

EAST COAST INSURANCE BROKER



COMMUNITY, CHANGE YOUR
WAYS, AND PERSONALIZE
YOUR APPROACH.....

insurance
brokers
association of
new brunswick
association des
courtiers
d'assurances
du nouveau-brunswick



iban Insurance Brokers Association of NL

ibans Insurance Brokers Association of Nova Scotia



IBAPEI
Insurance Brokers Association
of Prince Edward Island

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CAIB DESIGNATION

TO ESTABLISH YOURSELF AS A TRUSTED INSURANCE BROKER, YOU NEED TO HAVE IN-DEPTH KNOWLEDGE AND UNDERSTANDING OF ALL ASPECTS OF PROPERTY AND CASUALTY INSURANCE. YOU NEED THE CAIB PROGRAM. YOU WILL IMMERSE YOURSELF IN THE STUDY OF PERSONAL LINES, COMMERCIAL LINES, AND BROKERAGE MANAGEMENT. EACH COURSE IN THIS FOUR-COURSE PROGRAM CULMINATES IN A NATIONAL EXAMINATION. UPON SUCCESSFUL COMPLETION, ELIGIBLE CANDIDATES ARE AWARDED THE NATIONALLY RECOGNIZED PROFESSIONAL DESIGNATION CAIB.

1

CAIB 1 is the nationally recognized designation of the professional insurance broker. With CAIB 1 you will get an introduction to Farm, General, Habitational, Personal, Liability, Basic Personal Auto and Travel Insurance. You will learn to build professionalism.

2

CAIB 2 is all about Commercial Property. You will learn policy forms, additional coverage, and miscellaneous policy forms. You will also gain an understanding in crime and business interruption insurance.

3

CAIB 3 is a continuation from 2, focussing on Commercial General Liability. You will learn a legal perspective and insurance policy. You will explore automotive, ocean marine and aviation insurance. You will learn surety bonds, and risk management.

4

This is the final course in the CAIB series, and this will teach you all things Brokerage Management. You will learn to plan, organize, HR, leadership, company relations, understanding marketing and how to build long term relations and financial management.



ALL FOUR ATLANTIC ASSOCIATIONS WORK TOGETHER TO MAKE THE CAIB PROGRAM ACCESSIBLE TO ALL. YOU CAN EITHER STUDY AT YOUR OWN PACE, OR VIA IMMERSION, OR EVENING SESSIONS. FOR MORE INFORMATION, PLEASE REACH OUT TO YOUR ASSOCIATION.



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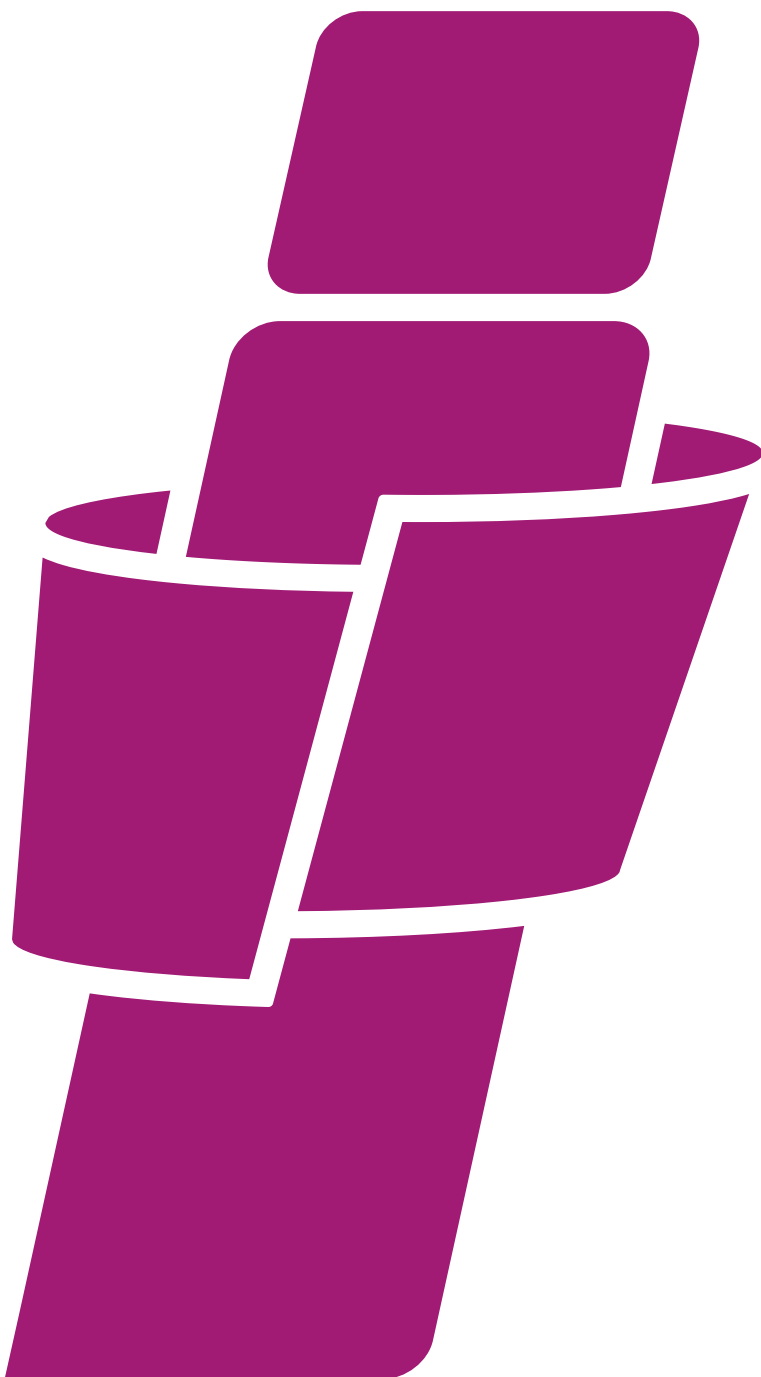
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CELEBRATING THE IBAC BIPPER



4

2023 marks the 35th anniversary of the Bipper, IBAC's iconic logo, and that's something to celebrate!

When I travel across the country as IBAC's President, I am always proud to notice the brokerage offices that display the magenta logo on their storefront signage. These brokers obviously understand the value of this time-honoured symbol and what it represents.

I would like to provide some history and context, and hopefully encourage even more brokers to embrace the Bipper and benefit from the positive image and brand recognition it provides.

In 1986, Canada's Minister of State for Finance, Barbara MacDougall tabled a White Paper in the House of Commons announcing that the government was about to allow banks to sell insurance.

Brokers from across the country knew that they had to mobilize and fight back. Letting banks sell insurance at the point of granting credit would not only harm consumers, it would erode Canada's competitive insurance marketplace, putting all Canadian insurance brokers in jeopardy.

IBAC met with Minister MacDougall in Ottawa, where it became very apparent that politicians did not know what P&C insurance brokers did and often mistook them for life insurance agents.

IBAC decided to create a national image-building campaign to educate politicians and consumers on the important

role of the insurance broker. The mission statement of the campaign was to promote the value of the insurance broker distribution system to consumers, insurers and governments.

In 1988, the Broker Identity Program (BIP) was introduced, featuring the Bipper logo. A national advertising campaign aimed to raise the profile of the profession, and the IBAC lapel pin became a visible symbol that unified insurance brokers across Canada, and continues to do so today.

The original Bipper depicts a “human being wrapped in a symbolic blanket indicative of comfort, care, security and warmth.” The magenta color was chosen to make sure it stood out.

Successive brand awareness studies showed that the impact of the BIP campaign grew steadily over the years, and our brand has become well recognized by politicians, consumers, insurance stakeholders and community leaders as a symbol of trust and integrity.

The branding is particularly powerful in supporting IBAC’s federal advocacy. Each year brokers go to Ottawa for our annual Hill Day in a wave of magenta that is well recognized and respected by Parliamentarians who welcome broker constituents from their local communities.

In 2018, the 30th anniversary of the Bipper, IBAC updated

the logo to what it is today, simplifying and modernizing the design for today’s digital environment and refreshing the brand to keep it top of mind.

The national BIP advertising strategy continues to elevate and promote the broker profession across Canada. Our newest campaign with tv and digital ads will have launched by the time you are reading this. It is based on the idea that nothing works without insurance, and insurance works best with an insurance broker.

You need insurance for almost everything – driving to the store, owning a home, opening a business, traveling – all the daily things that we might take for granted. And insurance works best when you have a broker providing choice, advice and advocacy.

The campaign is also elevating the profession and portraying it as a great career, helping to attract and retain new people to the industry. A series of videos will show real brokers across Canada in short vignettes that illustrate what brokers do for their customers and their communities.

Our Member Associations and their members will have access to all the creative assets which they can leverage in their own advertising strategies.

With the support of all brokers across Canada united under the Bipper logo, we are a force to be reckoned with as we



continue to strengthen and protect the broker channel and advocate for insurance brokers and consumers.

Without the vision of our IBAC predecessors in creating the Bipper logo in 1988, and the hard work that IBAC has done to continually promote it for 35 years, I often wonder how different our industry would look.

