournament held in Moncton; which was attended by our summer student, Mackenzie Taylor and one of our committee members, Daniel Hennessy. It was a sunny day with a great turnout which allowed for us to really coalesce with all the

golfers and of course do a little game of competitive tic-tac-toe to win some snacks and boost everyone's energy on the green. It was lovely to be able to connect with people face to face again and really set the tone for the month.

The IBANB 22nd Annual Golf Classic held in the third week of August proved to be a tad more challenging with the weather; reports of torrential downpours plagued the



days prior, however, the rain dances all the IBANB staff did the night before seemed to have worked as once the day to play arrived we had great energy from all in attendance. There was a fine mist with the odd drizzle but that bothered no one



and everyone, from the hole sponsors to the players gave it their all. There was nothing but smiles all around. The Young Broker's Network would really like to thank all of our hole sponsors as well as the IBANB members who supported this tournament by coming out in full force to play; and of course the Covered Bridge Golf and Country Club for hosting us and providing such a well kept course to spend the day on. The day drew to a close with a BBQ banquet and of course the all-important raffle (a thank you to all of our sponsors who donated prizes). Next year we promise to have more room between the tables!

The last golf tournament of the month was the hosted by the Fredericton Chamber of Commerce, which took place at Kingswood Golf Course at the end of August. The IBANB staff all attended the sponsored hole and met with golfers, some of whom we had connected with before and some new faces. This was a chance to get the word out on who the Association is and in what capacity they support their members as well as the YBN. Once again the golfers were challenged to a competitive game of tic-tac-toe (where all strategies were judged thoroughly) to win snacks to boost energy and moral on the green.

Claire Talos, YBN, IBANB. Claire can be reached at (506) 450-2898, or ctalos@nbinsurancebrokers.ca



EVERYONE SHOULD CONNECT WITH THEIR MLA / MP

At the end of May, brokers from across the country, including several from Nova Scotia, attended Hill Day in Ottawa. For those that don't know, Hill Day is an opportunity for the member associations of IBAC (Insurance Brokers Association of Canada) to get together in Ottawa to speak with our political leaders about issues that impact our industry and consumers. Our representatives from IBANS met with local Members of Parliament and had meaningful conversations on issues including:

Insurance Brokers in your Community

We all know the important role that brokers play in society, as we operate in virtually every city and town across Canada, creating jobs, contributing to the local economy, and helping protect residents and local businesses through risk control and risk transfer. One of our focuses was to express that insurance brokers are an important constituency and proud contributors to the prosperity and well-being of our communities.

Consumer Protection in the Bank Act

The associations strongly feel that the historical separation between the banking and insurance industries should continue. As such, we focused on maintaining consumer protection provisions that Section 416 of the Bank Act offers, being that it prohibits the selling of insurance at the point of granting credit. This protects consumers from high-pressure sales tactics that can make them feel tied to a bank for their insurance needs to secure a loan. This limitation of the bank's power allows for the fostering of competition within the insurance industry.

Further, we were pleased to see that in

Budget 2022, there was a proposal to create an independent ombudsperson, who would be tasked with addressing consumer complaints that involve banks. Our ask was to place this ombudsperson within the Financial Consumer Agency of Canada (FCAC).

National Disasters: Mitigation and Adaptation

Climate change has led to an increase in extreme weather events, from wildfires to floods to windstorms, all of which have a significant impact on residents and businesses within communities across the country. Currently, IBAC has a public awareness campaign called "The Big If", which has the goal of helping Canadians understand the risks and how they can protect their property, and more importantly, themselves. Our ask was for the development of a National Adaptation Strategy, which would encourage all stakeholders, including the government, businesses, community members etc. to work together to ensure that all Canadians are protected through a whole-of-society approach.

Also, we wanted to encourage families and businesses to take action to protect their properties, either through improvements or retrofits that would be focused on natural disasters. This could include things such as government grants or awareness campaigns focused on resiliency, allowing Canadians to be less dependent on disaster assistance programs in the event of a catastrophic event.

Open Banking

As we enter a new era of financial services, the government must focus on consumer protection. While the federal government works to develop a Canadian approach to open banking, we wanted to further emphasize our stance that the banking and insurance industries should remain separate. This would mean that the government would

need to ensure that there are no loopholes that banks and fintech companies could exploit that would go against Section 416 of the Bank Act.

Further, we wanted to stress the importance of the protection of consumer information, that any information provided in applications should be limited to only what is necessary and that the consumer would always retain control of their data. As such, consent under an open banking model should be specific, explicit, and well-informed. Our ask was for consumer awareness and educational programs for all as an open banking model is implemented.

Overall, Hill Day was exciting as it allowed us to have our voices heard and make a difference for the industry and our consumers. It also allowed an excellent opportunity

to network with member associations and get ideas on what they are doing, including what other Young Broker groups are doing for education, events, awareness etc. Stay tuned for some exciting developments!

Mark Townsend, MBA, CAIB, CRM, YBN, IBANS.

Mark can be reached at (902) 474-1201 or by email at Mark.townsend1@aon.ca.



Insuring Atlantic Canada's Municipal, Public Administration and Community Services Organizations

Our team is excited to put our decades of expertise and innovative new capabilities to work for you. Let our specialized insurance solutions, trusted experience and unsurpassed value added services help ensure the success of your clients. As a leading Canadian MGA, we can't wait to show you what's next.

To learn more visit us at
intactpublicentities.ca



THE VALUE OF PROFESSIONAL RELATIONSHIPS

As one starts out in the insurance industry there is an overwhelming amount to learn. Understandably the primary focus is learning about the insurance industry, the job responsibilities, coverages, and exclusion. Taking time out of your busy life in the evenings to study for your general license or introductory courses for either the Canadian Accredited Insurance Broker program or the Chartered Insurance Professional program. All while learning very important customer service skills and how to deal with hard conversations with the insured.

One skill some employers don't push enough is building professional relationships. Professional relationships can be in the form of broker-insured, broker-insurer, or broker-peer. All these relationships are very important in today's insurance industry and many chances to help build relationships are available to those who take action. It seems like there are opportunities every month in the Maritimes to network with other industry representatives. Events such as golf, wine and cheese, bowling, etc. are put on by the brokers association, the insurance institute, and the

young brokers network of each province...just to name a few. These events provide a platform for brokers to get to talk business with their peers and insurance company representatives and get to know one another on a personal level.

A broker-insured relationship is developed by not using one line of communication, often email. I find when emailing a client looking for renewal information or discussing a new product or service they are offering, there is little to no personal touch, and often emails can end up going back and forth multiple times before the relative

information is gathered. Don't get me wrong, emails are great for a quick question that is to the point, however for items that need a little more detail a quick phone call may be better suited and it will allow you to build rapport with your insured. By having these relationships, you are more likely to retain the account on renewal and obtain more quote opportunities from referrals.



Broker-insurers relationships can be built off the same premise of using the phone as opposed to just emailing. As mentioned, the events put on by local associations provide brokers the opportunity to get to have close interaction with the insurance company representatives they deal with daily.

By heading out on the golf course or partaking in a team trivia you have the chance to get to know your underwriters, business development representatives, claims adjusters and financial representatives on a personal level. Strong broker-insurer relationships help when trying to place a piece of accommodation business, secure a quote for a client at the last minute, or possibly shave a little premium off a quote or renewal.

Broker-peer relationships are also developed through in person or online events. Getting to know other brokers, not only within your own organization, but within the insurance industry presents many professional opportunities, such as joining insurance related associations, taking a seat on a board of an organization, meeting further connections in the industry, or even potential career moves.

I attended an event in Halifax less than two years ago with other brokers from PEI in attendance. At this event myself and another broker from PEI decided it is time to start up a Young Broker Network for PEI. As a result of being on the YBNPEI board I recently travelled to Ottawa for Hill Day. This was a fantastic opportunity to get

to meet other brokers from across the country, learn more about IBAC and the challenges it faces, and lobby with parliamentarians about these challenges. By meeting brokers across the country there are opportunities to sub-broker and send and receive referrals.

As you can see networking and professional development is very important in our industry. I recommend that employers promote it more by forwarding around the event posters and personally discussing it with their staff. Brokers and insurance company representatives please take the time to not just blast out the email to all staff, but rather have a conversation about upcoming events, have networking as part of your staff meetings, and encourage your peers to attend. With times returning to normal there are more and more events to develop your professional relationships. I look forward to seeing you all



at an upcoming event. Thank you for reading!

Tyler Sellar, BBA, CAIB, Vice President, IBAPEI YBN.

For more information on events and such by our YBN group, please follow us on social media to keep up to date! If there is something you want us to consider, please reach out at tyler.sellar@anchorgroup.com



PORTAGE MUTUAL INSURANCE CEO AND PRESIDENT, JOHN MITCHELL SET TO RETIRE

After nearly 40 years in the industry, John Mitchell is saying farewell. John has spent 39 years with Portage Mutual Insurance, including assuming his current position of CEO and President in 2010.

John's love of, and devotion to, the industry brought about many changes in the company. He was instrumental in their successful legacy IT projects, migrating the company to a best in class technology platform. He helped infuse a company wide commitment to customer service excellence. During his tenure the company realized strong financial growth while continuing to grow its customer base. John is very proud of Portage's commitment to Mutuality evidenced by the contribution of over \$1,000,000 to local community organizations across the country over the last 5 years.

