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Cold Calling
101



December 2020–January 2021

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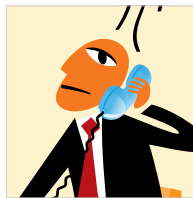
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Jody Lohr

President's Message

A Little LOT More Conversation

Due to a decision made by the membership during a special general meeting held this October, my term as IBAA president has been extended until 2022. I am so excited to get an extension of my work with the IBAA board, staff and you, our members. If you'd like to know a bit more about me and my professional journey, check out the June-July issue of *The Alberta Broker*. You can find it under the member tools tab at ibaa.ca. Right now, I'd like to fill you in on my goals for the rest of my term as IBAA president.

I believe that one of my most important objectives as president is to maintain and strengthen communication between our members, the association, industry markets and our government. Of course, a key part of my role is to help the association advocate for brokers and provide them with a voice in high-level government and industry decisions. But, because I am a broker, I also have a special place in my heart for listening to, and devising solutions for, the issues we all face on a daily basis. There needs to be an open dialog between members and IBAA and an understanding that, while not all requests and changes can be met, we are listening to and hearing everyone.

I'd like to start the new year on the right foot by meeting with members and non-members alike to find out how we can work towards building a stronger and more successful industry. This has been at the top of my list of things to do this past year, but I fully admit that I, like most, have fallen prey to the hectic chaos of 2020. Although no one can predict what 2021 will look like, I am going to do my best to reach out and meet with you, our members and stakeholders—whether in person, through

Zoom or by smoke signal if necessary. I'd like to find out what's important to you personally and professionally and what will motivate you to get involved in the direction of our industry.

I'd like to find out what's important to you personally and professionally and what will motivate you to get involved in the direction of our industry.

Broker members play a huge part in the success of IBAA and the Alberta insurance industry as a whole. Participation and involvement are key when trying to improve such large and important systems. Every goal I have is built on a foundation of cooperation between the IBAA and its membership. I want to be the best liaison I can be, but if our members don't get involved, participate, start conversations, ask questions,

give suggestions or show up at events (whether virtual or in person), creating lasting change is going to be very difficult.

We have amazing, strong, engaged people on our board and within our membership. My hope is to see everyone coming together to drive important change for our members and insurer partners. In this coming year, I hope to have as many conversations as possible. I'm going to contact as many brokers as I can, but if you don't hear from me, please feel free to reach out. I love coffee and wine and great conversations. We are essentially all coming from the same place and have the same issues and concerns. We probably won't be able to solve all the world's (or even our industry's) issues but when we talk and engage with one another, we come away with a better understanding of where we all stand and how best to move forward toward a stronger industry. Talk to you soon!





Facing the storm with you

Our door is open for business.



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TO DEFEND OR NOT TO DEFEND

When Must an Insurer Provide an Insured with a Defence to an Action?



When a person wishes to commence an action, they are required to plead facts, not argument, that frame the basis for their legal claim. However, when an action is served on an insured who has insurance coverage, how specific do the facts and the request for relief in the pleading need to be to trigger an insurer's duty to defend? Is a generic claim and request for relief in a statement of claim without specificity enough to trigger this duty?

The Ontario Superior Court of Justice recently rendered a helpful decision on the issue of duty to defend in *Roumann Consulting, Inc. v. Aviva Insurance Company of Canada*, et al. 2020 ONSC 3387 (CanLII) ("*Roumann*").

The Claim

In *Roumann*, Roumann Consulting Inc. ("RCI") filed a notice of application as part of an action it started against its insurer, Aviva, seeking a declaration that Aviva was obligated to defend a counterclaim

made against RCI in an action commenced in the state of Wisconsin, U.S.A., and to indemnify RCI for the legal costs incurred and damages recovered against it in that proceeding. Aviva filed materials responding to the application and seeking summary judgment in its favour, along with a request that the plaintiff's entire action be dismissed.

The Original Case

In March 2015, RCI entered into an independent contractor agreement with T.J. John & Son Inc. ("TVJ"), a Wisconsin corporation. RCI provides sales, estimating and project management services in relation to construction contracts. TVJ was contracted to provide sales, estimating and management services for RCI. RCI obtained errors and omissions insurance coverage.

In August 2017, TVJ advised RCI that it was terminating the independent contractor agreement. This then led to an exchange of communications between RCI and TVJ, in which RCI took the position that TVJ had violated their agreement.

In October 2017, RCI commenced an action against TVJ for breach of contract as well as breaches of good faith and fair dealing in Wisconsin. The action was subsequently amended to add different parties, as well as claim for unjust enrichment.

The Plaintiff Becomes Defendant

In February 2018, TVJ responded and filed a counterclaim against RCI to pursue redress for damages, for failure to return confidential information and alleging that RCI committed a material breach of their independent contractor agreement. The counterclaim contained generic descriptions of certain documents and specifics of others. RCI filed a defence to the counterclaim.

Faced with the prospect of steep legal fees to defend against TVJ's counterclaim, in July 2018, RCI made a request for assistance and coverage in relation to the counterclaim through their errors and omissions policy it held with Aviva. Documents requested by Aviva were then provided by RCI to allow Aviva to consider the counterclaim.

The Plaintiff Becomes Plaintiff Again

In January 2019, RCI filed a statement of claim against Aviva, asking for a declaration that the insurer had to defend the counterclaim filed by TVJ and reimburse RCI for its legal costs in doing so up to that point in time. RCI also sought damages for bad faith, including punitive and exemplary damages and brought a motion for a declaration regarding Aviva's duty to defend.

Meanwhile in the U.S.A.

In August 2019, a decision was rendered in relation to RCI's application for summary judgment in the Wisconsin action. An order was granted in favour of RCI, dismissing TVJ's counterclaim. TVJ appealed this decision, so at the time RCI's case against Aviva was heard in Ontario, it was unclear if a continued defence to TVJ's counterclaim would be required as the appeal was still outstanding.

The Law on Duty to Defend

The Ontario Superior Court confirmed that the law of when an insurer has to defend an insured and provide indemnity in relation to successfully litigated claims is settled and clear. Some of the key principles are as follows:

1. An insurer's duty to provide indemnification is decided at the end of the litigation.
2. An insurer's duty to defend is broader than the duty to indemnify. It is not necessary to prove an obligation to indemnify in order to trigger the duty to defend. If a plead claim falls within coverage, that may be all that is required to trigger the duty to defend.
3. Proceedings to determine if an insurer has a duty to defend are based on a review of the claims asserted in the pleading in the action against the insured and the coverage afforded by the insured's insurance policy. If one or more claims fall within the coverage provided, the duty to defend is triggered.

4. If the pleadings are not particular enough to know whether the claims would be covered, an insurer's duty to defend is triggered if a reasonable reading of the pleading determines that a claim within the provided coverage can be inferred. This aligns with the *contra proferentum* rule, that coverage provisions are construed broadly, while exclusions are construed narrowly. Any genuine ambiguity or doubt as to whether the pleading brings the incident within coverage should be resolved in favour of the insured.
5. Whether or not an insurer has a duty to defend or not is not based on whether the claims have merit—it is solely based on a review of the pleadings and whether coverage is afforded by the policy at issue and is meant to be determined expeditiously.¹

The Court's Decision

The court held that RCI's application for summary judgment in its case against TVJ was not an appropriate procedural vehicle for

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determining Aviva's duty to defend against TVJ's counterclaim. As a result of the declaratory action brought against Aviva by RCI, the court was limited only to a review of the filed affidavit evidence and the pleadings in order to render its decision.