For myself, I am grateful for this powerful symbol of our profession, and I encourage all brokers to carry the torch to ensure it remains strong for years to come.

To reach Linda, email her at **linda.dolan@alportinsurance.ca**, or look for her at one of the upcoming conventions or events.

Be sure to follow IBAC on Twitter @IBACanada to stay connected.

MEET YOUR NS YBN TEAM

As we start a new year, we have welcomed a few new faces to our YBN team. I figured it would be a good opportunity to introduce the readers to those that do all the work behind the scenes to make our events run smoothly and to create initiatives to get new people into the industry! In alphabetical order, we have:

Britany Deal. Britany is a Leadership Team Coordinator at Bauld Insurance. She started in the industry in 2018 and joined Bauld in 2020 as a Personal Lines Account Manager, making the transition to her current position in 2021. In the past, Britany was a volunteer fire fighter with Martin's River Volunteer Fire Department, completing all the training and had her own bunker gear. Thankfully, she wasn't on any fire calls but appreciated giving back to the community! In her spare time, she enjoys reading for pleasure and being outside.

Felicity d'Eon. Felicity is a Commercial Account Manager at BrokerLink, starting as a personal insurance advisor in 2019, and transitioning to a Commercial Account Manager in 2021. Felicity was also the recipient of the Emerging Professional Award at last years Aspire Awards! Felicity is also big into WeddingTok on TikTok, having over 5,000 followers that got to be a part of her wedding journey!

Alicia Fraser. Alicia is a Broker at AA Munro, working on the Personal Lines team. She started in the industry in 2014, working in direct underwriting, but switched to the broking side of things in 2017. She has a background in marketing, communications, and public relations, all of which I'm sure helped smooth the conversations with clients during the hard market! In her spare time, she enjoys traveling, reading, skating, and anything outdoors.



Robyn MacInnis. Robyn is a Broker and Office Manager at Carmie MacInnis Insurance, working mostly in personal lines, but has started to get into commercial. She has been in the industry for around 8 years and obtained her CAIB in 2020. Currently, she is working on the final few courses of her CIP as well. In her free time, she enjoys reading, spending time with family, friends, and her dog Stanley.

Katie MacIntosh. Katie is a Commercial Broker at Aon, joining in 2022. She started in the industry as an underwriter in 2014 and made the switch to broking in 2018. Katie is also one of the only people I know who has never been in a car accident but has been in a train accident. Currently, she is off on maternity leave, but when she isn't caring for her new baby, she enjoys baking, hiking, and playing board games with her husband.

Carly Miller. Carly is a Commercial Account Manager at OTC Insurance Brokers, and is new to the industry, starting back in June 2022! Before joining the insurance industry, she studied medical sciences at Dal and was actively pursuing a career in medicine. She began working for the government in a medical aid department. In that role, she was transferred to a business unit where she became involved in the insurance. Since then, she made the jump to the broker role in the position she is in now. In her spare time, she enjoys sports, hiking and camping, and spending time with family and friends.

Lauren Nickerson. Lauren is a Broker at AA Munro, working in Personal Home and Auto. She started in the industry in 2019 as a direct underwriter but made the switch to broker back in 2020. Lauren graduated from the Music Business program at NSCC and received the president's award at graduation for academics and community involvement. Because of that, each year she gets a contract with Music Nova Scotia for Nova Scotia Music Week as the Finance Coordinator for the entire Festival.

Alex Roach. Alex is a Commercial Lines Account Manager at Caldwell Roach Insurance. He started in the industry in 2017 in personal lines but made the transition to commercial in 2019. Alex completed a Bachelor of Commerce at Concordia University. Alex is an avid golfer, spending as much of the summer as he can on the course. Fitting that he leads our YBN Golf Planning!

Mark Townsend. Mark is an Account Executive at Aon, working in Commercial lines. He started at Aon in 2018, during an internship as part of his MBA, and was able to see a variety of roles within a brokerage. Mark is an avid rugby player, having played provincially for PEI, and still plays for his senior men's team. In his spare time, he can be found spending time with his wife, newborn, and their dog, or helping at the family bee farm.

I hope you enjoyed getting to know our team a bit more! Please feel free to connect with any of our members if you have any questions or suggestions for our group and we hope to see you out at events soon!

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

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



A sustainable future for our communities

It's not always convenient for homeowners to make proactive upgrades, but they can take advantage of key windows of opportunity to build resilience into their homes.

Our two new climate coverages are designed to do just that.

Learn more at
wawanesa.com/climatecoverage





7 SPRING LOSS PREVENTION TIPS

Spring has finally begun!

As we say goodbye to winter and welcome the return of warmer weather, we should be considerate of what our properties have gone through over the past few months. With the cold weather and strong winds over the winter our homes have worked extra hard. For these reasons Spring is a perfect time to inspect your property.

Take a look around your premises to prevent disasters. Here are a few suggestions on how you can protect your property and how you can advise your clients as well.

Test smoke and carbon monoxide alarms

A good rule of thumb is to change your batteries each spring and fall when changing the clocks for daylight savings time.

Clean heating system

Having your furnace or heat pump cleaned in spring can improve the airflow and efficiency of the product, also reducing your electricity costs.

Check the hoses, taps and cords to dishwasher and washing machines

One of the most common water losses is a leak or disconnection of hose from washing machines or dishwasher. Taking a few moments each year to make certain the connections are tight and the cords show no signs of damage or cracking can prevent large water losses.

Clean dryer vents

It is recommended to disconnect and clean out your dryer vents each year. As you have likely seen videos on social media, the vents typically get clogged at the point of exiting the home where the hot

air meets with the cold outside air.

Clear gutters/eavestroughs

Make sure gutters and eavestroughs are clean and clear of any build up. Debris from shingles and leaves can build up and cause water to pool.

Test basement drain and sump pump

Ensure the drain is not clogged as it could lead to a backup of water. Test your sump pump each spring to confirm it is working properly and you are protected in the event of a fast snow melt and heavy rainfall.

Exterior walk around

Take a walk around your premises and check the quality of your siding and roof. Also keep an eye out for any ground movement effecting structures such as outbuildings, decks, fences, driveways, and walkways, as uneven surfaces can result in either a slip and fall or property damage.

These minimal preventative measures can go a long way to protecting one of the biggest investments of your life. In the event of an incident, you will feel at ease knowing you recently took the time to check these items and everything should be working properly.

Tyler Sellar, BBA, CAIB, CIP, YBN, IBAPEI.

Tyler can be reached at (902) 368-3446 or by tyler.sellar@anchorgroup.com





My name is Denis Levesque, I'm from Edmundston or more precisely a small town near called Saint-Basile, New-Brunswick. I've been working as an insurance broker at Laurent Beaupré Inc. for over 3 years now, a brokerage locally owned by my mother, Nadine Raill.

My mother used to tell me when I was younger that she never had intentions to work in the insurance industry, as her father also owned a brokerage and she just wasn't interested as a kid. The same applied to me, as I never really thought anything about insurance while growing up.

When I graduated high school, I went for a year at the Université de Moncton in Edmundston studying to become social worker. After a year, I decided to go to the Collège Communautaire du Nouveau-Brunswick in Campbellton to study in a similar field instead, which was called community service intervention technique. After I graduated from college, I worked for a few years in that field, working in a halfway house, some organizations working with people with mental disabilities and even worked at two nursing homes for people with special needs. When I was 22 years old, I decided to change my career to another path as I was struggling to get a certain stability.

At first, my mother was hesitant to hire me, as she thought I wasn't serious about choosing insurance as my career. After a few months, she offered me to go do the fundamentals course in order to get my license. She told me that if I passed the exam, she would hire me but if I didn't, she wouldn't. I ended up getting the highest grade in that class and the rest is history. I officially got my CAIB designation in May 2022.

I'm a firm believer everything happens for a reason and I'm glad my path led me to the insurance industry; I've met a lot of great people along the way & love the personal approach of working with people. I'm looking forward to a long & fulfilling career in the industry and hopefully, one day I might follow in my family's footsteps and own a brokerage as well.

Denis Levesque, CAIB. Denis can be reached at 506-735-4971 or by denis@laurentbeaupreinc.com



PERSONALIZING YOUR APPROACH

In today's world, being average is not an option for insurance brokers. The industry is becoming increasingly competitive and in order to stand out, brokers must find new ways to connect with their customers. The key to success lies in personalization. By using data to understand the unique needs and preferences of your customers, you can create marketing messages and offers that truly resonate with them.

Think of it like this: you wouldn't offer a steak dinner to a vegetarian, right? The same principle applies to insurance. By using data, you can identify which segments of your customer base prefer digital communication and which prefer more traditional methods. You can also identify which customers are most likely to purchase multiple policies and which may need extra attention to retain.

But personalization isn't just about selling more policies. It's also about building trust. When you take the time to understand your customers and address their specific needs, they'll feel heard and valued. This kind of connection is invaluable in today's marketplace.

Personalization doesn't have to be hard. Start by gathering data on your customers' demographics, buying habits, and interactions with your business. Look for patterns and trends. Identify where your customers are struggling and what they need. Use this information to create targeted

ad campaigns, email campaigns, and other marketing efforts that speak directly to your customer segments.