14

John was kind enough to take the time to answer some questions for the Manitoba Insurance Broker before his much-deserved retirement in December of 2022. The East Coast Broker Magazine is honoured to share them with our East Coast Brokers!

MIB: Name one thing you learned in your 39 years in the insurance industry?

JM: It is a great industry to be in, and one where you never know what tomorrow will bring.

MIB: Do you remember your first day at the office or is there a memory that really stands out from when you started at Portage Mutual?



JM: I started in the computer department and I used to back up data onto large disks on the weekends. One such weekend, I found the backup device on the floor. I picked it up, dusted it off, turned the machine on to spin up the disk, only to hear a horrible screeching and see smoke coming from the machine. Who knew that data storage machines were so sensitive? Apparently, my boss did. He was not exactly

happy re

enamoured with my work that day, but he eventually got over it.

MIB: What words or phrase best describes you professionally?

JM: I am passionate about our company, the people I work with, and our industry as a whole.

MIB: What were your guiding principles through your years of business?

JM: I really believed you should work hard, have fun, and help others around you to succeed and enjoy their careers.

MIB: What are you most proud of from your time at the company?

JM: Watching people grow and develop both personally and professionally. I am very proud of the commitment and personal investments that our employees have made on behalf of Portage Mutual.

MIB: If you had not entered the insurance community, where do you think you would you have been today?

JM: I would either be an entrepreneur or a retired rodeo clown.

MIB: What advice do you have for young people looking to enter the insurance industry?

JM: I would tell them to get a mentor, help your boss be successful, and engage in your own personal professional development. If you do not find the work interesting and rewarding, then saddle up and move on.

MIB: What will you miss most about working in insurance?

JM: Some of the weird and wonderful

characters, friends, and peers I have met over the years.

MIB: What part of retirement are you looking forward to the most?

JM: Teaching the grandchildren bad habits and trying to explore different hobbies I might like.

Thank you John for answering our questions. We all wish you the best in the next stage of your adventures!

From associates and colleagues:

“John Mitchell is one of those people that the insurance industry has been lucky to have working for it. With common sense, intelligence, compassion and fairness, he made Portage Mutual and everyone around him better. John’s support of brokers and customers is second to none, and he will be missed in this industry so much. Thank you for everything you have done John, and I hope you and Maureen enjoy a long and happy retirement.”

– **Brett McGregor, IBAM Past-President and Chair**

“John is an icon in the industry and will be greatly missed. He consistently livens up IBAM events and is among the very best panelists in the country. We have appreciated his can-do attitude and strong support of brokers and IBAM over the years. We all wish him well in retirement, and good luck on the golf course – he is going to need it!”

– **Grant Wainikka, IBAM CEO**

“John took over Portage Mutual at a challenging time. Like peers in the market, Portage was seeking a path for the future as they faced fundamental challenges such as brand differentiation, technology upgrades, distribution channels, and relevance. Through

retirement 



John's stewardship, Portage now has a clear direction and focus for the foreseeable future. Fundamental to crafting this clarity of purpose is John's inclusive leadership style. This is important for a 138-year-old organization such as Portage Mutual, as it straddles a position between tradition and modern; staff need to be contributing to the success of the organization. John always ensures that the views of others are heard and considered."

– **Robb Scott, AON Reinsurance Solutions**



READY TO RESPOND.

ServiceMaster Restore...ready to mobilize when disaster strikes.

When a natural disaster strikes such as widespread flooding, hurricanes, or ice storms, we are ready to mobilize resources from our national network to provide effective emergency disaster restoration services. As a trusted leader in disaster restoration, we bring more than 65 years of experience and expert guidance to get your customers' lives back to normal.

1-800-RESPOND

ServiceMasterRestore.ca



WATER



FIRE



STORM

ServiceMASTER
Restore

24 HOURS A DAY. 7 DAYS A WEEK. 365 DAYS A YEAR.

IBANS HOSTS AN END OF SUMMER MOONLIGHT PARTY CRUISE



NETWORKING - WHY IS IT ESSENTIAL FOR YOUR INSURANCE CAREER?



Since we are in full swing at the Atlantic Insurance Brokers Convention (AIBC), I thought the topic of networking would be timely. Conventions like the AIBC provide the perfect opportunity for networking and the chance to meet and connect with members of the insurance community from across Atlantic Canada.

Active professional networking is vital to career growth. Many shudder when they hear the term networking; associating it with awkwardness and the idea that you have to “sell yourself.” However, networking is about building long term relationships as well as a good reputation over time. It involves meeting and getting to know those who you can assist and who can potentially help you in return.

Networking is not only about trading information, but it also serves as an avenue to create and nurture long term relationships. For many of us, growing in this industry and in individual careers, can be tied back to the strong networking channels that we have created over time. Good networking has a basis of trust and support and can mean the difference between a mediocre career and a phenomenal career. Here are just a few of the many advantages of networking and building your professional network.

1. Get Fresh/New Ideas

Building your network can mean a source for new perspectives and ideas to help you in your role. Exchanging information on experiences and challenges is a vital benefit of networking because it allows you to gain new insights that

you may not have otherwise thought of. It also allows you to see situations from another’s point of view.

2. Gain More Knowledge

Networking is a great way to stay on top of the latest industry developments and trends. A wide network of informed, interconnected contacts means broader access to new information.

3. Build Confidence

By putting yourself out there and meeting new contacts, you’re effectively stepping out of your comfort zone and building social skills, which evolve into confidence.

4. Develop Long Lasting Personal Relationships

The whole point of networking is to develop and nurture your professional relationships, but some of the strongest and most long-standing friendships are born from work connections. It’s not unrealistic that your professional supports spill over to personal relationships.

5. Get Career Advice and Support

Gaining advice from experienced colleagues and peers is a huge benefit of networking. Discussing common challenges or concerns opens the door to valuable conversations. This also gives you an opportunity to offer assistance to your contacts and sets a strong

foundation for a working relationship.

6. Get an Answer to Those Tough Questions

As long as you have a strong network of professional connections, you can be confident that someone, somewhere can help answer even your toughest question. And if by chance, there is no definitive answer, you will have a solid sounding board of contacts to bounce ideas and solutions off.

7. It Makes you Noticeable

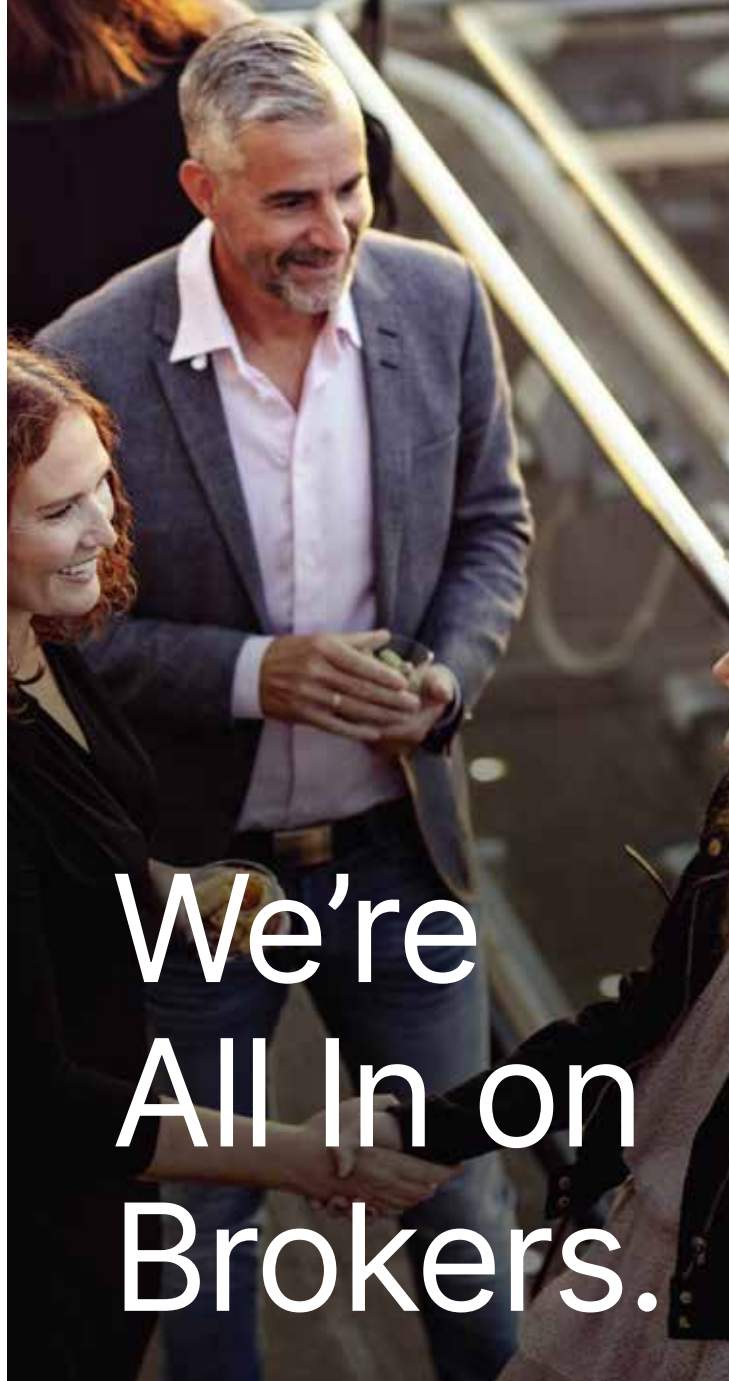
People quickly notice others that make an effort to grow their network. This creates room for partnerships to develop which can build your career and creates more visibility for you and the company you represent. Networking is one of the most valuable activities that you can do for your career, so make the most of it and put yourself out there!