The court noted the following in relation to the insurance policy at issue:

- The policy is a "claims made and reported" policy.
- In part 11, paragraph 1, the general insuring obligation is described in part as follows: "In consideration of the premium indicated in the Declarations, and in reliance upon the attachments to and the statements made in the application form, and subject to the terms, conditions and limitations contained in this policy, the INSURERS agree to pay, on behalf of the INSURED, all sums which the INSURED shall become legally obligated to pay as DAMAGES because of a CLAIM, first made and reported to the INSURANCE MANAGER during the policy period, resulting from an error, omission or negligent act in the rendering of INSURED SERVICES by the INSURED...during the policy period."

- The coverage extended by the policy is limited to the insured's obligation to pay all sums that it shall become legally obligated to pay as damages. Damages must be compensatory damages, or namely a claim for actual losses suffered by the claimant.

The first issue was whether the counterclaim filed in the Wisconsin action constituted a "claim" under RCI's E&O policy and whether compensatory damages were claimed by TVJ in its counterclaim.

The TVJ counterclaim included a generic prayer for relief of "any and other relief that the court deems appropriate and just," but this statement could not be considered to expand the scope of the pleadings beyond what was specifically pled by way of specific relief such that a duty to defend would arise. As such, there

was no claim made to which the Aviva E&O policy had to respond.

The court also dismissed RCI's application on basis that the Wisconsin litigation was not a claim "resulting from an error, omission or negligent act in the rendering of insured services."

The court also concluded that TVJ did not claim compensatory damages, or namely sums payable by way of compensation, in its Wisconsin counterclaim. While RCI tried to argue that the counterclaim was a claim of set-off—or rather an amount that should be subtracted from any damages claimed by RCI

Whether or not an insurer has a duty to defend is not based on whether the claims have merit . . .

and therefore compensatory—this was not accepted by the court. "As the pleaded counterclaim in the Wisconsin litigation asserts no claim for sums which RCI may become legally obligated to pay as compensatory damages, it presents no claim in respect of which the defendant insurers possibly committed to providing RCI with indemnity, pursuant to the relevant insuring agreement. The defendant insurers accordingly had/have no duty to defend TVJ's counterclaim in the Wisconsin litigation."

The court also disagreed with Aviva's claim that the exclusion clause applied and negated coverage.

While coverage did not arise on the counterclaim as plead, given the ongoing litigation in Wisconsin and the concern that the counterclaim could be amended such that coverage may arise depending on the revised wording, the court stayed the Canadian action, as it was unclear whether there may be a duty to defend until the status of the Wisconsin counterclaim was more clearly determined.

Conclusion

An application for a declaration that an insurer owes a duty to defend should be brought as soon as possible for the court's determination based on an interpretation of the pleading made against the insured and the insurance policy at issue. A broad interpretation will be given to permit coverage and it must be kept in mind that the duty to defend is broader and may exist regardless of a lack of duty to indemnify. Whether an insurer must defend does not depend on the merits of what is plead, but rather whether the claims alleged fall within the coverage afforded by the policy. Where there is ambiguity or doubt, this will generally be decided in favour of the insured where a reasonable interpretation of what was intended would fall within the coverage afforded.

In this particular case, there was no pled claim that fell within the coverage provided by Aviva's E&O policy, the claim did not relate to an error or omission to which the policy would apply and there was no specific claim for compensatory damages that would also trigger coverage. The specific claims and relief sought were not ambiguous and did not fall within the coverage offered by the Aviva E&O policy.

Insureds should carefully review their policies and upon receiving any claims against them should immediately refer them to their insurer to confirm if they will defend and apply to the court promptly if there is any disagreement. This will avoid an insured paying for their own defence of an action and for damages if they have an insurance policy that will provide them with a defence and payment of any damages awarded. An insured has an obligation to immediately report any matter to which their policy might relate so the insurer has timely notice and ability to deal with the matter. Late reporting could also result in lack of coverage and effect the applicability of the policy itself. Early reporting of claims/counterclaims should be made

to the insurer on any claim to which the policy may apply unless the insured wants to bear the risk and brunt of the cost of the defence and award made if coverage is not agreed upon or declared by the court.

¹ *Roumann Consulting, Inc. v. Aviva Insurance Company of Canada, et al.* 2020 ONSC 3387 (CanLII) (“Roumann”)



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COLD CALLING 101



A common discussion topic among PYIB members, especially those new to commercial lines, is the challenge of building a book of business. One tactic that has been around forever in any sales profession is cold calling. If you start out as a junior producer, cold calling is likely expected of you.

Cold calling can be a brutal experience for many new to the process. You are being thrust in front of someone with their guard up. You then have just a few moments to make a good impression before the opportunity is gone.

Should you be afraid of this moment? Sure. It's basic social instinct to not want to impose on others. Should you be a prolific cold caller anyway? Absolutely.

Whether you are a junior producer or a seasoned broker, cold calling is a guaranteed method of driving business. You will eventually convert leads into accounts. Even if you are bad at cold calling, you will run into leads who need to talk to an insurance broker at that exact moment. These accounts are rare though—maybe one in 200 calls. Take these free wins; but with a solid script, you will convert many more calls.

I write the scripts for all our brokerage's producers and I want to share with you some key points about my script-writing process.

Know Your Audience

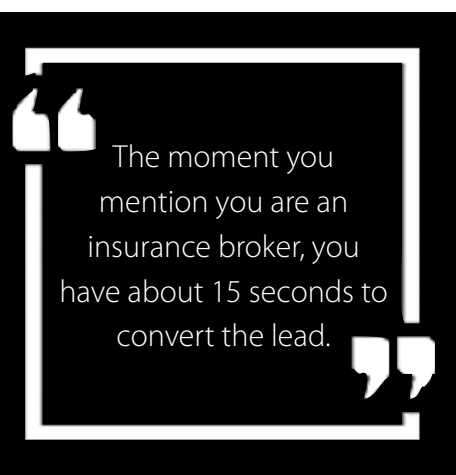
Every script is going to be different, largely driven by who the prospect is. Try to visualize what the decision

maker. These tactics are a great way to gain respect from those who often distrust white-collar types but should be used carefully. A good practice is to match your prospect's lead, like a good dance partner.

If your decision maker is a CFO, controller or accountant, be calculated and straightforward. Open with, "Good afternoon, how are you today?" (As an aside, don't let anyone tell you that calling in the morning is the best time of day. Most studies show that buyers are most receptive late in the afternoon. Avoid Mondays and Fridays, obviously.) Present what numbers you can, show your value rather than your personality. Be professional, but friendly, and use appropriate language.

