



## What can an insurance broker do for you?

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Insurance. Just the mention of it can make you cringe. And to most people, the very thought of making a payment or renewing a policy can feel like a nuisance. Yet, you can't afford not to have it. In fact, to drive a car, it is mandatory. Everyone needs insurance.

So, what is insurance and why is it important?

The purpose of insurance is to compensate the victim of a loss for the actual amount of that loss, no more and no less. And, having an insurance policy provides individuals with the means to shift their financial responsibility for a loss to a third party.

In Canada, an insurance policy can be purchased directly from a company, from an insurance agent, or from an insurance broker.

**“We can help you identify the risks that you,  
your family or your business may be exposed to.”**

You might think that buying directly from an insurance company would be cheaper, right?

Actually, it isn't. All insurance companies have administration costs. And direct insurers also spend a lot of money to market and advertise their products, so you won't find it cheaper to go directly to the insurer.

More importantly, not all policies are the same. You should be wary of a “cheap” policy. As someone once said, “cheap is often too expensive.” You want to make sure you understand your policy, the coverage, the exclusions, so you won't have any surprises if you have to file a claim.

What you want is someone who can add value to your premium. An insurance broker can help you do that.

As insurance brokers, we specialize in insurance protection. We work for you. We have an in-depth working knowledge of the insurance market and can provide professional and objective advice. And we don't just work with one insurance company; we shop around and find the best policies from the best insurance companies across Canada. In other words, we work for you.

We can help you identify the risks that you, your family or your business may be exposed to. And we will recommend the best protection at a competitive price, arrange the insurance policy and documentation, and answer any question that you may have. We will also remind you when your policies are due for renewal or amendment.

Your daughter may move out to attend University, or your son may get his driver's licence. As your situation evolves, we are there to review your policies to ensure that the coverage is appropriate and that the entire family remains well protected.

As insurance brokers, we provide the knowledge, choice, convenience and professionalism that you deserve.

## Q&A

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Q: If I ever had to make a claim, whom would I talk to? My broker or the insurance company whose policy I hold?

A: One of the benefits of having a broker is that if you have an incident, the broker can make all the arrangements on your behalf. Brokers file the reports and act as your advocate in the event of any dispute.

Q: I am a first-time buyer; how do I choose a broker?

A: Ask a relative, a friend or a co-worker to recommend a broker. One of the advantages of using a broker is that you will often find one conveniently located right in your community. While location doesn't affect a broker's ability to help you, the fact that he or she lives in the same community will help him or her understand your particular circumstances, so that the most appropriate coverage can be obtained.

Q: I've heard that consolidating my insurance with one company can save me money. Wouldn't using a broker mean having my insurance spread over several companies, and risk the loss of such discounts?

A: While it's true that there are economies from combining coverage, a broker is in the best position to shop this “package” around for you, to get the best deals. Knowing your full needs, your broker may also be able to recommend very cost-efficient ways of covering certain risks, eliminating possible duplications..



Your Best Insurance  
Is An Insurance Broker.