A few tips:

- Prepare and have a plan for what you want to achieve. Is it just to say hello and introduce yourself, or do you have a specific topic you would like to discuss? A good rule of thumb is to plan ahead and have a few relevant points of discussion in mind. These points do not necessarily have to be about work – they can be about the event, or even something as simple as the weather. The idea is to get the conversation flowing!
- Don't spend all of your time talking to the colleagues you came to the event with, or those you already know. You can't grow your network if you don't make an effort to meet new connections.
- Always follow up. Exchange email addresses or phone numbers. Reach out and say hello. This will make a lasting impression on your new connection.

Keri Foley, BTHM, CAIB, Professional Development / Marketing, IBANS / IBAN.

Keri can be reached at (902) 876-0526 or via email at, keri@ibans.com or keri@iban.ca.



We're All In on Brokers.

Brokers are the strongest advocates for customers in our shared communities. We are committed to helping you strengthen those relationships and grow your business.

Brokers are the difference.



**Wawanesa
Insurance**

wawanesa.com

MESSAGE FROM THE IBANS PRESIDENT



At the end of May, brokers from across the country, including several from Nova Scotia, attended Hill Day in Ottawa. For those that don't know, Hill Day is an opportunity for the member associations of IBAC (Insurance Brokers Association of Canada) to get together in Ottawa to speak with our political leaders

about issues that impact our industry and consumers. Our representatives from IBANS met with local Members of Parliament and had meaningful conversations on issues including:

Insurance Brokers in your Community

We all know the important role that brokers play in society, as we operate in virtually every city and town across Canada, creating jobs, contributing to the local economy, and helping protect residents and local businesses through risk control and risk transfer. One of our focuses was to express that insurance brokers are an important constituency and proud contributors to the prosperity and well-being of our communities.

Consumer Protection in the Bank Act

The associations strongly feel that the historical separation between the banking and insurance industries should continue. As such, we focused on maintaining consumer protection provisions that Section 416 of the Bank Act offers, being that it prohibits the selling of insurance at the point of granting credit. This protects consumers from high-pressure sales tactics that can make them feel tied to a bank for their insurance needs to secure a loan. This limitation of the bank's power allows for the fostering of competition within the insurance industry.

Further, we were pleased to see that in Budget 2022, there was a proposal to create an independent ombudsperson, who would be tasked with addressing consumer complaints that involve banks. Our ask was to place this ombudsperson within the Financial Consumer Agency of Canada (FCAC).

National Disasters: Mitigation and Adaptation





emphasize our stance that the banking and insurance industries should remain separate. This would mean that the government would need to ensure that there are no loopholes that banks and fintech companies could exploit that would go against Section 416 of the Bank Act.

Further, we wanted to stress the importance of the protection of consumer information, that any information provided in applications should be limited to only what is necessary and that the consumer would always retain control of

Climate change has led to an increase in extreme weather events, from wildfires to floods to windstorms, all of which have a significant impact on residents and businesses within communities across the country. Currently, IBAC has a public awareness campaign called “The Big If”, which has the goal of helping Canadians understand the risks and how they can protect their property, and more importantly, themselves. Our ask was for the development of a National Adaptation Strategy, which would encourage all stakeholders, including the government, businesses, community members etc. to work together to ensure that all Canadians are protected through a whole-of-society approach.

their data. As such, consent under an open banking model should be specific, explicit, and well-informed. Our ask was for consumer awareness and educational programs for all as an open banking model is implemented.

Overall, Hill Day was exciting as it allowed us to have our voices heard and make a difference for the industry and our consumers. It also allowed an excellent opportunity to network with member associations and get ideas on what they are doing, including what other Young Broker groups are doing for education, events, awareness etc. Stay tuned for some exciting developments!

Jen MacLeod, President, IBANS.

Jen can be reached at 1-800-463-6665 or via email at Jen@macleodlorway.com

Also, we wanted to encourage families and businesses to take action to protect their properties, either through improvements or retrofits that would be focused on natural disasters. This could include things such as government grants or awareness campaigns focused on resiliency, allowing Canadians to be less dependent on disaster assistance programs in the event of a catastrophic event.

Open Banking

As we enter a new era of financial services, the government must focus on consumer protection. While the federal government works to develop a Canadian approach to open banking, we wanted to further



The path less travelled

How **Echelon** is standing by Canada's hospitality industry despite recent challenges.

Supporting our communities, especially during more difficult times, is etched in Echelon's DNA. We believe in combining our care for our communities with our niche expertise to do our part in providing coverage to small and mid-sized businesses to support them through challenges. One key industry that has seen significant hardship over the last few years, is hospitality.

Throughout the course of the pandemic, we saw many insurance providers cut back and tighten up their appetite towards insuring hospitality businesses. Echelon chose to take the path less travelled.

Not only did we remain committed to offering Specialty, niche commercial solutions for small to mid-sized hospitality businesses, but we also expanded our commercial offering. Earlier this year, Echelon officially extended our Commercial Property and Casualty offering to Atlantic Canada!

We're standing by the hospitality industry across Canada, an industry that has long served our communities. Echelon is proud to offer flexible and competitive options for hospitality businesses to obtain the insurance coverage they need through their trusted

Broker at a fair price. Our goal is to help these businesses return to their normal operations in a post-pandemic world.

We are proud to offer flexible and competitive options for hospitality businesses

How do we continuously step up while other insurers are stepping away? We continue to rely on our risk-based underwriting approach and the expertise of our underwriters and Broker partners to truly understand small to mid-sized hospitality businesses so that we can provide the competitive coverage options they need. Since the beginning of 2022, we've provided coverage to over 130 hospitality businesses across Canada.

Beyond our comprehensive underwriting approach, we believe in a proactive approach to loss prevention. We have built and continue to develop an internal Technical Risk Services team dedicated to providing expert advice to our key stakeholders. This team works collaboratively with our valued Broker partners, underwriting team, and actuarial

team to analyze each risk that comes across our desk to ensure we're making the right recommendations.

We are grateful for our Broker partners who share the same values as we do and play a pivotal role in protecting Canada's hospitality businesses. We look forward to continuing our support of these pivotal Canadian businesses who bring so much to the communities in which they operate.



Jamal Madbak
VP, Commercial Lines,
Echelon Insurance

To learn about Echelon's offering for small to mid-sized businesses, including hospitality risks, contact your Echelon business development manager.

echeloninsurance.ca



Specialty solutions for
those who need a unique fit
Try us on for size at echelonspecialty.ca

echelon

Insurance

FALL 2022 | VOL. 2 | #1

MESSAGE FROM THE IBAN PRESIDENT

Rather than bring you a note, we want you to enjoy our beautiful province, while you are here for Convention!

Thank you to our sponsors, and all those involved in the organization of the event.

Adam Nolan, BA, CIP, President, IBAN. You may contact Adam at (709) 570-5148 or by email at adam.nolan@munnsurance.com.



MESSAGE FROM THE IBANB PRESIDENT

Communication with members is one of IBANB's goals for 2022. We often get caught up in the minutia of our day-to-day operations, like other organizations and I'm sure many of your own companies. It is easy to lose sight of what information we're sharing - or forgetting to share - with our broker shareholders when organizing an event, launching a new education initiative, or advocating for a specific policy outcome.

Before I really go into the workings of IBANB, I want to stop and ask, how are you doing? We have been so caught up in our day-to-day workings, our offices, changes, the weather, the worries over seas, cost of gas, and don't even get me started on how much a loaf of bread is these days.... So, I will stop, and ask; "how are you doing?". If you take anything away from my article today, is take those four simple words, and go ask a colleague, the mail delivery person, or the wonderful barista pouring you a coffee.

People have faced many challenges in 2022 for a variety of reasons, as they have in years past. There is no doubt that the road ahead will not be smooth for everyone, regardless of what the coming weeks and months bring. So, my simple appeal to you as we make our way through 2022 is to be unfailingly kind to one another. Be patient. Be understanding, even if you don't necessarily understand. Put down the phone and stop doom scrolling through Facebook. Ask others how they are doing and ask for help yourself if you need it. It is our shared responsibility as employers, colleagues, friends, and family to ensure no one feels like they need to struggle alone in silence. But back to the task at-hand...

In terms of advocacy, IBANB has been very active this year. Here is a snapshot of some of the files we have on the go: Provincial regulators across Canada are poised to take action to restrict best terms pricing, which is essentially the practice of all markets assuming the highest rate on a subscription policy, regardless of the initial rate quoted or the percentage of the risk taken. While IBANB



has very real and serious concerns about the unintended consequences that may arise out of such action, we have been working very closely with our sister associations and other partners, including the Insurance Bureau of Canada.

IBANB has always focussed on education and ensuring that our members have access to various training opportunities, to suit their needs, not the associations. With that in mind, we are again this year, giving out \$4,000 in scholarships to those students of our members, regardless of their career path. This is our way of supporting you, supporting our next generation. We also plan to connect with students this fall, as young as high school students to discuss the career options in insurance. The plan is to work with our young broker network, and show students unsure of their career opportunities, that this is a path that can give reward 5 days a week! Beyond that, we will be offering CAIB 1 for those students who are preparing to move into the industry at no cost. Yes, no cost. This is an exciting step in our strategy to promote insurance as a modern, rewarding, first choice career pathway. I had the privilege of attending my first Hill Day in Ottawa this year representing IBANB and all of our Brokers in New Brunswick.