Get to the Point and Have a Call to Action

Once you have the decision maker on the line, the game is afoot. I open all my calls with a simple greeting, as mentioned previously. I then state my name and where I work. Keep it simple, something like, "My name is Connor and I'm a commercial insurance broker with Fuse Insurance." The moment you mention you are an insurance broker, you have about 15 seconds to convert the lead. Of course, the actual call will



maker does and how you would want to be approached. Are they a salt-of-the-earth blue collar business owner like a mechanic or truck driver? If so, you may want to drop the air of professionalism as much as possible. Open with a "Hey, how's it going?" as opposed to more formal greetings. Use contractions, maybe even throw in a well-timed curse once you've built some rapport with

likely be a few minutes long as you confirm eligibility and discuss meeting times, but that 15-second window is your chance. Without rushing, you are going to use your 15 seconds to deliver a value proposition.

To write this value proposition, think about what you are offering and find a way to make it relatable. Do you have an insurance market that undercuts everyone else? Tell the prospect that you have a unique opportunity to save them money. Do you want to review their coverage and fix some coverage gaps? Tout yourself and your ability to save their competitors from disaster. Do you not have any special advantage? Tell them you will save them money and fix their coverage. The key takeaway here is that if you don't demonstrate value in that 15 seconds, you're simply wasting time. Cap off your value proposition with a call to action by asking for a meeting. Keep this part simple too.

Here's a simple value proposition and call to action that is incredibly effective: "One of our insurer partners recently changed their attitude towards car washes, and we've been able to greatly improve coverage for our current car wash clients, while saving money. I'm reaching out to offer to do the same for you. Do you have time for a 15-minute phone call this week to go over your current insurance program? We will review your current coverages and find room for improvement."

Practice and Refine

After your greetings, value proposition and call to action, your script is complete. Anything more is wasted effort. The next step after compiling these 3 items is to test it out. Record yourself saying it, and really listen to how you sound. Is it too long, and you find yourself getting bored? Do you sound like you're rushing to get through the script? Does it sound scripted? Do you present value? Is it clear what the next step is? Do you sound like you're enjoying making the call?

Once you have ironed out the script itself, your objective is to practice it

until it sounds natural. Record yourself again or do some sales role-playing with your colleagues. Once you're ready, practice your script on live calls and have someone around to help debrief each one until you are comfortable.

A fun tip is that you don't want to sound perfect. Sometimes I intentionally stutter or throw an 'umm' in. The less it sounds like a script and more like a personalized phone call, the better.

A final takeaway about cold calling is that even with an excellently written

script and perfect delivery, you will not convert every single call. Make as many calls as possible but take the time to deliver each one properly. If you sound like you don't want to be making the call, your lead will not want to be on the call either.

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RETIREMENT ANNOUNCEMENT



Kevin Park cIP

Regional Branch Manager Alberta/BC

This comes with mixed feelings as we announce the retirement of one of our long-time employees, Kevin Park, from the Alberta/BC Branch, who has decided that the time has come to retire. Kevin's last day in the office will be December 11, 2020.

Kevin began his journey with Portage Mutual 32 years ago as a Marketing Representative after beginning his insurance career in 1986 as an underwriter with Royal Insurance. Through the years Kevin worked his way up the branch to become a Regional Marketing Manager, and then appointed as the current Regional Branch Manager position which he has held since 2017.

Kevin has been an integral part of our company. His contributions and participation on various company projects will always be valued and remembered. His hard work, commitment, and dedication will also be missed but most of all his personal approach to staff and broker partners.

On behalf of the staff and management, we want to wish Kevin all the best in the next steps of his journey and the best that retirement life has to offer. We know Kevin will be looking forward to connecting more with family while putting time into camping, fishing and hunting.

Sincerely,

C. W. Wyborn, FCIP, CRM, PFMM
Vice President & COO

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Chinook COUNTRY REPORT

BROKER NEWS

- BrokerLink has consolidated its Airdrie locations, moving Edwards Way to operate from its Edmonton Trail location.
- Hub International has a new Fisher Street location in Calgary.
- Anju Soni is Gore Mutual's newest broker enablement specialist, sales and business development. Anju is located in Vancouver and previously worked as an underwriter at Gore Mutual.
- Westland Insurance closed two new acquisition deals: Ironside Insurance Brokers based in Carstairs and G&E Insurance based in Picture Butte.
- Congratulations to several IBAA member brokers who received a 2020 Insurance Business Canada Excellence Award in the following categories:

Big Brokerage

- Sharp Insurance
- Western Financial Group

Brokerage of the Year (fewer than 10 staff)

- Fuse Insurance

Insurance Brokerage of the Year (10 Staff or More)

- Sharp Insurance (Gold winner)
- Armour Insurance

CEO

- Sukhdeep Kang, Armour Insurance Brokers (Gold Winner)
- Sharif Gemayel, Sharp Insurance

Digital Innovator of the Year

- Trufila Technology (owned by Sharp Insurance)

Philanthropy & Community Service

- Western Financial Group

Women of Distinction

- Monica Woldring, InsureLine Brokers
- Julia Marshall, Sharp Insurance

COMPANY NEWS

- Congratulations to Louis Gagnon, Intact president of operations on being awarded a Globe & Mail's *Report on Business* Best Executive award.
- Louise Sanna, senior business development manager for Travelers Canada, was recently promoted to director of sales and distribution. Congratulations, Louise!

BUSINESS PARTNERS

Greg Tabak former AVP commercial client services for Paul Davis has a new role at FirstOnSite Restoration as its director of commercial business development.

GIVING BACK

In these unprecedented times, generosity and even small gestures can go a long way to make a difference. Our industry is very active within our communities, I would like to hear more about what your brokerage (or you personally) is doing to make a difference. No action is too small!

- As part of the Generosity in Action campaign, The Intact Foundation recently matched \$2 for every dollar donated by

- Intact employees toward local child-poverty initiatives.
- Costen Insurance raised \$1175 for the Take Back the Light for Leukemia and Lymphoma Society. The society was able to raise over \$400,000 through the support of Calgarians and Southern Albertans.

Thank you to everyone who contributed information to the "Chinook Country Report." Your stories are always appreciated!

MICHELLE HAMMEL
Director of Strategic
Business Development
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E&O

The BIG

5



By Tracy Hardy, Janis Losie and Kelly Parrott

Have you ever wondered what types of losses we see in the errors and omissions world? Do you know what you need to look for when auditing your staff's files? How do you handle these potential landmines with your staff members when you find them? As E&O brokers, Sage Advisor staff understand what it's like to be a broker and we try to help them understand how errors are caused and how to prevent them.

Most brokers do their very best to avoid mistakes, but no one is perfect. When we are overworked, under pressure to meet deadlines, lacking training or don't understand our work, we are more likely to overlook something that can come back to bite us later. No one gets up in the morning determined to make an error, but they happen, and managers need to deal with these issues with sensitivity. If the employee makes errors time and again, they may require more training. Or perhaps the job is not the right fit for them, and you are forced to let them go. No matter the outcome, starting from a place of empathy goes a long way toward turning a reprimand into education. You need to recognize that a conscientious broker's first reaction is panic—they fear for their job and are merciless in blaming themselves.

In most matters of insurance, an ounce of prevention is key to avoiding claims and premium increases. When it comes to errors and omissions exposure, prevention is **THE** key and several ounces of it are in order. By knowing what to look for, you and your staff can avoid costly mistakes. With that goal in mind, let's examine the top five loss exposures that constitute the majority of errors and omissions claims.