And don't forget about the customer experience. Use data to identify areas where customers have questions or concerns and use this information to improve your customer service and create more helpful content. By taking the time to understand your customers and create a personalized experience, you'll be able to build a deeper, more meaningful relationship with them.

In short, personalization is the key to success for insurance brokers. By using data to understand the unique needs and preferences of your customers, you can create marketing messages and offers that truly resonate with them. And by building trust and improving the customer experience, you'll be able to stand out in a crowded marketplace and build a more successful and profitable business.

IBANB PRESIDENT MESSAGE



The remainder of the 2022 calendar year was spent cleaning up the aftermath of post tropical storm Fiona, the most expensive weather event in Atlantic Canada. Mother Nature and our weather continue to wreak havoc in the new year with a deep freeze. New Brunswick shattered cold record temperatures, while brokers responded to claims for fires and burst water pipes.

If the past few months are any indication, 2023 will likely be a year of ongoing challenges across various sectors. We are experiencing heightened weather events as well as employment shortages, not only within the insurance industry, but with declining and limited numbers of contractors and tradespeople. We will continue to face these and other challenges head on, for the benefit of the clients we serve.

Our brokers are there for their clients when they need them the most, and IBANB will be there for our brokers. We will extend our investment in professional development, advocacy, and technologies.

As an association, we continue to explore new avenues and ways to engage our membership and be the voice of you all. We have sent many emails with regards to the changes in the Licensing Act for New Brunswick and will continue to keep you abreast of what is happening.

Most license types that exist under the current licensing regulations of the Insurance Act in New Brunswick will be automatically updated in the FCNB licensing system on 1 February 2023. Existing licensees will need to download and print a new copy of their license. One thing to note will be that all General Insurance licenses are now “agent” licenses. According to FCNB, an insurance

“agent” licensee may still hold themselves out as a “broker” if the “agent” is a party to two or more subsisting agency contracts with different insurers. It is unfortunate that this license term is used interchangeably. Being an insurance broker is more than just offering choice.

IBANB has facilitated additional education sessions to help alleviate any additional strain to your office on the license requirements.

The IBANB Board of Directors also met with IBC to discuss IBC Dash. Marking a new milestone in delivering benefits to the industry, IBC is unveiling its new DASH (Driver Automobile Search History) product and report. The DASH report, which will compete with AutoPlus, is being delivered by IBC using the industry’s own data and will be available to carriers and brokers through a portal and an API. It is anticipated that DASH will launch at the end of March 2023.

IBC identified an opportunity to work with insurers to develop a competitive product that would address key pain points from a user perspective. Brokers that are sponsored by one or more carriers who have signed on to DASH can access the DASH system at no cost. This removes per-transaction fees and avoids the need for brokers to manage costs related to their report-ordering within their brokerage.

Training will be coordinated and delivered through IBANB. The training program will include reference documentation, user manual, brokerage specific decision trees, and a webinar. From a timeline perspective, expect to see communications on the training program early this spring. Implementation details are currently being finalized, and more information will be shared with brokers in the coming weeks.

Our YBN has been working diligently on engagement of our new and existing young brokers and creating events that will allow for continued education and networking. Over the next few months, we have events in the schedule, with guest speakers from Anderson McTague and BELFOR Restoration.

In addition to this, they have had lunch and learn sessions with UNB, NBCC, Oulton College, and Eastern College to educate those students who are partaking in a business administration course of the options available for them in the insurance industry. IBANB has been working very closely with our friends at NBCC, and the BA: Insurance and Risk Management course, and have offered again this year, CAIB 1 to those students free of charge. We have had incredible uptake on this, and of the twenty students currently due to graduate this June, twelve of them are signed up to complete their CAIB 1. I want to take this moment to thank our young broker network for how they have taken their mandate as a committee and gone above and beyond for members and prospective new brokers to our industry.

This spring, we have many events and webinars in the calendar, so be sure to check out our website to keep up-to-date with what is happening in your province. We have booked in webinars on utilizing One Span effectively, being an effective team player, cyber and business interruption, time management and CSIO membership update. In addition to these, we have ten immersion classes scheduled, and our Convocation and Awards Gala where we will be celebrating almost fifty students completing their CAIB designation! I cannot wait to connect with each and every one of our graduates, and celebrate this prestigious achievement.

And finally, IBANB will be representing New Brunswick in Ottawa for Hill Day again this year. The message will be on support for our industry, with a few simple reminders:

“THE WORLD DOESN’T WORK WITHOUT INSURANCE, INSURANCE WORKS BEST WITH AN INSURANCE BROKER.”

Le reste de l’année civile 2022 a été consacré au nettoyage des séquelles de la tempête post-tropicale Fiona, l’événement météorologique le plus coûteux au Canada atlantique. Mère Nature et notre météo continuent de faire des ravages dans la nouvelle année avec un gel profond. Le Nouveau-Brunswick a battu des records de températures froides, tandis que les courtiers ont répondu aux réclamations pour incendies et rupture de conduites d’eau.

Si les derniers mois sont une indication, 2023 sera probablement une année de défis continus dans divers secteurs. Nous connaissons une intensification des phénomènes météorologiques ainsi que des pénuries d’emploi, non seulement dans le secteur de l’assurance, mais avec un nombre décroissant et limité d’entrepreneurs et de gens de métier. Nous continuerons de relever ces défis et d’autres de front, pour le bénéfice des clients que nous servons.

Nos courtiers sont là pour leurs clients quand ils en ont le plus besoin, et IBANB sera là pour nos courtiers. Nous étendrons notre investissement dans le développement professionnel, la défense des intérêts et les technologies.

En tant qu'association, nous continuons d'explorer de nouvelles avenues et façons d'engager nos membres et d'être votre voix à tous. Nous avons envoyé de nombreux courriels concernant les modifications apportées à la Loi sur les permis du Nouveau-Brunswick et continuerons de vous tenir au courant de ce qui se passe.

La plupart des types de permis qui existent en vertu des règlements actuels sur les permis de la Loi sur les assurances au Nouveau-Brunswick seront automatiquement mis à

jour dans le système de permis de la FCNB le 1er février 2023. Les titulaires de permis existants devront télécharger et imprimer une nouvelle copie de leur permis. Une chose à noter sera que toutes les licences d'assurance générale sont désormais des licences «d'agent». Selon la FCNB, un titulaire de permis d'« agent » d'assurance peut toujours se présenter comme un « courtier » si l'« agent » est partie à deux ou plusieurs contrats d'agence en cours avec différents assureurs.

Il est regrettable que ce terme de licence soit utilisé de manière interchangeable. Être un courtier d'assurance, c'est plus qu'offrir un choix.

L'IBANB a organisé des séances de formation supplémentaires pour aider à alléger toute pression supplémentaire sur votre bureau concernant les exigences de licence.

Le conseil d'administration ACANB a également rencontré IBC pour discuter de IBC Dash. Marquant une nouvelle étape dans la prestation d'avantages à l'industrie, IBC dévoile son nouveau produit et rapport DASH (Driver Automobile Search History). Le rapport DASH, qui sera en concurrence avec AutoPlus, est fourni par IBC en utilisant les propres données de l'industrie et sera disponible pour les transporteurs et les courtiers via un portail

"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.

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



et une API. Le lancement de DASH est prévu fin mars 2023.

Le IBC a identifié une opportunité de travailler avec les assureurs pour développer un produit compétitif qui répondrait aux principaux problèmes du point de vue de l'utilisateur. Les courtiers parrainés par un ou plusieurs transporteurs qui se sont inscrits à DASH peuvent accéder au système DASH sans frais. Cela supprime les frais par transaction et évite aux courtiers d'avoir à gérer les coûts liés à leur commande de rapports au sein de leur maison de courtage.

La formation sera coordonnée et dispensée par l'IBANB. Le programme de formation comprendra une documentation de référence, un manuel de l'utilisateur, des arbres de décision spécifiques au courtage et un webinaire. D'un point de vue chronologique, attendez-vous à voir des communications sur le programme de formation au début du printemps. Les détails de la mise en œuvre sont en cours de finalisation et de plus amples informations seront partagées avec les courtiers dans les semaines à venir.

Notre YBN a travaillé avec diligence sur l'engagement de nos jeunes courtiers nouveaux et existants et sur la création d'événements qui permettront une formation continue et un réseautage. Au cours des prochains mois, nous avons des événements au programme, avec des conférenciers invités d'Anderson McTague et de BELFOR Restoration.

In addition to this, they have had lunch and learn sessions with UNB, NBCC, Oulton College, and Eastern College to educate those students who are partaking in a business administration course of the options available for them in the insurance industry. IBANB has been working very closely with our friends at NBCC, and the BA: Insurance and Risk Management course, and have offered again this year, CAIB 1 to those students free of charge. We have had incredible uptake on this, and of the twenty students currently due to graduate this June, twelve of them are signed up to complete their CAIB 1. I want to take this moment to thank our young

broker network for how they have taken their mandate as a committee and gone above and beyond for members and prospective new brokers to our industry.