The last couple of years had been virtual meetings due to covid. It was a pleasure to see Brokers across the country all part of one unified team advocating on our consumers and our behalf. Discussing issues with our elected representatives including the Bank Act, Climate change and Emergency preparedness.

Finally, IBANB is monitoring two evolving issues beyond New Brunswick that may have

tangible repercussions here at home. First: new legislation brought into force in Ontario will soon allow credit unions to sell insurance within the same premises they offer other financial products. While our colleagues at the Insurance Brokers Association of Ontario have been working diligently to ensure proper consumer protections are built into the regulatory text, IBANB remains concerned that this step (although contained to Ontario provincially) has the potential to lead to the erosion of federal protections and provisions within The Bank Act. And second: the national body of insurance regulators is in the process of examining the harmonization of licensing requirements across Canada. In principle, IBANB is supportive of this endeavour. It is paramount, though, especially as the new curriculum is finalized, the Canadian Accredited Insurance Broker (CAIB) program remains the standard licensing pathway for brokers.

La communication avec les membres est l'un des objectifs d'IBANB pour 2022. Nous sommes souvent pris dans les détails de nos opérations quotidiens, comme d'autres organisations et je suis sûr que beaucoup de vos propres entreprises. Il est facile de perdre de vue les informations que nous partageons - ou oublions de partager - avec nos courtiers actionnaires lors de l'organisation d'un événement, du lancement d'une nouvelle initiative d'éducation ou de la défense d'un résultat politique spécifique.

Avant d'entrer vraiment dans le fonctionnement d'IBANB, je veux m'arrêter et vous demander, comment allez-vous ? Nous avons été tellement pris par nos travaux quotidiens, nos bureaux, les changements, la météo, les soucis de la mer, le coût de l'essence et ne me lancez même pas sur le prix d'une miche de pain ces jours-ci Alors, je vais m'arrêter et demander; "Comment allez-vous? ". Si vous retenez quelque chose de mon article d'aujourd'hui, prenez ces quatre mots simples et allez demander à un collègue, au livreur de courrier ou au merveilleux barista qui vous sert un café.

Les gens ont été confrontés à de nombreux défis en 2022 pour diverses raisons, comme ils l'ont fait les années passées. Il ne fait aucun doute que le chemin à parcourir ne sera pas facile pour tout le monde, peu importe ce

que les semaines et les mois à venir nous réservent. Donc, mon simple appel à vous alors que nous traversons 2022 est d'être infailliblement gentils des envers les autres. Être patient. Soyez compréhensible, même si vous ne comprenez pas nécessairement. Raccrochez le téléphone et arrêtez de faire défiler Facebook. Demandez aux autres comment ils vont et demandez-mêmes-vous de l'aide si vous en avez besoin. Il est de notre responsabilité partagée en tant qu'employeurs, collègues, mes amis et famille de veiller à ce que personne ne se sente obligé de lutter seul en silence. Mais revenons à la tâche à accomplir...

En termes de plaidoyer, IBANB a été très actif cette année. Voici un aperçu de certains des dossiers que nous avons cours : les organismes de réglementation provinciaux du Canada sont sur le point de prendre des mesures pour restreindre la tarification des meilleures conditions, qui est essentiellement la pratique de tous les marchés en supposant le taux le plus élevé sur une politique d'abonnement, quel que soit le taux initial côté ou le pourcentage du risque pris. Bien qu'IBANB ait des préoccupations très réelles et sérieuses concernant les conséquences imprévues qui pourraient découler d'une telle action, nous avons travaillé en étroite collaboration avec nos associations sœurs et d'autres partenaires, y compris le Bureau d'assurance du Canada.

L'IBANB a toujours mis l'accent sur l'éducation et sur la garantie que nos membres ont accès à diverses possibilités de formation, adaptées à leurs besoins et non aux associations. Dans cet esprit, nous remettons encore cette année 4 000 \$ en bourses aux étudiants de nos membres, quel que soit leur cheminement de carrière. C'est notre façon de vous soutenir, de soutenir notre prochaine génération. Nous prévoyons également de rencontrer des étudiants cet automne, aussi jeunes que des élèves du secondaire, pour discuter des options de carrière en assurance. Le plan est de travailler avec notre réseau de jeunes courtiers et de montrer aux étudiants incertains de leurs possibilités de carrière, que c'est un chemin qui peut récompenser cinq jours par semaine ! Au-delà de cela, nous offrirons CAIB 1 aux étudiants qui se préparent à entrer dans l'industrie sans frais. Oui, sans frais. Il s'agit d'une étape passionnante dans notre stratégie visant à promouvoir l'assurance en tant que cheminement de carrière moderne, gratifiant et de premier

choix.

J'ai eu le privilège d'assister à mon premier Hill Day à Ottawa cette année en tant que représentant d'IBANB et de tous nos courtiers du Nouveau-Brunswick. Les deux dernières années avaient été des réunions virtuelles en raison de covid. Ce fut un plaisir de voir des courtiers à travers le pays faire partie d'une équipe unifiée défendant nos consommateurs et notre nom. Discuter avec nos représentants élus de questions telles que la Loi sur les banques, les changements climatiques et la protection civile.

Enfin, l'IBANB surveille deux enjeux en évolution au-delà du Nouveau-Brunswick qui pourraient avoir des répercussions tangibles ici au pays. Premièrement : une nouvelle loi entrée en vigueur en Ontario permettra bientôt aux coopératives de crédit de vendre de l'assurance dans les mêmes locaux qu'elles offrent d'autres produits financiers. Alors que nos collègues de l'Insurance Brokers

Association de Ontario ont travaillé avec diligence pour s'assurer que des protections adéquates des consommateurs sont intégrées dans le texte réglementaire, IBANB reste préoccupé par le fait que cette étape (bien que confinée en Ontario au niveau provincial) a le potentiel de conduire à l'érosion des protections fédérales. Les dispositions de la Loi sur les banques. Et deuxièmement : l'organisme national des organismes de réglementation des assurances est en train d'examiner l'harmonisation des exigences en matière d'agrément à travers le Canada. En principe, l'IBANB soutient cette entreprise. Il est primordial, cependant, surtout que le nouveau programme est finalisé, le programme de courtier d'assurance agréée du Canada (CAAC) reste la voie d'accès standard pour les courtiers.

Joanne Deveau-Murphy, IBANB President

You may contact Joanne at (506) 857-8345 or via email at, jomurphy@brokerlink.ca

Putting your clients at the forefront Backed by the support and security of our expertise

Place your clients front and centre with Aviva. Help them protect what's most important with a wide spectrum of personal and commercial insurance, innovative products like our Lifestyle line of insurance, and access to a full suite of resources and risk experts.

We're here for you today, to build a better tomorrow for your clients.

[aviva.ca](https://www.aviva.ca)

Aviva and the Aviva logo are trademarks used under licence from the licensor.



MESSAGE FROM THE IBAPEI PRESIDENT

LOOKING AT THE PAST TO GAIN SUCCESSFUL TIPS FOR THE FUTURE

I had the pleasure of attending the Hyndman Retirees Breakfast Club gathering in July 2022. These retired people all spent the best part of their career working in the insurance industry. It is sad to think about the wealth of knowledge that is gone with so many good people retiring.

For newcomers, education continues to play a leading role in the growth and development of this complex and, at times, highly technical industry. Just when you think you have it all figured out, they introduce a new type of insurance. Back when these people started their careers in the insurance industry there was no such thing as 'Cyber Insurance' – in fact, computers were just starting to be used. Policies were issued on a typewriter with carbon-packed forms.

Math skills were so important as there were no computers with rating programs to calculate the automobile insurance premium ... it was a complicated process including 'rate group differentials' and 'deductible factors' all calculated manually with your trusty calculator, pen, and paper. This rate was then further modified with surcharges or credits based on the actual experience of the driver. Although very inefficient, it certainly gave you a much better understanding of where the rates came from and, one could argue, a more logical sense of its accuracy. In today's world of entering details into a computer system and having the computer tell you what the premium will be seems strangely inadequate to these well-experienced individuals. They are left shaking their head, saying "The new generation have no idea if the driving record is accurate or if the premium included all the credits the client was entitled to. They spend more time staring at the computer and trying

to get it to work, than they do talking to their customer."

Philip Whidden commented: "I think from the picture you will see a lot of insurance experience, with most of us with 40 years in the business. We must have loved what we were doing to stay with it." His advice for newcomers to the industry: "love what you are doing."

Carol Bishop offered the following quotes:

- **Success is neither magical nor mysterious, but the natural consequences of consistently applying the basic fundamentals.**
- **Work hard. Think big. Listen well.**
- **Keep yourself positive, cheerful and goal oriented.**
- **If you don't take care of your clients, your competitor will.**

Craig Willson did not make the breakfast meeting, so isn't in the photo, but passed along a memory. "Circa Jan 5, 1976, my first day at Hyndman & Company, Fred Hyndman took me on a tour of West Prince. One memory stuck with me and served me well over 40 years. Fred said, "we are honest without exception. Everything we do is, and must be, based on honesty." So true, even today!

All this is to say, that some of the skill sets are different (but many have not changed), however, insurance products are continually changing. Keeping up with new insurance products and processes is so important, but don't forget about the basics – customer

service and honesty will also serve you well. There is no shortage of webinars and on-line classes to help you out. IBAPEI would be pleased to assist if you are looking for resources.