1 Failure to Procure Coverage

Sometimes, brokers can miss or forget to request relevant coverage, be unaware that coverage is available or neglect to get the paperwork to the insurer in a timely manner (or at all). In each case, the result may be no coverage for a client's loss. If there is no coverage in place, no claim can be paid. There are other instances, where brokers leave to go on vacation, neglecting to send the submission to the insurer before leaving.

Sometimes, brokers fail to read the existing policy correctly. When remarketing, it's critical that the broker go through and advise the client of any variances between the two policies. If necessary, brokers should provide quotes for the missing coverage. Example:

Your client purchases a new home and they need to have it substituted as their primary dwelling mid-policy term. You change the address, ensure the building and contents limits are correct and copy the coverage from one policy to the other. Two months later, the client suffers a sewer back-up loss, for which they are underinsured. The client sues you for not selling them enough coverage. You realize that you missed

an endorsement increasing the sewer back-up limit when you issued the policy on the new dwelling.

When switching from one policy to another, it's important to ensure that the broker actually asks the questions and properly reviews the old and new policies rather than simply copying from one to the other.

2 Failure to Adequately Identify Exposures

The first step in managing risk is identifying it. It's

important to ensure you ask the correct questions, so you don't miss exposures. Clients rely on brokers to make them aware of these risks—they don't know what they don't know. Surveys and/or checklists help with exposure identification. Brokers need to keep up to date on emerging trends and technology and how they impact their clients' needs. For example:

- Because of the increase in cyber exposures, more clients are looking for cyber insurance.
 - Cyber coverage is not standardized—the variations in cyber wordings are exhaustive. Whether your client is a small business or a major corporation, each will have different needs. Applications can have as few as 8-10 questions and up to 30+ pages worth depending on what type of coverage is required. Each carrier will have its own proprietary requirements for submissions.
- Weather-related losses are increasingly frequent and severe—insurers are changing wordings by reducing coverage to manage claims costs (e.g. ACV on shingles).
- Government pandemic restrictions cause occupancy exposures excluded by many policies such as:
 - Most commercial policies exclude coverage if the premises are unoccupied for more than 30 days.

- Increased exposure to mold/legionella due to stagnant water can arise from HVAC systems being turned off during closures.
- Clients working at home create additional personal and business exposures. Who owns the laptop or other equipment brought home from the office or shop and which policy will respond?

3 Failure to Properly Explain Policy Provisions

Here is where the policy clauses, exclusions and statutory conditions in the policy can play a key role in your client discussions. Insurers limit their

“ Clients rely on brokers to make them aware of these risks—they don't know what they don't know. ”

exposure to loss through exclusions and policy provisions. Many insurers have similar coverage restrictions and limitations. Brokers should review the policy wordings with the client, discussing exclusions, limitations and the client's responsibility with respect to reporting changes in their operation to the insurer. Keep in mind:

- Vacancy or non-occupancy are issues in today's economic landscape—not only for businesses, but also for the income properties of your personal-lines clients. There is a potential for uninsured losses after a tenant has

moved out but a new tenant has not moved in. Damage to the property and lost rental income might not be covered.

- Most property policies have exclusions or limitations for sewer backup, flood and other types of water damage. A condominium unit owner living on the fifth floor might decline coverage because they forgot about the storage unit they have in the basement or don't foresee the expense they will experience if they are unable to access the building due to these types of losses. If the condo corporation suffers an uninsured or underinsured sewer back up loss, unit owners may be required to pay a loss assessment to cover the shortfall. If the condo unit owner does not have sewer back up coverage on their own condo policy, they won't be covered for the assessment.
- Understanding the exclusions for business interruption has been top of mind for everyone since the pandemic began. It is still crucial for brokers to have the discussion with their commercial clients about their insurer's wording for a pandemic, infectious or contagious disease, viral/bacterial infection, etc., and the vicinity/radius in which the peril applies.
- The advice you give to customers or prospects about possible exposures can be grouped according to their key attributes. Their characteristics, or what is and is not covered, may yield a long list. Grouping your clients/prospects can help to create lists of the key exposures they face.
- Exposures change as your clients' life cycles and lifestyles change:
 - Young adults moving out of their parents' home often start out with used furnishings. Remind these clients that regardless of how little value they might think used items have, we insure personal property based on the cost to replace them with new items,

continued on page 20

Congratulations to our 2020 Award Brokers!

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 Maples Insurance Agency
 Norquay Agencies
 Northstar Insurance
 Ravenhill Agencies Ltd.
 TW Insurance Brokers
 Wild Wood Insurance Services

25 Year Award Brokers

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 BSI Insurance Brokers
 Garriock Insurance
 Kyle Agencies Inc.
 Reider Insurance
 Sharon's Town & Country Insurance Agency Ltd.
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60 Year Award Broker

Thompson Agencies Ltd.

75 Year Award Brokers

Blythman Agencies Ltd.
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and the limit of insurance should consider that.

- Families often have liability exposures such as pets or “attractive nuisances,” like hot-tubs, pools and trampolines, which often attract curious young children without the owner’s knowledge. It is important to discuss ways to prevent losses due to these exposures with clients.
- Most policies have limitations for property that is highly susceptible to theft such as jewelry, sporting equipment, bicycles and collections.
- Lake lots, trailers, boats and other recreational vehicles are getting much more popular and often clients erroneously believe they are covered by their home insurance.
- With less debt and more disposable income, empty nesters might travel more and acquire more expensive assets like artwork, jewelry and antiques, not accounted for in the standard contents clause.
- Commercial-lines property coverage is much more restrictive than personal lines. In many cases, property is only covered while on the insured premises. Cash, tickets, coupons, precious metals and gems might be excluded. After a loss, the commercial building might need to be brought up to new building codes. This, along with the cost of debris removal, need to be considered when determining appropriate limits. Often parking lots, sidewalks and landscaping coverage is limited.

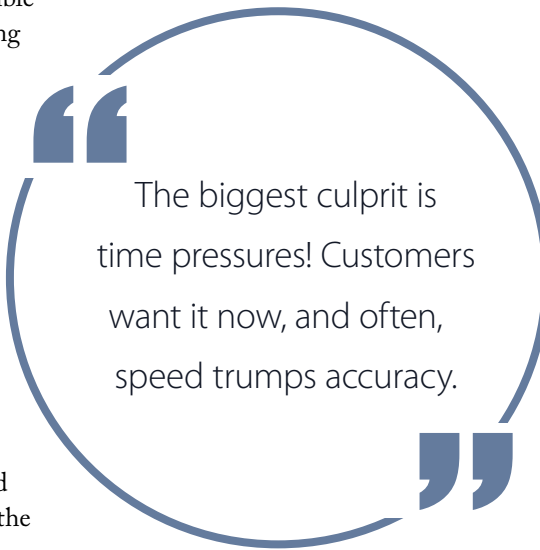
4 Failure to Recommend Coverage

The broker must understand the client’s exposures and have extensive knowledge

of how to treat those exposures. It is

important to ask the right questions so nothing is missed. As well, a review of a client’s claims history can be indication of what coverage and limits they might require. Having complete discussions on available coverage (in the marketplace—not just what your office offers) and which forms of coverage are required to meet the client’s needs is an essential piece of E&O claims avoidance.