Ce printemps, nous avons de nombreux événements et webinaires dans le calendrier, alors assurez-vous de consulter notre site Web pour vous tenir au courant de ce qui se passe dans votre province. Nous avons réservé des webinaires sur l'utilisation efficace de One Span, le fait d'être un joueur d'équipe efficace, la cyber et interruption d'activité, la gestion du temps et la mise à jour des membres du CSIO. En plus de ceux-ci, nous avons dix classes d'immersion prévues et notre gala de remise des diplômes et de récompenses où nous célébrerons près de cinquante étudiants qui ont terminé leur désignation CAIB ! J'ai hâte de rencontrer chacun de nos diplômés et de célébrer cette réalisation prestigieuse.

Et enfin, IBANB représentera le Nouveau-Brunswick à Ottawa pour Hill Day encore cette année. Le message portera sur le soutien à notre industrie, avec quelques rappels simples :

“LE MONDE NE FONCTIONNE PAS SANS ASSURANCE, L'ASSURANCE FONCTIONNE MIEUX AVEC UN COURTIER D'ASSURANCE.”•

Brandon McGee, CAIB, IBANB President. You may contact Brandon at (506) 466-3330 or via email at, brandonmcgee@guyrday.com

IBAPEI PRESIDENT MESSAGE

I am very honoured and excited to move into the role as the President of the Insurance Brokers Association of Prince Edward Island. I would like to thank our Past President, David Cooke, for his work over the past four years as our President especially during a very difficult and unprecedented time.

Moving out of the pandemic and into what should be another challenging few years with increasing inflation and continued global warming I am looking forward to the challenge of taking on this role. I have worked in the broker channel since I could fold the mail, starting full time as a commercial lines broker in 2016. I spent time as the BIP Representative and the Young Broker Chair, so I have become very familiar with the Insurance Brokers Association and what we represent. I started my career here at our family run brokerage, Peake & McInnis. I moved to Ottawa and worked at Smith Petrie Carr & Scott for 2 years. I then moved back to work with my family again at Peake & McInnis and in 2022 Peake and McInnis joined the Huestis Insurance Group. I have a strong passion for the insurance



industry and especially the broker channel.

Prince Edward Island was greatly impacted by Hurricane Fiona and as we continue to service and close our Hurricane Fiona claims I would just like to give a massive, massive thank you to all our members who spent many long hours to ensure that all our customers were looked after. This was one of the most challenging times of my career so far, which I didn't think I would say for a while since COVID. I think it is important the industry here in Atlantic Canada uses this as a learning opportunity. This was a time when the consumer in most cases had to actually use the insurance, they have been purchasing from us all these years. There were many success stories but also many stories of failure or disappointment with respect to the



industries response to these claims. Brokers were being forced to answer questions they did not have the answers to regarding chargeability and deductibles. There was a lack of timely guidance and communication from the carriers which made our job difficult, frustrating, and stressful as we navigated the impact of this incredible event. We also learnt through the closing rate of these claims that there is a huge lack of skilled tradespersons and available supplies. As we learnt with Hurricane Fiona our role as a broker is very important to not only provide clients with a comprehensive policy but to also advocate for our clients. Brokers are an important part to this industry so again I would like to thank our members for their efforts during this challenging time.

In January we were able to have our first in person convocation since 2019. Many brokers, carriers, vendors, and their family members were in attendance. It was a very successful and exciting evening recognizing all our graduates since 2019. We had one CAIB graduate in the 2022 graduating class, Jimmie Rogers. Congrats to Jimmie for this great accomplishment.

I am looking forward to Hill Day coming up in May, with a very eventful past year here on PEI there will be lots to discuss with our Members of Parliament and Senators. This is an important event each year that gives us, the brokers, our opportunity to be heard. With global warming continuing to be a problem it is incredibly important to continue these relationships.

As we move toward the summer months, I do want to remind all our members that if there are any issues that our association can help you navigate, please do not hesitate to reach out to me. We are a small but mighty association, and I am here to put a voice to our members' concerns. I am committed to do everything I can to help our members and the broker channel. I am confident that if we work together, we can achieve more.

Mary Beth McInnis, BBA, CAIB, CIP, IBAPEI President. You may contact MaryBeth at (902) 628-8545 or mbmcinnis@peake-mcinnis.com





IBAN PRESIDENT MESSAGE

It's hard to believe that winter is in the rear-view mirror, or at least we are hoping it is you never know with the weather in Newfoundland and Labrador. I know that our broker members will be getting ready for the busy summer season ahead with increased home and auto sales and as commercial business activity. Plus, brokerages will be dealing with more staff being on vacation during the spring and summer months.

IBAN has had a busy start to 2023. We had to delay our AGM back in December due to an unforeseen health issue with an IBANS staff member but were able to go ahead with the meeting in mid January. I am pleased to share that, Lisa Butler from Wedgwood Insurance joined the board. She brings years of insurance knowledge plus a wealth of leadership experience, that will benefit IBAN and board.

So, this year has seen us back to our normal routine and we sent out the sponsorship package for the first time in over 2 years due to COVID. I'd like to thank our sponsors for jumping on board and showing their support for IBAN. I know our Young Broker Network led by Lacey Crickard has several events planned throughout the year with our annual golf tournament due to return in June.

This year has also brought some issues and additional work for our members as we have been dealing with some bugs with

the new Insurance Validation Program (IVP). The program was developed with the Government of Newfoundland and Labrador and IBC to help reduce the number of uninsured vehicles on the road. Insurers are now required to report any cancellation or expiration of an auto policy to the Registrar of Motor Vehicles. The primary issue has been clients getting notification that they don't have insurance when they do. This has increased the number of calls to our members, and we have been working with IBC and collecting data to help deal with this. The problem seems to be that the VIN number is not matching the VIN in the IIVD (Insurance Industry VIN Database).

By now we should have had notice from the Government of Newfoundland on if they plan to keep the 15% tax (RST) off personal property policies or if they will have tax added back. The 2022 budget had the tax removed for a one-year period. I know both IBAN and IBC are hoping they don't add the tax back to help with savings for the clients and so that it reduces any additional system change that would have to be done by both insurers and brokers.

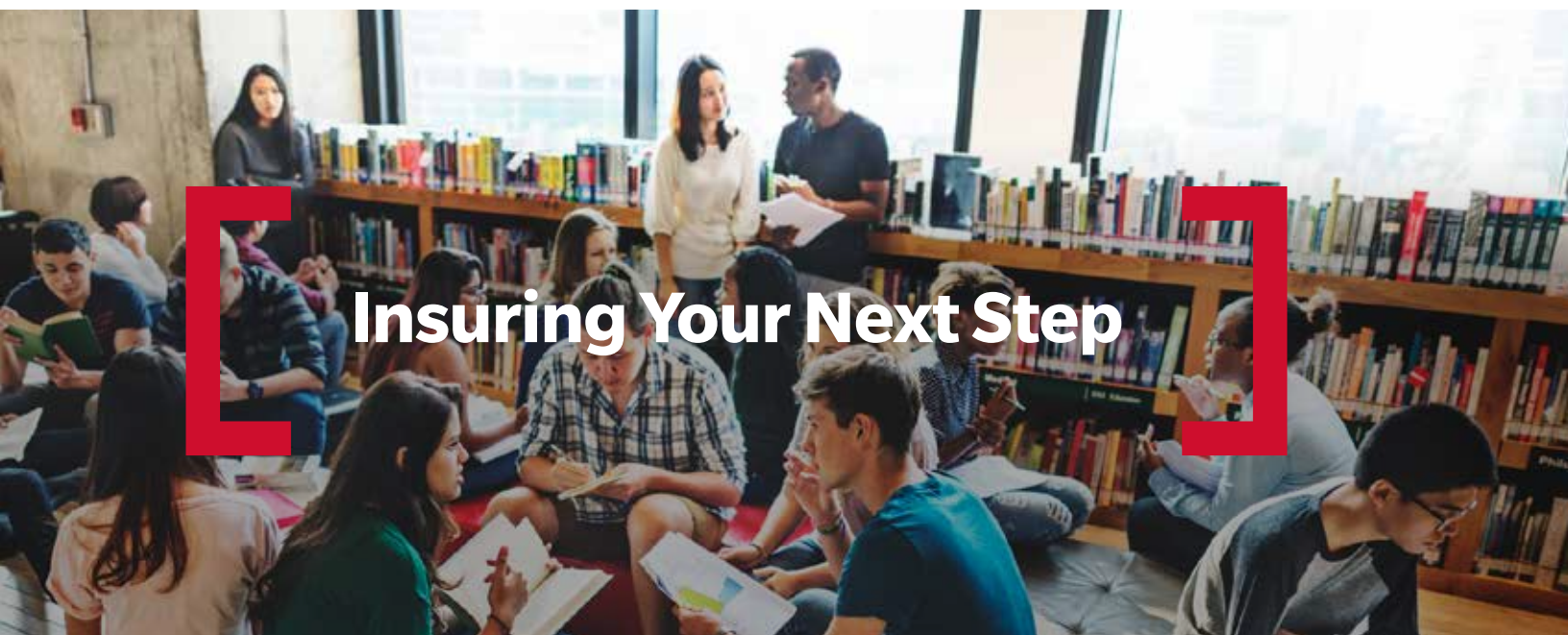
We have reached out to the Superintendent of Insurance on both the IVP and the RST and if the government had any questions for concerns, we are always more than willing to still down to discuss and provide any help we can.