A little bit of history: The first interprovincial broker Convention was hosted in the Fall of 1978 in Charlottetown, PEI with founding members Fred Hyndman and Gordon Full (Gordon is in the photo above). The name of the gathering was the 'Atlantic Alliance Convention' – it was to be held every two years with the host location rotating between the Atlantic provinces. Its mandate was to provide a place where brokers could gather for good quality continuing education relevant to the insurance industry. Of course, this was before the time of webinars and on-line classes. Atlantic Alliance Inc. was dissolved in 1998 and the gathering was renamed 'Atlantic Conference of Independent Brokers' (ACIB). The convention was held in PEI again that year, with a focus being more about networking.

The convention, now named - 'Atlantic Insurance Brokers Convention' (AIBC) - is being held in St. John's, Newfoundland October 5 & 6, 2022. The theme is "Back to the Future." To quote Sharon Shea, Convention Chair (from the Convention website):

"This event provides a platform for regional brokers to exchange ideas, advance business solutions and most importantly to re-connect. We have an exciting two days planned and hope that everyone who attends, leaves either learning one new thing, or adds one new contact to build their social

**HYNDMAN BREAKFAST CLUB:
DOROTHY FULL, MARSHA
WHEELER, KATHLEEN FERRIS,
ALLAN MCLEOD, PHILIP
WHIDDEN, RICK RICHARD, BARB
DRAKE, CAROL BISHOP, GARTH
MACPHEE, & GORDON FULL.**

network."
Sharon Shea,
Convention
Chair.

IBAPEI sends best wishes and a "THANK YOU!" to the Insurance Brokers Association of Newfoundland (IBAN) and their volunteer convention committee as they host this



event "live and in person" after a two-year hiatus. Congratulations!

We look forward to seeing everyone in Charlottetown, PEI in 2023 – October 11th & 12th when IBAPEI will be the host for the 45th Atlantic Insurance Brokers Convention. Save the date! The learning and networking continue into the future – see you in 2023!

**Karen Doiron, FIIC, CCIB - Secretary, IBAPEI
on behalf of David Cooke, BSc, CAIB,
President, IBAPEI**

You may contact David at 1-800-566-5666 Ext 4826 or via email at DCooke@cooke.ca



EMPATHY BASED MARKETING

Change. It's inevitable. Especially in marketing. Nothing stays the same for long.

Once upon a time a business could succeed by being first to market. The advent of aggressive advertising shifted the marketplace, and being first on shelves didn't guarantee success any longer. Brand awareness and being "top of mind" became key focuses, and marketers could make that happen by trying to reach as many consumers as possible.

As advertising spaces became cluttered, products and services became lost in the messaging in hundreds of different formats. With the advent of the digital era, businesses discovered they had a wealth of information at their disposal. Data became the new currency of marketing.

Companies used in-depth customer analysis, demographic targeting and tailor-made marketing experiences to find new customers. Analytics made it even easier to identify the "sweet spot", the consumer most likely to purchase, and the industry continues to mine that new frontier even today.

One thing data cannot do, however, is create connection. Another shift in the marketplace is occurring, as customers have begun to demand deeper, more meaningful relationships with the companies they interact with.

How can we create that connection, that trust that consumers are expecting? Through empathy.

What is Empathy?

It's time to leave logic at the door, and let emotion take over. No, that doesn't mean running by whatever whim takes you, it means going beyond rational, logic-based decisions when it comes to interacting with potential clients.

All purchases are done based on emotion. All

of them. No matter how logical or rational a person may claim they are being when they buy a service or a product, at the root of that decision is an emotional based choice.

Someone purchasing any type of insurance may be saying to themselves that it's the rational, smart decision, and the best choice for their family. They are making that choice based on their feelings of uncertainty and worry for the future security and safety of their loved ones. The insurance policy is the tool that solves that emotional problem.

How do we develop empathy in business, and use it to develop an empathy-based marketing strategy?

Creating Empathy-Based Marketing Strategies? The key: understanding the





customer experience, then finding ways to help them achieve what they want. This doesn't mean that you need to think like the client, you need to "be" the client.

First, shift your thought processes away from standard marketing-focused ideas and focus instead on client-centered thinking. You need to speak to their needs and motivations, and from their perspective.

Too often we lose sight of the client's perspective. We know our company, what we do, how we do it, and what our products and services are for. We know who needs us, why they should buy from us and not the competition. It sure sounds like we know everything we need to, right? The gaping hole in that theory? We don't know what we don't know.

There's a parable about a group of blind men who have never witnessed an elephant before, and the men try to learn what the elephant is by touching it. Each blind man feels a different part of the elephant's body, but only one part, say the tusk, tail or foot. They each describe the elephant based on their "limited" experience and what they describe is different that the others. They become suspicious of each other, and each believes that they others are being dishonest, and a fight ensues. The moral of the tale is that, as people, we tend to claim that our point of view is an absolute truth and we ignore other people's viewpoint, which may also be equally true.

So, what does that mean? It means we

can't "assume" that what we think about our business is true. We might believe that we have the best service, the best product, the easiest solutions for our clients. The client, however, might have a totally different take on things. So how can we change our viewpoint? How can we "become" the customer?

Get curious.

Ask questions and learn about their needs and the problem they are facing from their standpoint. Be honestly interested in them, learn their situation, and then find the solution that you can provide them. Even if that solution isn't a service or product you offer. This exercise may identify services you could be offering that you'd never previously explored, or a gap in the market that your business can fill.

People want help, not to be sold to, and they want to trust the people they are doing business with. Earn that trust by putting the client's needs first, and you will build a strong relationship. And as the relationship grows, loyalty builds, and revenue will follow. It all starts with empathy.

Kevin Wyllie, Kiers Marketing.

Kevin can be reached at kevin@kiers.com or by visiting www.kiers.com.

MESSAGE FROM CAMGA



The commercial insurance and specialty market have been changing fast over the last few years, with significant changes still on the horizon. The hard market and the pandemic have made brokers' lives even more challenging in their quest to serve their customers by providing the best advice efficiently. Carriers realize the potential for more profitability within their commercial and specialty divisions by outsourcing the underwriting to MGAs, resulting in a shift away from carriers to MGAs for more and more types of commercial and specialty insurance.

This trend is not new; the MGA sectors in the UK, USA and Australia have all seen significant growth over the past ten years, thanks to a more structured industry and the evolution of the carrier channel through outsourcing more and more of their underwriting activities to MGAs. These structural changes are also occurring right here in Canada.

32

MGAs are generally less known to brokers regarding their appetites and expertise than carriers. In Canada, there are about 60 MGAs who write most classes of commercial insurance, and given the growing demand for MGA capacity, CAMGA, as an association, has developed a platform that makes it easier, faster and more efficient for brokers across Ontario and Canada to trade with MGAs.

In collaboration with brokers and the MGA sector, on September 1st, the MGA "Bridge" platform will be open for all brokers across the country to register and use.

The 'Bridge' platform will allow a broker to discover the MGA(s) with the right appetite for their commercial and specialty customers and coordinate the submission distribution and management process to all MGAs that underwrite that type of risk.

Brokers will no longer need to search and investigate which of the 60 MGAs in Canada write what, nor waste time in sending by email applications to a number of these markets individually. Brokers will be able to see which MGA is underwriting what type

of risk in real-time and eliminate the need to find who or what at the MGA is intaking applications.

One submission into Bridge and all the MGA markets writing that class will receive the submission and begin the quoting process. Brokers will be able to receive status updates when an MGA is reviewing or responding to a request and coordinate with multiple MGAs for an individual application. Brokers will not have to modify any of their existing systems to use this platform, with all of their existing MGA options and solutions in one submission. What this platform is not, is an aggregator or a quoting/price comparison tool. It's free for brokers.

Our goal is to make the MGA market the most accessible to brokers and make 'Bridge' the easiest way for brokers to place commercial and specialty business.

Since all MGAs on the Bridge Platform will be CAMGA members, brokers can be assured that these markets follow the CAMGA Code of Business Operating Standards, the MGA Code of Ethics, and that you are dealing with the Gold Standard of MGAs in Canada.

Although the Bridge is mainly for commercial risks, personal lines brokers who have the odd commercial customer will also find it useful and efficient in accessing the MGA marketplace; all through one access point.

For all your commercial & specialty insurance needs, the gateway into the MGA market is Bridge at bridge.camga.ca

MaryKate Townsend, President of CAMGA

THE MGA MARKET IS AT YOUR FINGERTIPS

SEPTEMBER 2022



bridge.camga.ca



Canadian Association of
Managing General Agents

INSURING THE VEHICLE SHARING ECONOMY



IBC · BAC
Insurance Bureau of Canada
Bureau d'assurance du Canada

Rental cars are in high demand lately. With tourism returning to pre-pandemic levels, and vehicles taking longer to fix due to parts shortages, the car rental industry is under enormous strain, leaving customers looking for other options. This may not be news to many insurance brokers, who have helped customers in need of a replacement vehicle.

Meanwhile, with inflation and soaring gas prices we are seeing that more vehicle owners are looking for opportunities to earn extra income. Car sharing apps are viewed by some as a solution for both issues. Platforms have sprung up that accommodate different types of vehicle sharing services, which allow car owners to profit from their vehicles when not in use.

While the sharing economy provides innovative ways to earn money, vehicle owners and business operators may not fully understand the insurance implications of participating in vehicle sharing services.