In personal lines, if your brokerage offers umbrella, travel, accident and sickness, or life coverage, these should be offered to **all** your clients.



In commercial lines, don’t just rely on the “throw-in” or “frills” of the package policy. Review the limits, explain the potential consequences of the limitation to the client and document their decisions.

As evidenced in case law, *Duraguard Fence Ltd v Badry*, 2019ABQB 783 (Can LII):

An insurance broker is responsible for determining the client’s insurance needs and arranging coverage that best meets those needs:

- *determine the facts about the risk the client wishes to cover*
- *check on those facts, to ensure they are accurate*
- *assess the client’s requirements*
- *place the insurance according to the client’s directions*
- *provide evidence, when required, that the insurance is in place*

The broker’s duty is to assess the client’s risks, provide information, make recommendations for loss prevention and arrange insurance based on the client’s instructions. Brokers don’t make coverage decisions, only recommendations, but they **MUST** provide sufficient information for the client to make informed decisions.

5 Inaccurate or Incomplete Information

Risk identification, risk assessment and taking the time needed to complete the transaction with the client are essential. Multi-tasking can lead to missed or incomplete information, so focus on the task and complete the transaction before moving onto the next client. (Need proof? Take the multi-tasking challenge on the next page.)

Misunderstandings and miscommunication can lead to inaccurate information. One way to avoid this from happening is to confirm the conversation in writing back to the client. Any missed information will be caught right away and reduce the chances of an E&O occurrence. Why wait until the document is received to find out it wasn’t what the client asked for?

Having a second set of eyes to review the documents before they are sent out in proposals—to the underwriter or other parties—is a good practice. Many times, an added zero or a comma in the wrong place can turn a \$1,000 limitation into a \$10,000 limitation!

The biggest culprit is time pressures! Customers want it now, and often, speed trumps accuracy. Giving the client your complete attention not only helps to reduce an E&O occurrence, but it also can go a long way in building rapport with them. Remember, every error takes twice



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continued from page 20

the time to fix. If you slow down your process to ensure you don't miss anything, you save costly rework.

Binding issues



While not one of the "Big Five," not meeting binding requirements can result in missed coverage. That's why it's critical that

you know and understand what each insurer contract specifies for proper binding of coverage. Problem areas include:

- Binding without advising the insurer—when adding temporary coverage to a vehicle for the weekend, take the time to send the insurer a note. They probably won't want to issue paper, but you must give them the opportunity.
- Failing to obtain the underwriter's requirements before issuing a binder—make sure you have completed all "subject to" requirements and follow the underwriter's instructions before confirming coverage.
- Exceeding the timeframe to submit the document/application to the insurer—some insurer contracts require documents within three days of binding.

5 = 90

These five types of errors and omissions are responsible for roughly 90% of all broker E&O claims that result in payouts. The good news is that by implementing clear procedures and manuals, job descriptions, training and an audit process, you can reduce your staff's risk of making errors and potentially avoid a payout if sued.

There is always the risk of being sued because clients are obviously upset in the event of a loss and look for somewhere to place blame. That, you can never prevent. However, you can reduce the risk that you have responsibility for an issue by being diligent. The best advice we have? DOCUMENT every single action and interaction in the client file—the questions asked, information provided (by both parties), coverage offered, actions taken, even something as seemingly insignificant as leaving a message if you cannot reach the party called. A well-documented file is your savior if something goes wrong. No matter how small the detail, it might make the difference between payout and no payout.

The Multi-Tasking Challenge

Multi-tasking is really a form of "switch tasking," or switching tasks. It is a thief of time and money and can lead to an E&O claim. If you're not convinced, try this out:

Draw 3 lines.

You will need to time yourself so have a timer ready. When ready, begin timing yourself and ...

On the first line write:

Switch tasking is a thief

On the second line write the numbers 1 to 21

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

Stop the timer and record the time it took to write the two sentences.

Now, restart the timer.

On the third line write one of the letters from the phrase and underneath it, write one number from the sequence, alternating letter and number until done:

S w i t c h
1 2 3 4 5 6

Stop the timer. How did you do?

I bet it took longer to switch the task from the letter to the number than it did to focus on one task at a time!

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Short-Term Automobile Insurance Reform



On October 29, 2020, the Government of Alberta tabled Bill 41, the Insurance (Enhancing Driver Affordability and Care) Amendment Act, which, if approved, would amend various sections of the Insurance Act.

On October 30, 2020, three Orders in Councils were published, introducing a number of short-term measures to address affordability in the auto insurance system and enhance medical benefits to Albertans injured in traffic collisions. The measures include changes to the Insurance Act's related regulations, including the Minor Injury Regulation, Diagnostic and Treatment Protocols Regulation and Automobile Accident Insurance Benefits Regulation.

These balanced set of measures focus on reducing costs for drivers as well as

increasing medical benefits and care available to injured Albertans.

Containing costs in the automobile insurance system means drivers should see more stable premiums for auto insurance over the short- to medium-term. Albertans should expect to see a break from steep increases to their premiums and positive impacts on their pocketbook in the months ahead.

In addition to cost containment, additional measures were approved, which will better support Albertans recovering from traffic injuries, with:

- more coverage for diagnostic and treatment services, and
- inflation-adjusted benefits, such as income replacement, to better deal with aftereffects of collisions.

Government heard from key stakeholders in developing the

short-term measures, including Insurance Brokers Association of Alberta. We also heard from other insurance, medical and legal stakeholders on potential short-term measures.

Short-term measures were implemented to bring some relief on costs while government considers any move towards comprehensive reform to ensure a fair and sustainable auto insurance system for the long term. More information about how stakeholders and Albertans can participate in this work will be released over the coming months.

SHERRI WILSON

*Superintendent
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Government of Alberta
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Keeping Up with Consumer Behaviour During COVID-19

By Stephanie Wei



Without a doubt, the Covid-19 pandemic has had broad global economic and health impacts. According to Aviva's recent *Covid-19 Consumer Behaviours Insights Study*, the pandemic has also significantly shifted the behaviour of Canadian insurance customers compared to previous years.

Customers are Three Times More Likely to Shop for Insurance Over the Next Year

"About 33 per cent of Canadians are shopping for insurance compared to previous years when it was 11 per cent," says Charlene Ramdeo, Digital Lead with Aviva's Digital Marketing Consultancy (DMC Group). "This increase drives the need for brokers to be online and be active and responding to clients who are shopping."

According to Ramdeo, "People are more likely to shop when premiums go up. But what we don't realize is that they are actually more likely to shop as well when premiums go down, which

indicates to them they can save more money elsewhere. This is where the value of the broker comes in."

Ramdeo presented the study findings with Pam Buckley, Aviva's research and insights lead—customer marketing, in the *Changing Consumer Behaviours During Covid-19* webinar hosted by CSIO in October. The study was conducted by Pollara Strategic

About 33 per cent of Canadians are shopping for insurance compared to previous years when it was 11 per cent . . .