Later in May will also see IBAN join IBAC in Ottawa to take part in Hill Day. We will visit Parliament Hill and lobby on behalf of brokers across the country. Hill Day is always our time to shine and show our MP's and Senators that brokers continue to be the best way to provide choice and advocacy to the insurance consumer. We will continue to ask MP's to support the Bank Act to keep the banks from selling insurance at the point of granting credit.

In closing I would like to let our members know that I'm always available for a meeting if they have any issues they would like to discuss, all feed back is very much appreciated.

**Jeremy Cheater, CAIB, CIP
President, IBAN.**

You may contact Jeremy by email at jcheater@steersinsurance.com.



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IBANS PRESIDENT MESSAGE

“If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome.” - Anne Bradstreet.

While our winter has been largely mild to date, by the time this is being read, I'm hopeful that it stayed that way and we are in a lovely Spring. The tail end of 2022 certainly brought it's share of adversity through Hurricane Fiona and many of our brokers continue to face the challenges of the largest CAT event to hit our province. With supply chain issues, challenging claims experiences and not enough manpower, this is certainly one of the most difficult times to be a broker. One can only hope that this quote holds true and prosperity is to come.

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A long-standing member of the IBANS team, Corrine Zinck, our bookkeeper, had to step away from her duties just prior to the holidays due to a sudden health concern. We wish Corinne a speedy recovery and we want to thank her for her years of wonderful service to IBANS. As a result of this change, we have engaged the services of Stream Financial who have a full team of specialized bookkeepers, payroll consultants, financial analysts, CFOs and other C-suite professionals.



HON. ALLAN MACMASTER



We met with the Honourable Minister Allan MacMaster, Superintendent David McCarron, and Deputy Superintendent Jennifer Calder in early January. Topics of discussion included heat pumps, Ukrainian refugees and the Nova Scotia auto review. They were all very engaged and committed to working more collaboratively with IBANS on these issues and have subsequently provided responses and additional data as requested by IBANS. IBANS offered to assist the provincial government position their heat pump program as a leader in the environmental space and they welcomed the input. EfficiencyOne has already been in contact for guidance on positioning the program.

At the time of writing, we have not yet held our formal meeting with IBC as it had to be rescheduled. We are looking forward to engaging with them in the near future.

One of the key items in our strategic plan is focused on developing a talent pipeline to bring more individuals into the industry. The board struck a recruitment subcommittee that is being led by Jen Jackson from Cheep Insurance and the committee is working to attract university and college students into the industry. There is also significant work being done with Humber College and NSCC in the attempt to create educational programming that is focused on insurance for business students.

Nominations are now open for the 2023



Aspire Awards which will be handed out during Broker Month at our annual Awards and Graduation Ceremony. The awards were designed to celebrate those outstanding individuals who exemplify the characteristics that have helped to build a strong and resilient insurance community. This year we have added a new award category – Broker Excellence Award. Nominations are open until March 1, 2023.

In an effort to expand on our ability to serve all members, IBANS is striking a Commercial Insurance Working Group made up of senior commercial brokers and led by Don McDermaid of Stanhope Simpson. This group will focus on key issues impacting the commercial sector in Nova Scotia and they will bring the issues forward to the full IBANS board.

The work of IBANS would not be possible without the support of our sponsors and I would like to extend a sincere thank you for their investment in the future of the broker channel.

**Jen McLeod, CAIB, CIP
President, IBANS**

You may contact Jen by email at president@ibans.com

What it takes to grow success

It means seeing your community as more than a market – and the people you serve as more than customers. Through tailored and relevant insurance products, sales tools and education, and a dedicated claims process, you have our everyday promise to support and build your business.

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TACKLING A RECRUITMENT & RETENTION CRISIS

The terms “recruitment” and “retention” are inextricably linked in that if businesses increase employee engagement and satisfaction, they reduce the need to recruit.

Normally this statement would hold true, but what happens when there are few skilled potential employees to recruit? Currently the insurance industry in Nova Scotia is finding out the hard way that recruiting new talent isn't necessarily as easy as offering a great salary and flexible work hours.

In today's competitive employment environment, the Insurance Brokers Association of Nova Scotia (IBANS) is placing more emphasis on recruitment efforts to help increase the broker talent pool in Nova Scotia. IBANS has developed a Recruitment Working Group to lead the charge on this initiative to help provide a diverse talent pool for members and the broker channel. IBANS plan is to focus on initiatives that promote the Nova Scotia broker profession and investigate business supports to help members through the recruitment process. As well, IBANS plans to explore retention tools and foster the professional development efforts of brokers.

Creating the framework of the Recruitment Working Group is key to ensure the group is strong and doesn't just include brokers who are directly involved in the recruitment process. The structure is made up of IBANS Board of Directors/staff, YBN members, post secondary institution representatives, marketing professional(s), and representatives from the Halifax and Cape Breton Partnership. Additionally, HR/Recruitment professionals will be added as consult position.

The objectives of this Recruitment Working Group are clear: To bring

more talent to our industry; but how exactly will that be done? The group plans to develop strategies to improve talent recruitment efforts. This will be achieved by making sure the right people are in place on the Recruitment Working Group, and IBANS feels the structure that has been outlined achieves this objective.

The project lead for the Recruitment Working Group is Jen Jackson, Director Business Development at Cheep Insurance, and Director on the IBANS Board. Jen and her team will be reporting their progress over the next 36 months, and I'm



looking forward to being a part of such a forward thinking group and making change happen!

What's New at IBANS?

We've had a busy start to the year, launching our Aspire Awards 2023 which includes a brand new award - The Broker Leadership Award, which is sponsored by Wawanesa Insurance. Awards will be presented in April as part of Insurance Broker Month in Nova Scotia.

Graduation 2022/2023 is fast approaching, and we have seen an increase in students registered for CAIB 4 in order to complete their designation. The big event will be held on April 20 at The Westin Hotel in downtown Halifax, NS.

Our CAIB Evening Webinars are currently underway

for the winter semester, and we are so pleased that our members continue to make these webinars so successful. Thanks to our winter semester instructors, Katrina Hueging (CAIB 1 & 2), Richard Bishop (CAIB 3), and Nicole Rose (CAIB 4).

Our YBN have a busy winter/spring, hosting a virtual event, their annual curling and the annual golf tournament. They also plan to host two trivia nights in different

areas around the provinces to include members who live a considerable distance from the city, where most of IBANS events are held. We are very lucky to have such an active and devoted

group of young brokers that make up our YBN. Kudos to YBN Chair Mark Townsend and his dedicated committee.

We would like to say a big THANK YOU to our 2023 Sponsors. It goes without saying that their generous sponsorship helps the Association and our members tremendously, but they also give their time and energy to support IBANS and the broker channel.

2023 IBANS Sponsors

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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.



PD SPOTLIGHT ON IBAPEI'S NEWEST CAIB GRADUATES

At the January 2023 Board Meeting of Insurance Brokers Association of Canada in Toronto they approved the new Canadian Accredited Insurance Broker (CAIB) graduates – in particular, we are proud to say that two belonged to IBAPEI – Tabettha Carr and Ashley Tuplin. Congratulations ladies!!

I asked each graduate a few questions to learn more about them and their journey to becoming an insurance professional. The following are their responses:



Answers to questions:

1. How long have you been in the insurance industry? I have been in the insurance industry for 6.5 years.

2. How did you end up working in the insurance industry? I saw an ad for a receptionist for Clark Insurance in Kensington. Went in for the Interview and

Nancy Fullarton thought I would be a better fit as an Account Manager!

3. What was your first insurance job? Account Manager with Clark Insurance

4. Other jobs prior to insurance? I did Accounting for By The Water Shellfish, a company that shipped PEI Lobster all around the world. Before that I worked out west in Grande Prairie, Alberta for Trican Well Services. There I did Accounts payable, Accounts receivables and HR.

5. Family status – spouse (significant other), kids? I have 2 boys: Ethan(14) and Ben(12) and 3 Step kids: Nick(28), Noah(25) and Lauren(22). I have been with my husband Chris for 7.5 years.

6. Were you born in PEI or where did you come from and how did you end up in PEI? I was born and raised in PEI. Living in Kensington now and work around the corner at Clark Insurance.

7. Now that you are finished your CAIB, what is next? More education? Hobbies? Volunteer work? Now that I am finished with CAIB what am I going to do? I am not 100% sure yet! I am always open to more education!

8. Did you do all your CAIB courses through IBANB immersion program or self-study? I did CAIB 1 self study and 2, 3 & 4 immersion. Immersion with Wayne Vokey is so great!

9. Did you have a mentor that helped you study and understand insurance? I have had a lot of different people help me out along the way. All my Co-workers from HL Sear and Clark have been with me through the whole process. I love my Huestis Family!!!