For example, earlier this year there were news reports of a company that was renting out their converted cargo van through a vehicle sharing platform. The owner of the business was experiencing difficulty obtaining insurance for the periods in which the van was not rented out. Vehicle sharing platforms give a seemingly easy avenue for people to launch small sharing economy businesses, but insurance requirements may be overlooked by aspiring entrepreneurs in developing their business model.

The above example merges the sharing economy with commercial policies moving

the use of any such platform from a chance to earn extra income to being a primary source of income. However, when a vehicle sharing business does turn into a primary source of income, it significantly changes the risk and as a result, a vehicle with the sole purpose of being rented requires a commercial insurance policy.

Commercial insurance requirements

The operator of a sharing economy business, in most cases, requires commercial insurance, while home-based businesses may only require a modification to the business owner's home insurance policy. Compared to personal insurance, commercial insurance offers different levels and types of protection and is designed to protect the specific risks of the business. Typically, business owners who have never purchased commercial insurance are surprised that those policies are more expensive than a home insurance policy. Additionally, as you know through guiding new businesses through this process, one of the first things new entrepreneurs need to fully understand are the risks associated with their business operations and what they can do to mitigate them.

If a business is exposed to significant risks, there could be affordability challenges when acquiring commercial insurance, but again the key is ensuring that the business owner understands the risks.

Whether a vehicle is owned by a company or an individual, when it is rented to a third-party driver, there are potential risks. One such risk, for instance, is vicarious liability, as the vehicle

owner may be held partly liable for the actions of another person. Vehicle owners need to be aware that they may be liable for the negligence of renters driving their vehicle.

Information for brokers with ride or vehicle sharing clients

Here are a few ways that brokers can support clients who are launching a ride or vehicle sharing app or want to earn extra income by sharing their vehicle:

- **Speak to underwriters directly to ensure they fully understand the service your client wants to provide.**
- **Periodically review the policy with the client to see if their ride or vehicle sharing service requires more or different coverage.**
- **Connect with Insurance Bureau of Canada's (IBC's) free risk management consultation service, which can advise business owners on strategies to improve their overall risk profile to secure affordable insurance. This service can include support for an entrepreneur wanting to start a business through a ride or vehicle sharing platform or launch a full-time business with a fleet of vehicles.**

The sharing economy presents opportunities to help Canadians financially during these difficult times and helps support Atlantic Canada's tourism economy. Ride sharing and carpooling applications, which are also growing in popularity, may have different insurance implications but should still be flagged with insurers to make sure the driver has adequate coverage. Insurers will work with brokers to find solutions with new and innovative services such as vehicle sharing app, along with the emerging risks they present.

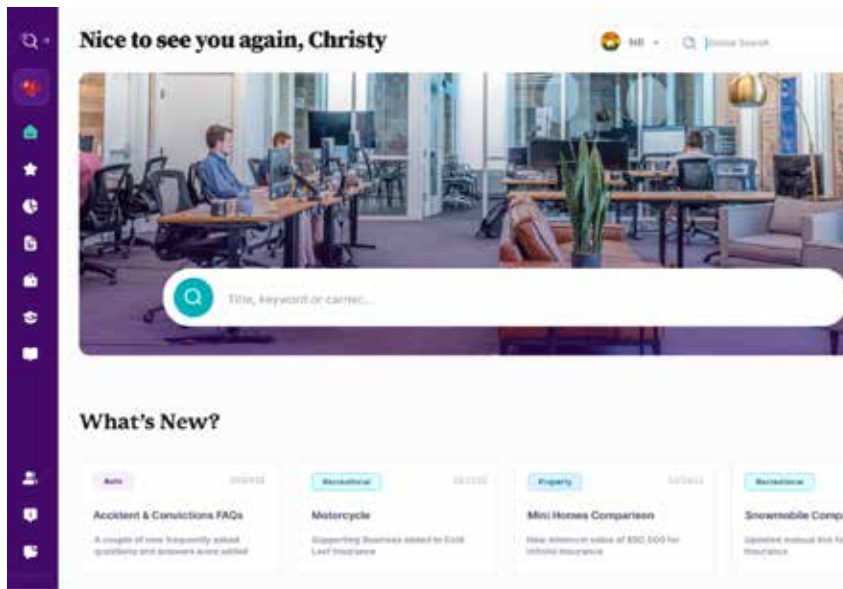
If consumers have a question about commercial insurance, encourage them to phone IBC's Business Insurance Helpline at 1-844-2ask-IBC.

IBC's risk manager will then work with the broker of record and the client to find solutions to fit their specific business needs. Or, they can visit www.businessinsurancehelp.ca or www.ibc.ca for more information. We're here to help.

Amanda Dean, Vice-President, Atlantic, Insurance Bureau of Canada



REDUCE CONFUSION. INCREASE PERFORMANCE. QUICKFACTS.



brokerage since most were great but missed the mark for what the brokerage truly needed for their problem. Repeating this with every piece of new software, she knew the required technology would have to be led by a person with an insurance broker background. After going through lengthy testing and adjustments, QuickFacts was born!

What is QuickFacts?

QuickFacts is a company dedicated to improving the insurance industry operations through software

36

QuickFacts is the new InsureTech on the scene! They are making a buzz on the East Coast, and with good reason. They are finally solving the pain point of too much information! Before diving into what they do, it is essential to know how it started.

How did it start?

The idea for QuickFacts all started with the founder feeling the pain point of the insurance industry firsthand. Christy Silvestri has been an insurance broker in Nova Scotia for the past 17 years. Most of her career was on the operational side of the brokerage. She was her team's internal "Insurance Google" since they did not have a better option. She could never get ahead in her operational pursuits. Supporting her team absorbed her time by answering the office's underwriting questions and debates. This pain point was not unique to her brokerage; she knew there had to be a better way.

In operations, Christy had to "Macgyver" many technology platforms to work for her

technology. Our software compares multiple carriers side-by-side, reduces search time by 10-20x, facilitates operational workflows across departments, and drastically improves broker training.

Their Software offering is broken down into two components:

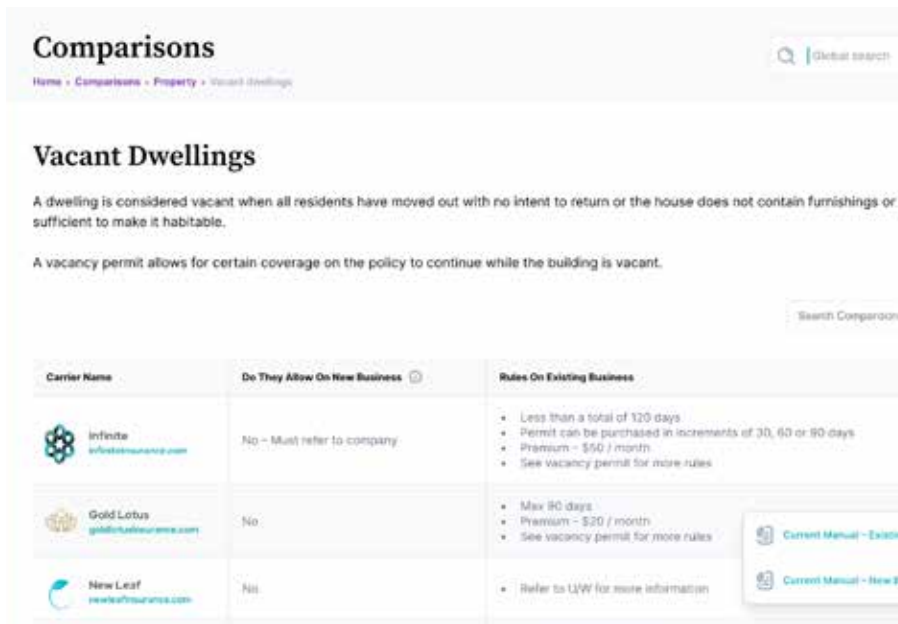
The Comparisons

The QuickFacts team compiles data from all the insurance carriers the brokerage has contracts with into simple tables comparing their offerings. They have resources for Personal Lines Property, Auto, and Recreational, including:

- Different sections for each province
- Links to current manuals & forms
- Product bulletins
- Binding guidelines
- Carrier, vendor & internal contacts
- Decline rules and more

Carriers are adjusting manuals and releasing them more frequently each year. The best part of this software? They keep it all updated for you! They look ahead for manual updates and have them ready and published for the carrier's effective date.

The comparisons save your team valuable time wasted trying to log into the portals, remember multiple passwords if they are not expired and need to be reset, asking the person beside them or their manager.



In 2022 we can google anything we want! With customers needing instant answers, taking the time to search manuals and call back invites the opportunity to shop elsewhere. Customers are used to quick info, and your team should have that same search engine technology to sell and service clients faster!

On top of those benefits, employee morale increases when they are empowered with information and can find the answers to their questions. It allows new & existing employees to become experts faster!

The Workflows

The QuickFacts workflow team breaks down tasks into simple steps for your whole team to follow. We can integrate your existing process or develop brand new workflows custom-made for your brokerage. Our Workflow offering includes:

- Consistency in tasks within your office for any department, including Commercial
- Internal office organization
- Broker Management System best practices to get detailed reporting
- Links to appropriate comparison pages

These workflows build the foundation for

Onboarding Programs to speed up the onboarding process of a new brokerage hire. They also create a consistent client experience, vital to your brokerage standing out amongst the crowd.