Insights and surveyed 1,500 Canadians over the age of 18 with a home or auto insurance policy. The research was conducted in June 2020, and a follow up survey in the fall produced similar results.

More than Half of Consumers in Alberta Prefer to Interact with Their Insurance Company by Phone

Among the most surprising results the survey uncovered is that 48 per cent of Canadians are more likely to want to interact with their insurance company over the phone, compared to only 12 per cent over email. "What we saw during COVID is that people have a lot more time, a lot of them are working from home, they are trying to learn more about their policy and how they can save," said Ramdeo. "They are spending their time to pick up the phone, interacting with their brokers."

In Alberta, consumer communications preferences are closely in line with national results, with the majority of Albertans surveyed indicating they prefer to communicate by phone at 52%, followed by 16% who prefer online self-service, 14% face-to-face and 13% through email. Ramdeo recommends considering the needs of your customer base when investing in resources, for example phone systems that support phone and Internet service in remote or rural areas.

Webinar Now Available as CSIO eLearning Course

Since the beginning of the pandemic, CSIO has ramped up its education offerings to support members with accredited webinars and courses to help them stay up to date on the latest digital topics. Courses are included with your IBAA membership as part of your benefits package.

This webinar on changing consumer behaviours is now available on demand as the latest offering in the “Spotlight on Industry Leaders” series, part of the CSIO Digital Broker eLearning Program. The Spotlight courses were created in response to demand for accredited courses that could be watched as hour-long videos in one viewing. The video series offers our most popular webinars of 2020 to CSIO members in a convenient, on-demand format. The courses feature industry leaders and experts sharing insights through virtual fireside chats and panel discussions.

With many insurance brokers continuing to work from home, CSIO continues to provide many options for CE credits, including live webinars, one-hour video recordings, and interactive online courses. IBAA members who take six or more eLearning courses are recognized as CSIO Digital Brokers.

Take the latest course to learn how the pandemic has affected your customers, including ideas on how to action the survey findings to improve your campaign results and better service the changing needs of your customers. Access all CSIO courses at csio.com/eLearning.

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Much-Needed Fixes to Alberta's Insurance System: What Do They Mean for Drivers?

At the end of October, Alberta's government announced a slate of reforms designed to stabilize auto insurance for the three million drivers in the province who depend on the system. These reforms will also enhance care and cut red tape.

Bill 41, also known as the Insurance (Enhancing Driver Affordability and Care) Amendment Act, is the government's first step toward improving conditions in Alberta for the better. As elements of the legislation begin to take effect over the winter and spring months, brokers may be faced with questions about what this legislation means for customers as they shop for insurance.

I want to highlight some of the ways this legislation directly affects consumers and what we may expect to see down the road. Brokers are vital components in educating Albertans on

insurance issues because you have close interactions with consumers. You're in the best position to help guide the average Albertan through these changes and answer any questions they may have about what's happening with our insurance system.

What questions do we expect customers to ask? I think we can start with these:

What changes did the government make to fix insurance?

The government made a number of changes to fix the system in terms of ensuring auto insurance remains affordable and accident victims can access more treatment and care when they need it. They did this by:

- Increasing medical benefits to support Albertans injured in collisions and providing access to more health professionals to assist people in their recovery. These

changes include an improved patient-referral processes.

- Making changes to the minor injury definition in the Minor Injury Regulation so that court settlements for common sprains, strains and whiplash injuries no longer award monetary amounts in line with far more serious injuries. This change put the definition more in line with other jurisdictions across the country.
- Adjusting the prejudgment interest rate framework for pain and suffering awards, which is meant to pay interest to claimants based on the length of time between the date of their accident and the date of their settlement. The government has also based the prejudgment interest rate on a fluctuating rate, which is based on current interest rates, bringing it in line with what's done in other provinces.

Changes to the prejudgment interest rate framework and Minor Injury Regulation are small reforms, but they will reduce claims costs enough that the average driver should see premiums stabilize.

In addition, the government has expanded the authority of the Automobile Insurance Rate Board (AIRB), giving it full authority over auto regulations. This reduction in red tape will benefit the industry and consumers alike.

Can fewer regulations for insurers really benefit consumers?

As insurance professionals, we all agree that regulations are in place for a reason. The goal of regulations is to protect consumers. But they shouldn't stand in the way of choice, innovation and positive changes for consumers and the industry. Too much regulation can keep consumers from accessing new and innovative insurance products. One innovation they will now allow is for insurers to proceed with pay-per-kilometre insurance. This gives consumers more options in managing their premiums and making decisions that more closely reflect their driving behaviour.

Will this new legislation help consumers save money?

The changes made by the government should cut claims costs and stabilize premiums. The government's decision to cut some of the red tape from our system means insurers are allowed to be more responsive to the needs of drivers.

Right now, it's vital that our industry works to help consumers understand that these changes will be a positive development for all drivers.

Next Steps for Alberta's Insurance System

Right now, it's vital that our industry works to help consumers understand that these changes will be a positive development for all drivers. Stable premiums, more care for accident victims and a faster, more responsive insurance system that's allowed to innovate are what Albertans need.

While these changes are a positive step forward, our system still has a way to go in being the best it can be. The government is exploring long-term solutions that will do more to fix our auto insurance system and may actually change it completely.

An advisory committee the government assembled at the end of 2019 has made recommendations on how our province can approach auto insurance. Insurance Bureau of Canada (IBC) and its member companies have also addressed this issue, providing our expertise and perspective on how the industry can be sustainable and work better for consumers in the long term. As this new process moves forward, our industry will be right there with our voice and perspective and with the best interests of consumers in mind.

If you're interested in keeping up with changes to the industry and what may come next, visit albertaautoinsurancefacts.ca. It's a great resource for information that is useful for both brokers and consumers.

ALBERTA THIEVES LOVE THEIR TRUCKS!

2020 Top 10 Stolen Vehicles in Alberta

YEAR	MAKE	MODEL
2006	Ford	F350 SD 4WD
2007	Ford	F350 SD 4WD
2004	Ford	F350 SD 4WD
2005	Ford	F350 SD 4WD
2017	Dodge	Ram 1500 4WD
2014	Dodge	Ram 1500 4WD
2003	Ford	F350 SD 4WD
2018	Ford	F150 4WD
2013	Ford	F150 4WD
2013	Dodge	Ram 1500 4WD

Source: Insurance Bureau of Canada

CELYESTE POWER
Vice President, Western
 Insurance Bureau of Canada
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About a week after the first shut down, my email was filled with offers from organizations wanting to help me and my business cope through the pandemic. It wasn't just the insurance companies that wanted to make sure I was going to make it through this. Our prime minister, my bank, county office, chamber of commerce and even my massage therapist were sending inspirational messages or invitations to attend free courses to assist through these changing times.

Free courses are a tempting way to keep professional development (PD) budgets under control, especially now, with the impact of COVID on incomes. As a brokerage owner, I understand the importance of keeping staff costs down—education and training is expensive. As a PD content creator and insurance program facilitator, I know it is tough for associations like IBAA to compete with free. Education and training is expensive because delivering quality educational programming is expensive. As I embark in my new role at the IBAA, I see the opportunities to bring our members quality, timely and practical educational events; but friends, your association cannot do this for free.