10. Any advice to offer the CAIB students? Do Immersion!! I had tried doing CAIB 2 & 3 on my own unsuccessfully. Wayne explains everything so well!! He literally wrote the book! (not just Wayne... I know) lol

11. What is your current position at Huestis Insurance? Senior Account Manager with Clark Insurance

12. Where would you like to see yourself in 5 or 10 years? Still with the Huestis Insurance Group!!



Answer to questions:

1. How long have you been in the insurance industry? – 4 years

2. How did you end up working in the insurance industry? I worked for CRA and I was on contract. My contract ended when I went on maternity. When I was ready to go back to work, CRA did not have any openings available, and Clark Insurance had an opening for reception, so I applied and was hired. 4 months later I moved into an account manager position.

3. What was your first insurance job? Reception at Clark Insurance

4. Other jobs prior to insurance? CRA, Boston Pizza, Invesco

5. Family status – spouse (significant other), kids? Significant other (Jesse Urquhart) and 3 kids (Liam Tuplin, 9, Elise Tuplin, 7 and Reegan Tuplin, 5)

6. Were you born in PEI or where did you come from and how did you end up in PEI? Born in Charlottetown PEI

7. Now that you are finished your CAIB, what is next? More education? Hobbies? Volunteer work? I would like to continue my education, but I am not sure what I will go for next. I will take a small break from education for a bit and just enjoy time with my kids and spouse - Most of our time is spent at the rink in the winter and the ball field in the summer so that takes up a lot of my time.

8. Did you do all your CAIB courses through IBANB immersion program or self-study? CAIB 1,2, and 3 were completed through self-study and CAIB 4 was IBANB immersion program.

9. Did you have a mentor that helped you study and understand insurance? No

10. Any advice to offer the CAIB students? I would definitely recommend completing CAIB through the immersion program. I would suggest writing the test as soon as possible after you complete the course since there is so much material to learn.

11. What is your current position at Huestis Insurance? Account Manager

12. Where would you like to see yourself in 5 or 10 years? I would imagine that I will still be working in insurance. I absolutely love my job. Even though a lot of people think insurance is boring, I don't think it is at all and I love that there is always something to learn no matter how long you have been working in the industry.

SOCIAL MEDIA FOR BUSINESS

Social media platforms are fantastic tools for any business looking to engage with their audience. When used right, it can lead to increased exposure for your brand and greater customer service. However, a social faux pas can destroy your reputation and alienate the people you most want to reach.

Maintaining proper etiquette on each social network is essential for promoting your business in the best way possible and for building a brand that people enjoy hearing from. While there are general social media etiquette rules for businesses, some even spelled out by the networks – such as Facebook’s call for less promotional content from brands – others take experience to figure out.

Whether you’re a plumber, a web designer or an insurance brokers, it’s important to familiarise yourself with the social media etiquette standards as well as the lesser-known gaffs outlined below so you don’t find yourself in very sticky situations you won’t know how to get out of.

Facebook

Want to increase brand awareness and reach your audience on Facebook? Engage your fans with useful, interesting, targeted content. Know what type of information your fans are interested in and give it to them daily.

The etiquette:

While it’s ok to share several updates per day, make sure to space them out every few hours.

Don’t ignore comments, even if they’re negative. Show your followers that you

respect and value their opinions and feedback by replying to all comments. Read this post to learn how to deal with negative comments.

You can use hashtags, just don’t make a habit of it, and don’t add more than one. This isn’t Instagram.

Focus on valuable content that your followers will find entertaining and informative. Try to refrain from sharing promotional content too often, otherwise you’ll end up being ignored.

Use Facebook analytics to find out when your fans are most active on Facebook and use that information to schedule your posts accordingly. This will help you reach more fans.

You represent a business so only use first person plural like “We’d be happy to help you...”

If you’ve ever used CAPITAL LETTERS to grab their attention, stop.

Twitter

If you want to be successful on Twitter, you need to be there. There’s so much activity there, it’s easy to miss someone mentioning your brand name or a customer complaining about one of your products.

The etiquette:

Use your logo as your avatar. People want to be able to quickly reference your brand.

Listen to what’s being said about your business and then get in the conversation.

Use hashtags well but don’t #overuse #hashtags when you #tweet. Stick to only a few that are relevant to your topic, otherwise you’ll look like a spammer.

Use tools like socialmention, Topsy or

TweetDeck to monitor mentions of your brand and be quick in responding to comments and questions.

You only have 140 characters to share your message so keep it concise yet engaging.

Don't over-tweet. Sharing an update every five minutes might get your brand noticed, but not in a positive way. Aim for four to five posts per day, or less.

Don't post too much promotional content. For every link of your own that you share, balance it out with two to three engaging posts written by someone else.

LinkedIn

LinkedIn is the largest online professional network and it can be a great tool at finding new business and networking opportunities.

The etiquette:

Make sure every piece of content you share is relevant to your business and industry.

Personalise your connection requests. There's nothing that says "this brand has zero personality" like the default "let's connect" message from LinkedIn. Craft a personalised message telling them why you'd like to connect and what's in it for them.

After you connect, always follow-up. It's the only way to build relationships with prospects or potential business partners.

Become a trusted resource for anyone looking for information about your business or industry. Join or create your own groups to contribute information, build a community and raise awareness on your brand.

These are the most important social media best practices and etiquette standards but you'll most likely learn others as you get to grips with these platforms.

Becci Taylor, BBA, CAIB, Executive Director, IBANB. Becci can be reached at (506) 450-6083 or email btaylor@nbinsurancebrokers.ca





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COMING TOGETHER FOR THE COMMUNITY

How the P&C insurance industry, government and NGOs worked together on the Hurricane Fiona recovery effort

Images of colourful, sea-side homes being swept into the Atlantic Ocean were shared across news outlets worldwide after a fierce storm ripped through Canada's east coast. With wind gusts exceeding 100 kilometres per hour in Atlantic Canada and eastern Quebec, Hurricane Fiona resulted in the tragic loss of life as well as torrential rainfall, large waves, storm surges, downed trees and widespread power outages. The long-lived, extreme weather event, which hit Eastern Canada on September 24, has been declared the most costly ever recorded in Atlantic Canada and one of the worst events for insured damages in Canada's history. From the days leading up to Fiona until the immediate aftermath and the ensuing cleanup and claims process, the property and casualty (P&C) insurance industry, brokers and others came together as a united force to help communities weather the storm. I would like to share some of the details of Insurance Bureau of Canada's (IBC's) response to this extreme weather event, as well as acknowledge the efforts of the many partners IBC liaised with from the preparation to recovery stage. Open, ongoing communication is key to supporting communities in the wake of a natural disaster.

Crisis communications is an area of considerable expertise for IBC as we have filled the role of "second responder" after many large-scale weather events across Canada. IBC supports communities with

significant insured damage by coordinating the industry's response with local emergency management teams as well as local insurers and adjusters through its Community Assistance Mobile Pavilion (CAMP). CAMP is staffed with trained insurance professionals at our Consumer Information Centre (CIC) to help address consumer questions. In the immediate aftermath of Hurricane Fiona's widespread damage, IBC deployed CAMP virtually so it could assist affected residents throughout the region.

In the days after Fiona swept through the east coast, thousands of residents were without power as they surveyed their damage and dealt with the emotional fallout of the destruction. It was reassuring to hear that many Atlantic brokers, who are the first point of contact for many insurance consumers, went above and beyond the call of duty to help their clients navigate the claims process while dealing with devastating losses. Our CIC agents received over 180 calls, most of them related to claims challenges. However, for every call we know of, scores of other consumers received caring, compassionate service from their broker.

Through calls to our CIC and work with stakeholders, we learned that many residents had questions and concerns about Disaster Financial Assistance Arrangements (DFAA) funding and were contacting their brokers for assistance in completing the insurance confirmation portion. IBC provided its broker partners with supporting materials, including a summary of provincial aid programs, links to the appropriate web pages for further

information on the DFAA program that has been launched in all four Atlantic provinces.

Aside from directly supporting consumers, IBC worked with government and provincial emergency management offices (EMOs) to coordinate the recovery effort. Through proactive, timely government outreach, IBC primed governments and officials with insurance information, and provided support for challenging issues. IBC's Vice-President of Climate Change and Federal Issues Craig Stewart and I met with federal Minister of Emergency Preparedness Bill Blair, to provide more context and situational awareness, while keeping IBC deeply embedded in the response communications. IBC also maintained close contact with Atlantic EMOs' activities. We worked with the governments of Nova Scotia, New Brunswick and Prince Edward Island to establish streamlined processes for temporary adjuster licences to help get additional resources to impacted areas, and worked with Newfoundland and Labrador to further streamline their process for providing access to adjusters. In every conversation, we reiterate the front-line work being done by brokers to triage claims and to go above and beyond when working with customers. Thank you to those brokers who let us know what was happening.

As restoration efforts continued, IBC maintained its role in supporting claims challenges and responding to media inquiries. We are grateful to Atlantic brokers who remained on the frontlines, providing direction and responding to questions in their communities, and providing support for the financial and emotional struggles of those affected by the hurricane.

Insured damages from Hurricane Fiona are now estimated at over \$800 million, according to Catastrophe Indices and Quantification Inc. (CatIQ). Many affected residents were located in high-risk flood areas and on flood plains where residential flood insurance coverage is typically unavailable. IBC has been leading discussions with the federal and provincial governments on ways to improve the resilience of communities and better manage the costs of flooding for high-



risk homes in Canada. As a member of the federal, provincial and territorial Task Force on Flood Insurance and Relocation, IBC has put forward options to create a national flood insurance program – via a public-private partnership model – that will help make affordable insurance available to residents in high-risk areas. Hurricane Fiona serves as a reminder of the urgency needed to move those discussions forward.