Where is QuickFacts Headed?

QuickFacts is operating in Atlantic Canada and Ontario, and they will be across Canada before the end of the year. While their comparison platform is for Personal Lines, they have plans to expand this comparison offering to Commercial Lines in 2023.

QuickFacts is dedicated to ensuring that its software continues to be what brokerages need to help save wasted time! They are passionate about user feedback and listen to it to continually improve their product.

Want to know More?

Are you tired of your team wasting time looking for answers to their questions? If you are and if you have any questions about what QuickFacts does or how it can help your brokerage and would like a demo, please get in touch with us by your preferred method:

Phone - 902-422-3066 press option 1, or email - info@quickfactsinc.com

IS MULTITASKING A MYTH?



Whatever your job role within your brokerage, you likely need to get more done and work in the most efficient way possible. This, in turn, leads to us often doing several things at once.

Multitasking as it were. And in fact, many of us are great multitaskers – from juggling email, social media, phone calls and then several projects at any one time. If we could not multitask we wouldn't get much done at all – right?

Drive and Driving

Fortunately, there are several studies that clearly illustrate the impact of multitasking. One study in particular looks at the impact of talking on the phone whilst driving, and the results are clear – people who talk on their phone whilst driving, even the hands-free variety, have more accidents. This is pretty scary when you consider that at any time around 8% of drivers on the road are on the phone!

38

Maybe This Is True For Most People But...

But what? You are a super high-powered executive who can talk on the phone, type an email and manage your social media accounts all at the same time? Sorry, the research says otherwise. In fact, when interviewing those who believed they were effective multitaskers, these people were shown to be the worst of all.

The general idea here is that people don't multitask because they are good at it – they multitask because they are constantly distracted. That is – people who multitask can't focus on the task at hand.

Numbers, Numbers, Numbers

There is a great example of our poor ability to multitask in the Scrum book that works as follows:

Write down the numbers 1-10, the roman numerals to 10 (I, II, III, IV) and the letters A to J.

You need to write the number, the roman numeral, and then the letter in a line. Time

yourself in seconds. Your results should look like this with ten rows in total:

- 1 I A
- 2 II B
- 3 III C
- 4 IV D, etc.....

When you have done this once and noted your time, I want you to repeat the exercise but work in columns.

That is – write a column from one to ten, then a column of I to X, and a column of A to J. You will end up with the exact same three vertical columns as the first example

Time yourself in seconds. The first time I did this my attempt to do this in row by row approach took 1 minute and 2 seconds. My first attempt at doing this in columns took 27 seconds. Less than half the time. My team here at IBANB all attempted this and times varied, but the saving in time was consistent on the second approach.

This is due to a clear focus on one task at a time and removes the overhead of switching from numbers to roman numerals to letters and back again. This simple change and single focus more than halved the time it took me to do the task. Still, think you are the master of multitasking?

But Still, These Examples Don't Relate To Me – Right?

Don't kid yourself – there are many more studies and science here from the world of software development where inefficient practices lead to the loss of hundreds of

millions of dollars. Further still, the more tasks you have on at any one time, the more inefficient you become.

The idea here is that there is a cognitive load required to switch from one task to another and this is known as context switching. In an example from the classic software development manual Quality Software Management by Gerald Weinberg, we see how working on five simultaneous projects can result in up to 75% of your day being wasted to context switching overhead.

1 task = 100% efficiency & 0% loss to context switching

2 tasks = 80% efficiency & 20% loss to context switching

3 tasks = 60% efficiency & 40% loss to context switching

4 tasks = 40% efficiency & 60% loss to context switching

5 tasks = 25% efficiency & 75% loss to context switching

Now I find this pretty terrifying. As a IBANB staff member with multiple roles within the association, it is a rare occasion that I am only focusing on one task at once – and I always tend to find myself wondering where my day went (now I know). If we check this against the results of our relatively simple numbers, numerals and letters example with three tasks we see a close map to the 40% of time lost to context switching.

Putting This Knowledge into Practice

The takeaways here are clear:

- Our brains can't do two things at once effectively (driving and talking on the phone)
- Multitasking is not an efficient way of working
- The more tasks or projects we have on the more inefficient we become
- Focusing on one task at a time enables those tasks to be completed more quickly
- The cumulative effect of focus is more work done in less time

Ultimately, if you can focus on one job at a time then you will often complete that task in half the time it would take if you were switching between several tasks. If, like me, you often spend 12 hours a day at work and would dearly love to reduce that to 8 or even possibly 6, then there is much to benefit from taking this on board.

If you are hungry for more details there is a great chapter in 'Scrum – The Art of Doing Twice the Work in Half the Time' (4), the book that inspired this post, and goes into much more detail on the science and studies – recommended reading!

Becci Taylor, BBA, CAIB, Executive Director, IBANB.

Becci can be reached at (506) 450-6083 or email btaylor@nbinsurancebrokers.ca



“Our team prides itself in fulfilling financing needs across the **full broker lifecycle.**”

Colin Clahane, North American Director,
Head of BMO Insurance Initiatives

The BMO broker financing program is well entrenched in communities throughout Canada and remains a market leader in meeting local broker capital requirements. Our team is spearheaded by seasoned individuals who have worked directly in the Property & Casualty space. We're eager to learn more about your financing requirements and assist with all stages of the life of your brokerage including succession, acquisition, working capital and equity recapitalization needs.



We're here to help.™

At BMO, we remain firmly committed to supporting the independent broker distribution channel.

IT HAVEN INC. V CERTAIN UNDERWRITERS AT LLOYD'S, LONG: THE BROAD SCOPE OF THE DUTY TO DEFEND

Written by Kyla Russell, C3 Legal.

A recent case out of Ontario—IT Haven Inc. v Certain Underwriters at Lloyd's London, 2022 ONCA 71 (“IT Haven”)—reaffirmed that insurers have a broad duty to defend their insureds even if there are allegations that the insured made material misrepresentations upon application for its insurance, and these misrepresentations were not corrected upon renewal.

The Facts - Upon application for comprehensive liability insurance in 2016, IT Haven (the “insured”) made representations to its insurer that were incorporated into the terms of its policy. The policy included a clause that the insurer could void its obligations if it was found that the insured’s representations were false. The policy was renewed for one-year periods in 2017 and 2018. Upon renewal, there was a “Renewal Conditions Endorsement” attached to the policy, which effectively confirms that there were no changes to the insured’s business in the year prior. There was no evidence that this renewal conditions endorsement was ever brought to the attention of the insured.

In 2019, Niantic Inc. commenced an action in California against the insured (and other co-defendants) largely alleging copyright infringement against Niantic. The alleged copyright infringement took place during the insured’s effective policy period.

The insurer refused to defend the insured against Niantic’s claim. The insurer alleged that the insured had made misrepresentations upon its application for the policy, failed to inform them of material changes in the insured’s business, and breached conditions of the policy.

The insured made a successful motion for a duty to defend. The insurer appealed to the

Ontario Court of Appeal, stating that the motions judge failed to consider extrinsic evidence. Extrinsic evidence is evidence of the circumstances and facts leading up to the parties agreeing on the policy of insurance. The Court of Appeal upheld the lower court’s decision, but did acknowledge that the insurer might have remedy against the insured at a later date.

The Analysis - The Supreme Court of Canada found in *Progressive Homes Ltd. v. Lombard General Insurance Co. of Canada* (2010), 2010 SCC 33 (“*Progressive*”) that there is not a significant barrier in finding that the insurer owes the insured a duty to defend. The onus rests on the insured to establish that the

allegations found within the action fall within the insurance policy. If the insured wants to refute the duty to defend it must then show that there is an exclusion that unquestionably excludes coverage for a claim against the insured; however, as stated in *IT Haven*, “The mere possibility of coverage is sufficient to trigger the duty to defend.” The duty to defend is broader than the duty to indemnify.

The Supreme Court in *Progressive* stated in determining the nature of the claim and whether there was coverage under the policy (and hence, a duty to defend), the Court could consider extrinsic evidence referred to within the pleadings. The Court cannot,



however, consider premature evidence or evidence that will impact the underlying litigation, which is what the insured in IT Haven appeared to suggest in its submissions.

IT Haven followed Progressive as the basis for the

Court of Appeal's reasoning in IT Haven, but then stated that this case was not typical of a normal duty to defend case. Niantic's claims against the insured were unproven allegations found within the pleadings; however, the insurer argued that it does not have a duty to defend because the allegations found in Niantic's action revolve around business activities that the insured represented to the insurer that it was not engaged in. In other words, the allegations do not fit within the coverage found under the policy. The Court of Appeal found that the misrepres - entations and breaches

of policy conditions that the insurer alleges are factual issues that cannot be found within the Niantic's original action against the insured, and would require a determination that had a significant impact on the final decision of the underlying case by Niantic.

Therefore, the Court of Appeal summarily stated, "Determining whether IT Haven made misrepresentations about its business, or failed to correct its representations at the time of renewal, would therefore require a determination of some of the very issues at play in the Niantic action." Because the Court cannot step outside of the pleadings to consider additional extrinsic evidence, other than what is found in the pleadings, based on what the Supreme Court in Progressive decided, the duty to defend exists.

The Court of Appeal further stated that the duty to defend was not absolute. The insured may be able to establish its

claims of misrepresentation and breach of policy conditions at a later date. If such is the case, the insured may then be entitled to recover the defence costs from the insured. The Court of Appeal did not go into detail as to when the insured may pursue this course of action. Presumably, however, in reading the case as a whole, such claims by the insurer against the insured would be addressed after the decision in the primary claim by Niantic when those issues are decided, and further the duty to defend arguably exists from start of Niantic's claim to its conclusion.