With COVID-19, there have been a staggering number of free course offerings available to brokers—many from vendors and many specific to insurer products, like a product infomercial or a focus on a specific carrier's offering. But what is the true cost of any free course? While I believe

it's important that brokers understand what they are selling, your staff might not need to see the same presentation more than once, the subject matter of every course might not be relevant or the changes to a policy might not warrant an entire course.

It's important to balance courses specific to vendors or insurers with more inclusive training in finding and retaining clients, understanding the bigger picture of loss prevention, creating overall client satisfaction, building a high performing team and evaluating insurer products in terms of best meeting your clients' needs. Brokers need to know how to tackle tough questions and manage clients through a hard market. They need to understand how the industry works and how to increase profitability. This is a completely different level of learning and is costly to develop. Before you take advantage of a course just because it is free, ask yourself if it adds value to your bottom-line strategy. You need to remember that although you might not be paying a course fee, you are paying a productivity price.

Basic brokerage cost budgeting is not complicated. Most brokerages only have a few types of income:



commissions, fees and interest charges. Generally, there are two types of expenses: administrative or sales and staff. Like many service-based industries, our largest expense tends to be our staff. Though I was no accounting expert when I purchased my little agency in Legal, Alberta, a quick tally showed me that I needed to make about \$200 a day just to keep the lights on.

A wise old insurance broker once (okay, it wasn't once, it was exhaustingly) told me, "Every desk is a profit centre." Now, before I can project a desk's profit, I need to know that desk's costs. Excluding commission sharing arrangements, a licensed, client-servicing, brokerage employee typically earns \$42,000 - \$60,000/annually based on their level of experience. However, an employee's salary is not the true cost of an employee. Along with CPP and EI, many brokerages offer benefit plans,

pay professional memberships dues and invest in continuing education and designation programs. Other sales costs include the cost of advertising, signage, marketing and other methods of getting the phone to ring.

Using this simplified example, sending an employee to a course has a basic overhead cost of \$52/hour (see “hourly cost per desk” below). This is before considering bank loans, depreciation, taxes and a return on investment for the owner. To make the math easy, each desk in my sample brokerage needs to make at least \$150 hour—a little less than three times the basic costs. When three staff are out on a one-hour seminar/webinar it costs about \$500 in productivity costs, a three-hour course is \$1500, and a day of learning for three staff will cost your brokerage over \$3000.

With all that being said, it is imperative that your employees get the absolute best bang for their buck when attending a course. Attending insurance company product seminars is essential to brokerage growth and E&O prevention, but product info-webinars do not build essential skills and should NOT be the only source of broker information. Don't leave it to underwriters to train your brokerage sales force. Consider the costs vs benefits before investing in that “free” course. Ask yourself:

- Is the course relevant to the employee's role and appropriate for their experience level?
- Will the course result in brokers increasing premium volume?
- What is the expected commission income increase?
- Will the course improve efficiency?

A broker educated by brokers is worth more to a brokerage because it makes them more efficient. If they don't know the answer,

they know where to find it. They know which words to use to get messages through to their clients quickly and won't stumble when describing exposures or coverage benefits and shortfalls. They know the appetites, wordings and processes for all their insurers (not just one) and don't waste

“When three staff are out on a one-hour seminar/webinar it costs about \$500 in productivity costs, a three-hour course is \$1500, and a day of learning for three staff will cost your brokerage over \$3000.”

time on approaching unreceptive markets. Brokers educated through third-party providers, rather than through specific insurance companies, know the products of more than just one market.

The specialized training often offered through courses provided by insurance companies either prepares staff to complete tasks for that one insurer partner or builds knowledge around one specific product. Professional development delivered by brokers for

brokers provides a holistic approach to the industry and offers the context and finesse required to elevate a brokers' skill and build greater effectiveness across all markets. The right course delivered by the right people can not only offer a return on investment, but can help enhance the overall professional health of your employees.

Both the specialized training and the broker development aspects of education are necessary, but one offers a far greater return on investment. The programming IBAA offers is designed to educate, not just train. IBAA's programs do not focus on a specific insurer or supplier product because our focus is much broader. The best education for your staff provides a balance between carrier-specific training and courses designed to elevate the total performance of the brokerage and its staff. If you are looking to change your staff's overall performance, spend your time well and remember to invest in courses designed by brokers for the benefit of brokers. **Your bottom line depends on it.**

KELLY PARROT
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HOURLY COST PER DESK (3-EMPLOYEE BROKERAGE)

ESTIMATED ANNUAL ADMIN EXPENSES

Rent & Utilities	\$ 24,000
Legal, Accounting & Insurance	\$ 12,000
Software/Systems	\$ 9,000
Phone & Internet	\$ 1,800
Office Supplies	\$ 1,200
Total Admin Expenses:	\$ 48,000

DAILY ADMIN COST CALCULATION

52 weeks = 260 work days less
10 statutory holidays = 250 work days (7 hour day)
\$48,000 admin cost/250 work days =
\$192 daily admin cost
\$192/7 hours = \$28 hourly admin cost/3 desks =
\$9 hourly admin cost per desk

ESTIMATED ANNUAL SALES EXPENSES

Advertising, Website, Promo	\$ 24,000
Salaries (3 employees)	\$ 150,000
EI/ CPP benefits (30% of salary)	\$ 45,000
License/Dues/Education	\$ 6,000
Total Sales Expenses:	\$225,000

DAILY SALES COST CALCULATION

225,000 annual expense/250 work days =
\$900 daily sales expense
\$900/7 hours = \$130 hourly total sales expense/3
\$43 hourly sales cost per desk

Each desk must earn \$52/hour to cover costs

THE INSURANCE BROKER AS ESSENTIAL



In the early phases of the pandemic crisis, the Insurance Brokers Association of Canada (IBAC) and our member associations were successful at ensuring that financial services, insurance and the role of the broker were all deemed “essential” by the federal and provincial governments. This ensured that brokers could continue to provide their valuable services to their clients during the lockdown. It also kept our important contribution to the

“
The central themes of the broker value proposition—choice, advice and advocacy—have shone even more brightly under the spotlight of this challenging pandemic.”

economy going at a time when other sectors were taking a hit.

In the months since, brokers have shown how truly essential they are. The central themes of the broker value proposition—choice, advice and advocacy—have shone even more brightly under the spotlight of this challenging pandemic. Brokers have gone above and beyond helping their clients take advantage of industry relief efforts for auto insurance, navigating programs that varied by company. Brokers stood up loudly for their

business clients who needed support and flexibility with their commercial insurance. This was especially true of businesses that were required to close during the lockdown.

IBAC's new national advertising campaign, "The Broker Advantage," highlights this concept of the broker as essential, with a strong emphasis on the role of the broker as an advocate for their clients. It also underscores key themes such as trust, support, choice, custom advice, innovation and local.

This campaign also coincides with the celebration of IBAC's centennial in 2021. The creative for both "The Broker Advantage" and the IBAC centennial will be supplemented by past and present photos and videos provided by brokers from across Canada. A group of visionary insurance brokers who saw the benefits of having a national presence created IBAC in 1921 to advocate for the best interests of insurance brokers and consumers. That legacy has endured for 100 years, and we look forward to celebrating together—whether in person or virtually—over the course of 2021.