Another storm of this magnitude will most likely hit Atlantic Canada in future, and our customers will once again need a timely, compassionate response to deal with damaged homes, businesses and communities. Providing this response will require strong ties between all parties, especially brokers, who are an integral part of the long recovery effort.

Brokers can access IBC's risk manager service by phoning 1-844-2ask-IBC (1-844-227-5422) or emailing riskmanager@ibc.ca. IBC offers this free service to help brokers and their clients find affordable insurance and tailored advice during the hard commercial market. You can also learn more about IBC's solutions for commercial insurance challenges at www.businessinsurancehelp.ca.

SEF 44: DOES YOUR CLIENT HAVE ENOUGH COVERAGE?

Written by Kyla Russell, C3 Legal.

SEF 44, also known as the Family Protection Endorsement, is an add-on to motor vehicle insurance policies that provides additional coverage to insureds and their families, should they be injured in an accident, and there is insufficient coverage in the limits of the at-fault driver's policy. SEF 44 can also work in conjunction with an insured's own policy if they are injured by an unidentified or uninsured motorist. SEF 44 ensures that insureds or their families have adequate insurance for injuries that are caused by an accident that is no fault of their own.

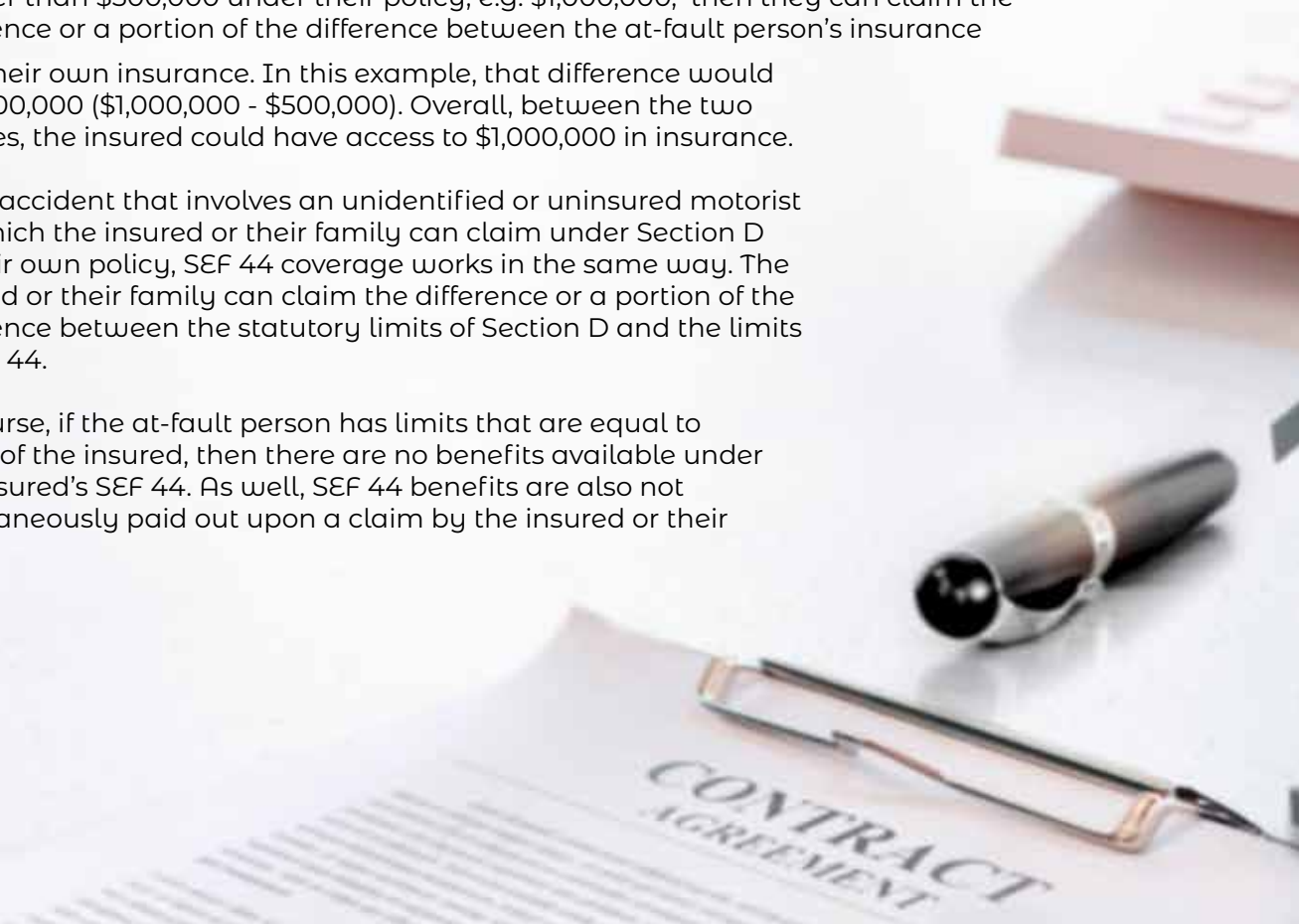
How SEF 44 benefits are determined

SEF 44 limits are equal to the third party (or Section A) limits found in the insured's policy. It covers the difference of the insurance available from the at-fault person and the policy limits of the insured who is not at fault (or only partially at fault). To claim under SEF 44, the damages for an insured or insured's family member's injuries have to be more than the limits of the at-fault driver's limits.

For example, in Nova Scotia the minimum statutory limits on an automobile policy are \$500,000. If an at-fault person only carries that minimum, and the damages for the insured's injuries exceed those limits, but the injured insured has limits greater than \$500,000 under their policy, e.g. \$1,000,000, then they can claim the difference or a portion of the difference between the at-fault person's insurance and their own insurance. In this example, that difference would be \$500,000 (\$1,000,000 - \$500,000). Overall, between the two policies, the insured could have access to \$1,000,000 in insurance.

In an accident that involves an unidentified or uninsured motorist for which the insured or their family can claim under Section D of their own policy, SEF 44 coverage works in the same way. The insured or their family can claim the difference or a portion of the difference between the statutory limits of Section D and the limits of SEF 44.

Of course, if the at-fault person has limits that are equal to those of the insured, then there are no benefits available under the insured's SEF 44. As well, SEF 44 benefits are also not spontaneously paid out upon a claim by the insured or their





family member. Injuries must still be proven to have been caused by the accident, and the measure of the damages for those injuries must also be proven. Insured clients also need to understand that they do not receive any compensation under SEF 44 until a claim between them and the at-fault person is finalized to the limits of the at-fault person's policy. Only then can their SEF 44 be accessed.

How a broker can improve the understanding of SEF 44

Often SEF 44 is an endorsement that is added automatically to a motor vehicle policy without any input from the insured client, and without the insured client understanding what the endorsement does, how it works, and how it protects the insured's family. As a broker is an insured's professional advisor, a broker has a duty to their clients to explain how their insurance policies operate and to ensure clients have the insurance that meets their needs. Therefore, it is recommended that, to protect their clients' interests, a broker should first determine whether that a SEF 44 is added automatically to a motor vehicle policy. If it is not an automatic addition, then the broker should ask the insured client if it is something that they would like to have added. That is not a simple question, however, because the insured client needs to understand what benefit the endorsement brings to their policy, and they need to understand how it works.

Whether the SEF 44 is an automatic addition to the policy or whether the insured client agrees to add the endorsement, a broker should review with their insured client the purpose of SEF 44 and help the client determine whether they have sufficient limits to cover their family's needs should any injuries occur in an accident that is not their fault.

When obtaining insurance, insured clients often think about the amount of liability insurance they need should they injure another person, so they are protected if a claim is brought against them, but they often do not know that their insurance policies have ways to protect them if they are injured. The SEF 44 by its very name offers protection.

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The broker should inquire of the insured, for example, what amount of insurance the insured or their family would need to meet any income loss they experienced a significant period of time off work and what insurance they would need to protect their assets. In response to these queries, having adequate SEF 44 coverage could result in increased third party liability coverage, depending on what the insured's family needs for protection.

A Final Word

The details of an insured's SEF 44 have to be determined and put in place before an insured needs to access that coverage. If an insured has insufficient coverage under SEF 44, they may bring a claim against their broker for professional negligence. By explaining a SEF 44 to insured clients, by asking questions, and by seeking instructions, especially when the details of these conversations are put in writing in the insured's file, a broker can help defend against any claim of negligence.

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SAVE THE DATE

ATLANTIC INSURANCE BROKER CONVENTION

OCTOBER 11/12, 2023

CHARLOTTETOWN, PEI



LOOKING BACK ON 2022: A MILESTONE YEAR FOR CSIO'S API STANDARDS

In December 2021, CSIO's Innovation and Emerging Technology (INNOTECH) Advisory Committee and Application Programming Interface (API) Working Groups finalized Java Script Object Notation (JSON) API Data Standards for personal automobile and habitation insurance policy inquiry.