Final Word - An insurer's duty to defend is quite broad. Unless it can be determined clearly and unequivocally by reading the original action against an insured, an insurer will face an uphill battle in showing that it does not have a duty to defend. An insurer, however, should not lose sight that depending on the issues at play, it might have recourse to recoup its defence costs at a later date; however, while not addressed in this article, in making any decisions about its interactions with its insured, an insurer must also be cognizant of its good faith obligations to its insured. Help others help you.

Disclaimer: The content on this article is provided for general information purposes only and does not constitute legal or other professional advice or an opinion of any kind. Readers are advised to seek specific legal advice by contacting members of C3 Legal (or their own legal counsel) regarding any specific legal issues. The article was current as of its original date of publication, but should not be relied upon as accurate, timely or fit for any particular purpose.



CLOUD SERVICES AND YOUR BROKERAGE — A MATCH MADE IN HEAVEN?

Having worked in the insurance information technology (IT) space for over 20 years, I've had the opportunity to see how cloud technology has evolved from its earliest days to the present. At first, it was a digital solution only major corporations could feasibly implement, today a brokerage of any size can benefit from leveraging cloud services.

Should your brokerage adopt cloud services? That depends on a number of factors specific to your situation—only you can answer that question. To aid your decision-making process, I'll provide a brief overview of the cloud, its main benefits, and potential risks to implementation.

What are cloud services?

Simply put, referring to a system or information as “on the cloud” means it is stored remotely. Most people associate the cloud with end-user storage services, such as backing up the contents of your smartphone to a cloud server. A similar principle is applied to cloud-based business solutions. For example, there are broker management systems (BMS) that are stored on cloud services while brokerages use them. Lastly, we have infrastructure cloud services, notable examples include the Amazon Web Services (AWS) cloud, or Microsoft's AZURE cloud. Organizations that leverage these services are able to host their own solutions on a cloud network.

What are the benefits?

Now that you're more familiar with what cloud services are, let's have a look at how they can benefit your business.

1. Cost savings

Many brokerages have seen their IT costs significantly reduced by adopting cloud services. Having too many in-house solutions can be costly, cloud providers offer flexible options to manage and pay for those solutions. Upscaling legacy systems to modern ones is a common industry project but it can be expensive. Cloud solutions typically involve a minimal capital investment compared to building a new in-house solution. Finally, there are more flexible options regarding how cloud services are managed and who is managing them, ultimately resulting in cost savings.



2. Innovation

The ability of a brokerage to rapidly respond to customers' ever-evolving needs is paramount to its success. The cloud allows an organization to easily access many different solutions, enabling it to make operational changes quickly. Similarly, it is much easier to scale up a cloud solution to accommodate growth than it would be to do the same for an in-house solution. Last but not least, a key innovation driver is data, and cloud systems make accessing and viewing all kinds of data more feasible.

3. Functionality

The economic and innovation benefits are usually enough to entice brokerages to consider cloud services, but there's even more incentive to make the switch. The cloud allows brokerages to integrate their in-house systems with carrier Application Programming Interface (API) services or other third-party solutions. Also, when hiring new IT staff, most candidates will be more familiar with modern, web-based systems. Finding talent that is already trained in some of the older, legacy systems is more difficult.

Things to consider before moving to the cloud

As you can see there are many potential benefits to adopting cloud services but the reality is that it's not something every brokerage should be prioritizing. Here's why:

- **A lack of alignment:** Brokerages that adopt the cloud but do not adapt their operations to the necessities of their new solution are more likely to create poor experiences for their customers.
- **Hyper-competitive market:** Insurance technology is advancing very rapidly, which means a brokerage can invest time and money into adopting a cloud solution and still be behind their competitors.
- **Underestimating effort:** A lot goes into implementing a cloud solution. It can make things easier in the long run but the adoption process takes time and financial resources.
- **Increased complexity:** Upgrading to a cloud environment typically involves new systems, staff, procedures, and ways

of working. Not managing those changes properly can present a new set of risks.

- **Costs exceeding expectations:** The organizations that own cloud servers charge clients who use their cloud for services and transactions, like accessing data for example. Brokerages that don't adjust their procedures accordingly to this new expense structure can see their costs get out of hand.

Take CSIO's free course to learn more!

Now that you're familiar with what cloud services are, along with their potential advantages and drawbacks, consider taking CSIO's Cloud Fundamentals For Brokers course if you're interested in leveraging the cloud at your brokerage. You'll learn more about planning and managing your organization's move to the cloud in just one hour. The course is free for CSIO members (all IBAN, IBANB, IBANS and IBAPEI members are CSIO members as well) and can be found at csio.com/professional-development.

Best of luck on your journey to adopting cloud services!

Brian Warkentin, Director, Solution Architecture and Technology at CSIO – Centre for Study of Insurance Operations



Leverage the Benefits of CSIO Broker Membership

CSIO advocates for the needs of our members by collaboratively advancing insurance technology. CSIO provides brokers with resources, tools and solutions that leverage the insurance innovation and industry initiatives that are driving digital transformation in the broker channel.



YOUR ADVOCATE FOR MORE EFFICIENT WORKFLOWS

Bringing you resources, tools and solutions to support:

- Streamlined processes
- Better connectivity with partners
- Implementing new technology
- Best practices in securing data
- Digital transformation

Together with insurers and vendors, we leverage the best technology to bring you turnkey solutions.

These workflow efficiencies let you deliver the best insurance experience to your customers.

UPCOMING *events*

OCTOBER 2022			
		20	IBANB MEET THE UNDERWRITER
5 – 6	ATLANTIC INSURANCE BROKERS CONVENTION IN NFLD!	24	IBANS CAIB 1 IMMERSION
		25	IBANB CAIB 1 IMMERSION
5	IBANS CAIB 4 EVENING WEBINARS	26	IBANS THE BUSINESS OF SOCIAL IMPACT WEBINAR
18	IBANS WEBINAR BEING INNOVATIVE WITHIN THE LINES	27	IBANB THE KEYS TO MANAGING STRESS AND MAINTAINING A POSITIVE ATTITUDE WEBINAR
20	IBANB AGM		

NOVEMBER 2022

5	IBAN CONVOCATION
2	IBANS THE LEGAL LANDSCAPE IN ATLANTIC CANADA WEBINAR
8	IBANB CAIB 2 IMMERSION
10	IBANB WEBINAR: WETT CERTIFICATION AND WHAT IT MEANS FOR THE INSURANCE PROFESSIONAL
13	IBANB CAIB 3 IMMERSION
24	IBANB WEBINAR: DEVELOPING TEAM CULTURE
29	IBANB CAIB 4

DECEMBER 2022

5	IBANB CAIB 2 IMMERSION
---	------------------------

The pros know

ALISON SHEPHARD-BROWN, CIP, CAIB
VP Operations, Partner
Carnaghan Thorne Insurance Group Inc.



The property & casualty insurance industry never stands still, and neither should you. A true professional like Alison is always a step ahead and equally prepared for today's and tomorrow's challenges.

Take your professionalism to a higher level with leading-edge insurance education from the industry's most respected source: the Insurance Institute.

With a curriculum that includes technical, professional, and soft skills training, you can acquire valuable expertise through a variety of flexible and modern learning formats. Register now for our monthly weekend warrior course and have the flexibility to write your exam when you chose to.

PROGRAMS WE OFFER:

- Virtual Licensing Education | Licensing Equivalency, Level 2 through C130 & C131
Additional exams available
- Chartered Insurance Professional designation with broker specialization | CIP
- Virtual exam options now available
- Risk Management & Commercial Insurance Certificates
- Seminars and events
- French sessions available



EMPOWERING
INSURANCE CAREERS

insuranceinstitute.ca

IBANB GOLF 2022



THANK YOU TO ALL WHO ATTENDED OUR GOLF CLASSIC 2022! WE ARE LOOKING FORWARD TO SEEING YOU ALL AGAIN IN HARTLAND, NB, NEXT YEAR.



Our **roots**
run deep.

We're made for each other.

You're no overnight success and neither are we. 100 plus years of keeping people safe. Together we're there for our neighbours, because they're our community. That's what real trust is built on.

Thinking of partnering?

Reach out at:
caainsurancecompany.com/partner

©CAA trademarks owned by,
and use is authorized by, the
Canadian Automobile Association.



The savvy broker's solution.

Anderson McTague's Team 24 is a focused group of underwriters specializing in writing policies for Vacant Dwellings, Seasonal Dwellings, and Rented Dwellings – in under 24 hours.

Vacant Dwellings

- Includes properties under renovation, estates, condos, risks held for sale and more
- First class risks eligible for Broad Form coverage and Replacement Cost coverage
- Policy term options of 3 or 6 months with the option to renew

Seasonal Dwellings

- Includes cottages, camps, and other secondary homes
- First class risks eligible for Broad Form coverage and Replacement Cost coverage
- Unprotected risks will not be denied coverage

Rented Dwellings

- Includes single family and multi-family homes (up to 6 units), condos, and student housing
- First class risks eligible for Broad Form coverage and Replacement Cost coverage



NB/NF 1 800 222 9777 • NS/PEI 1 800 561 9052
MGA@AndersonMcTague.com • AndersonMcTague.com