Not only was this a major milestone for the Property & Casualty (P&C) broker channel at the time, it also set the table for the INNOTECH leaders to continue advancing the digitization of our industry through API innovation in 2022.

Let's look at the INNOTECH API Working Groups' main accomplishments in 2022. But first, here's a brief recap of INNOTECH and the value of APIs.

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Why APIs matter to the insurance industry

As you know, there are many types of broker management systems (BMS) and a wide variety of insurer systems. Ideally, insurers' systems would be able to "communicate" with a BMS so that brokers could easily receive information related to their customers from their insurer partners. However, this isn't always possible because the systems are "speaking a different language". As a result, brokers who want customer information from insurers must usually resort to phoning them or accessing the insurer's portal, which can be cumbersome, time-consuming, and ultimately results in an inefficient process.

APIs are lines of code that enable systems to share information by "speaking the same language." Insurer systems programmed with APIs can securely share client information with your BMS in real-time. JSON is the latest technology for API data interchange allowing larger amounts of

information to move between systems faster than ever before. Think of brokers and their BMS as restaurant patrons and your insurer partners as all the chefs in the restaurant's kitchen. In this example, JSON API Standards are the server that takes your order, communicates with all the chefs in the kitchen and brings you the exact dish (client information) you wanted with a level of speed and efficiency that would not be possible if the patron had to enter the kitchen and try communicating their order to all the chefs on their own.

INNOTECH and its Working Groups: the members behind APIs

CSIO's INNOTECH Advisory Committee has a mandate to enhance the customer experience within the broker channel by driving digital advancement. One of the key solutions they're focused on developing are industry API Data Standards. The following three INNOTECH Working Groups, that have, insurer vendor and broker representation, are made up of industry subject matter experts dedicated to the continuous creation and evolution of APIs:

- **API Business Requirements:** Examines the current broker workflow to establish business and data requirements necessary for building digital solutions that facilitate real-time processing.
- **API Technical Standards:** Creates API solutions for the aforementioned business requirements.
- **API Security:** Defines requirements for standardized authentication and authorization between broker, insurer and vendor systems.

API highlights from a successful year

The INNOTECH Advisory Committee and its Working Groups were responsible for many accomplishments for the industry in 2022. Here are some of their main achievements:

1) January – IBAC Joins Forces With CSIO for Industry API Development

The Insurance Brokers Association of Canada joined forces with CSIO and integrated the IBAC Data Exchange initiative into the INNOTECH API Roadmap. IBAC provides the broker's perspective when defining API business requirements.

2) February – API development roadmap finalized

INNOTECH Advisory Committee confirms the API use cases it will prioritize developing in 2022. A use case is the specific type of transaction that the API will allow an insurer's system to share with a BMS.

3) March – API Standards published in JSON for IRCA and CGL policy inquiry

The Working Groups publish API Standards using JSON for Individually Rated Commercial Automobile (IRCA) and Commercial General Liability (CGL) policy inquiry, the first industry standard for JSON in commercial lines.

4) April – API Security Working Group publishes the industry's first API Security Standard

Insurers and vendors can program the Standard to help ensure brokers have adequate levels of security before they're authenticated and authorized to log into insurers' systems.

4) December – INNOTECH API Working Groups completed the business requirements for 10 new use cases, thereby delivering on the 2022 API Development Roadmap

The team developed business requirements for 40 use cases, 10 use cases for each of the



personal automobile, habitation insurance, IRCA and CGL lines of business:

- Get quote
- Create quote submission
- Request bind
- Policy amendment of details
- Addition of coverage/risk
- Deletion of coverage/risk
- Policy cancellation
- Create first notice of loss
- Get claims status
- Amend payment details

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Congratulations to the INNOTECH Advisory Committee and the Working Groups on an excellent year! The team will be building on last year's success by working to further accelerate the development of API use cases in 2023 and beyond.

How your brokerage can benefit from APIs

Talk to your insurer and BMS vendor partners about programming API Data Standards into their systems so you can securely receive the customer information you need directly in your BMS, faster than ever before. You can learn more about all our different types of Data Standards and the advantages they bring by visiting the CSIO website.

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5 MISTAKES YOUR BROKERAGE IS MAKING ON YOUR WEBSITE

For insurance brokerages, as with most businesses, your website is essentially your virtual storefront, meaning it needs to be optimized using effective marketing strategies in order to funnel qualified leads into your agency. This sounds simple in theory; however, it can be harder to execute in practice, especially if you're not completely confident in your website strategy.

At Tulip Media Group, we've seen our fair share of website mishaps, which is why we've compiled 5 mistakes you're making on your website so you can adjust your strategy, start capturing and converting more leads, and help your agency grow faster.

#1

No Clear Header

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The biggest mistake we see insurance agency clients make is not having a clear header. A header is the first section of text you see when you go onto someone's website, and it should pass three little tests that comprise the "grunt test."

The grunt test is a term that comes from Donald Miller, author of *Building a Story Brand*, and it states that you have three to five seconds to answer three critical things for the consumer. Firstly, what you do; secondly, how you will help their business survive and thrive; and finally, present a strong call to action (CTA) so the customer knows what the next steps are.

If you fail to include these aspects in your header, people may not understand your offering and will likely leave your page because you're not providing the solution to their problem. So, if you're going to make one update to your website, we highly recommend ensuring that your header passes the grunt test.

#2

Lacking a Strong CTA

As mentioned above, if you don't have a strong CTA, consumers may not understand your offering or what to do next, resulting in them leaving your website altogether. Some examples of weak CTAs include "Learn more" or "Read more." These are weak CTAs because you're telling your clients there's more work for them to do before they can get to where they want to be.

However, when you have a strong CTA, it's obvious what you're asking clients to do, whether that be "Book a call" or "Get a quote." In these examples, it's clear what the next steps are, taking the ambiguity out of it and allowing your clients to move through the process seamlessly.

#3

Missing Testimonials

Another thing we often see missing on insurance agency websites are testimonials that add credibility and authority to the agency. Including positive testimonials shows prospective clients they can trust you with whatever service or product you provide, making testimonials a great way to showcase your agency—yet many companies miss out on this.

If you do not have testimonials, there are other ways to build authority and credibility on your website. For example, you could use the logo of insurance providers you work with, integrate your Google My Business ratings, or even add a stats section to your website to highlight your achievements.

#4

Difficult Customer Journey

The fourth mistake we see on websites is that insurance agencies often make it too difficult for people to purchase or reach the end goal. Again, this partially goes back to having a strong CTA, but it's also about having a clear client journey. If you're unsure of your own

process, how can you expect clients to follow along or even want to work with you?

In this case, simplicity is the name of the game. Integrate that clear CTA for clients and then make it simple for them to get from the inquiry to the purchase stage. In other words, one click should take them directly to their cart, quote page, or booking calendar to keep the sale moving along and eliminate the difficult customer journey we see all too often.

#5 Not Mobile Friendly

Finally, the fifth issue is that not all insurance agencies have mobile-friendly websites. Furthermore, many agencies don't even realize that the mobile version of their website can look completely different from their desktop version. And when you think about it, many of your customers are probably visiting your website on their mobile devices.



Therefore, you'll want to ensure that your mobile experience is set up similarly to your desktop experience, with the header first and all the other points we've discussed here included as well. Something else to consider is making sure your website is up to speed in general, for both desktop and mobile. A website with a slow loading speed can really hurt your conversion score because people will leave before they even review or investigate your services properly.

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By becoming a Client-Partner at Tulip Media Group, we will help you consider and integrate all of these strategies so your website is fully optimized and ready to capture a higher volume of qualified leads immediately. So, if you're interested in more information on how to make your insurance agency's website and marketing more impactful, ask us about our 90-Day Guarantee Program for insurance agencies at <https://tm.media/isap>.

Jessica Embree has been the Creative Director at Tulip Media Group for over six years. She is a StoryBrand Certified Guide who enables our Client-Partners to craft their brand identities into compelling stories with a clear and consistent marketing message. Jessica is also Google Ad Certified and takes the lead on the keyword strategies and research for all of our digital marketing programs.

FEBRUARY 2023

NS – February 21st – IBANS Broker Leadership Series, sponsored by Wawanesa; Virtual

NB – February 23rd – The 7 Characteristics of an Effective Team Player Webinar

NS – February 23rd - IBANS YBN Host Virtual Escape Room

MARCH 2023

NS – March 23rd – IBANS YBN Presents Curling

NB – March 23rd – Cyber Insurance and business Interruption Coverage Webinar

NS – March 28th – IBANS Broker Leadership Series, sponsored by Wawanesa; Virtual

NB – March 30th – YBN Presents Curling

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APRIL 2023

NB – April 13th – Time Management Webinar

NS – April 20th - IBANS Aspire Awards and Graduation

NS – April 25th – IBANS Broker Leadership Series, sponsored by Wawanessa; In person

NB – April 27th – CSIO Information on

MAY 2023

NB – May 11th – Convocation Gala and Awards

PEI – May 11th - YBNPEI Bowl Fest

NS – May 18th - IBANS is a Sponsor for the 2023 Insurance Institute Atlantic Symposium

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- Includes cottages, camps, and other secondary homes
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- 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