As we find ways to celebrate the past and the present, we also look to the future with optimism. The role of the broker will continue to evolve. A few factors will drive this. First, brokers will continue to find ways to embrace new technologies. Technology and innovation make it possible to serve customers in new and better ways. Although the human factor is at the heart of the broker-client relationship, the successful broker will leverage the digital environment to enhance the customer experience and meet changing consumer demands.

Second, the role of the broker as a trusted advisor and risk consultant will also be further heightened. We live in a world of seemingly increasing risk—climate change, overland flooding, earthquake, cyber and, dare I say it, perhaps even another pandemic. As the world becomes more complex, so too does the insurance required to cover

these risks. As this occurs, the role of the insurance broker becomes even more critical. Brokers will continue to work closely with their clients to find ways to mitigate these risks and customize insurance solutions.

So, what does this all mean for the insurance broker profession? The value proposition of the broker has never been stronger. We work for the consumer. If we remain focused on our core

principles, and continue to differentiate ourselves through service, brokers will remain essential for another century and more!

PETER BRAID
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IBAC
PBraid@ibac.ca



APPOINTMENT ANNOUNCEMENT



Jean Gauvreau CIP Regional Branch Manager Alberta/BC

Portage Mutual Insurance is pleased to announce the appointment of Jean Gauvreau to the position of Regional Branch Manager for the Alberta/BC region effective December 1, 2020.

With over 25 years in the property and casualty insurance industry, Jean draws upon a broad range of expertise gained through holding progressively senior positions while managing multiple provincial territories with various national carriers. His roles in underwriting, claims, business development, leadership, and most recent position as a regional director, Jean has accumulated an in-depth knowledge of achieving growth and underwriting objectives.

Jean holds a Business Administration Diploma majoring in Finance from the Northern Alberta Institute of Technology and possesses a Chartered Insurance Professional (CIP) designation.

Jean enjoys spending time with his wife Renee and their children Chloe and Julien. Jean also enjoys golf, hockey, and running.

Sincerely,

C. W. Wyborn, FCIP, CRM, PFMM
Vice President & COO

The Portage la Prairie Mutual Insurance Company was established in 1884 based on the underlying principles of trust, security, integrity, hard work, and a daily delivery of personalized service. A company that is 100% committed to utilizing the professional consumer advisory services of over 600 brokerages across Canada in the distribution of their product.



What's going on behind the scenes at IBAA?

As silver bells start ringing and we start looking forward to the New Year with equal parts hope and trepidation, I just want to take a moment to share some gratitude. Each and every one of our staff, board and members at large stepped up and came together during one of the most challenging years in recent history. Adapting to new circumstances is never easy, especially when you throw the pressure of a hard market into the mix. Thank you for showing up for your local communities and for finding new ways to help your clients through such a chaotic year. 2020 really brought home how lucky we are to share this industry with such an amazing group of brokers. I'd also like to thank you for your ongoing support as we continue to advocate for the changes our system so desperately needs.

COMPANY/EXEC TOWN HALLS ADVOCACY

One of our goals for 2021, aside from finally leaving our houses, is to do a better job at communicating with our members about the vital broker advocacy work we do on a daily basis. A substantial part of our team is dedicated to building productive relationships, on behalf of Alberta

brokers, with high-level government officials and industry leaders.

Every year, our CEO and executive team engage senior-level executives from some of our insurer partners in conversation around the hot topic issues of the day. This year, we'd like to share those conversations with you. Starting December 17th and continuing into the New Year, we are hosting a series of town hall conversations that feature an executive from one of our insurer partners. Each hour-long town hall will start with 45 minutes of discussion around questions sent in advance to the company participants by George Hodgson. The remaining 15 minutes of the session will be dedicated to addressing questions from the broker audience. Go to ibaa.ca to find a full listing of our town hall dates and participating partners.

STAFF

I'm delighted to announce that we will be heading into 2021 with a **full** team of dedicated and amazing individuals. We're excited to welcome the three most recent additions to our staff: Kaitlyn Duff, events coordinator; Kelly Parrott, professional development manager; and Francheska Smith-Cleare, membership & administrative assistant. Each one brings with them

refreshing new ideas and an amazing set of skills that perfectly complement the strengths of our current team. We can't wait to see where they'll take us! Visit our full staff listing on ibaa.ca to connect with our team.

PROFESSIONAL DEVELOPMENT

With the addition of such exciting new skills to our team, we're looking forward to revamping our PD programs to meet the needs of members in new and better ways. Along with making our pricing more competitive, we will be focusing exclusively on courses geared towards tackling the specific issues Albertan brokers face. While we have some great ideas in mind, let us know if there are any specific topics that you would like to see. Kelly Parrott would love to chat with you, so please feel free to reach out to her at kperrott@ibaa.ca to discuss what sort of professional development would benefit you the most.

On that note, just a reminder that the **ONLY** provider of IBAC-sanctioned CAIB courses in Alberta is IBAA. Our materials are copyrighted, and our facilitators are certified to instruct CAIB. Anyone who professes to teach the true CAIB courses is not recognized by either IBAC or IBAA. We cannot guarantee they are using

the most recent materials or that their materials are approved.

SPECIAL GENERAL MEETING

The board held a Special General Meeting on October 29, 2020, to put forward a motion to extend the term of the current IBAA executive for an additional year. The motion was passed unanimously, so the current executive will retain their positions until the 2021 AGM. Visit the full board listing at ibaa.ca to connect with the members of our executive team.

MARKETING

Watch for upcoming changes in our branding as we move to a higher level of consistency among all our platforms. We will also be encouraging brokers to add the BIP to their own promotional materials as well as the use of our advertising materials, available ONLY to IBAA

members—you can use them in your office, on TV, in your digital media, etc. All are professionally designed by Agency 59 and drive home that fact that, especially during this difficult time, brokers have their clients' backs. Focus groups have found that the Canadian consumer recognizes the BIP symbol as one which symbolizes peace of mind in insurance and brings to mind the notions of trust and caring. If you aren't using the BIP, you are missing out on the chance to reinforce the broker-value message to consumers.

CONVENTION 2021

As Covid-19 cases continue to climb at an alarming rate, we have to put the health and safety of our members, staff and stakeholders first. With this in mind, IBAA Convention 2021 will be held virtually. We're confident that our 2021 convention will be just as engaging, fun and informative as it has been in the past. A virtual format

allows for greater versatility in the way you interact with each other, our guest speakers and our tradeshow vendors. Stay tuned for further details.

Once we've had our fill of Zoom Christmas parties and the post-holiday doldrums start to hit, I just want to remind everyone to take a second and check in with yourself. Maybe that means taking the time to get up and move your body as best you can, or even setting aside a few extra minutes to close your eyes and breathe. It's easy to get caught up in the rush and forget to focus on you. I look forward to connecting with you as we find out what 2021 has to offer.



JANIS LOSIE
Chief Operating Officer
IBAA
JLosie@ibaa.ca



DESIGNATION COURSES + EXAMS JANUARY 2021

CAIB, CPIB, and CCIB courses and examinations help insurance brokers at all levels unlock their potential as industry professionals and leaders. Visit ibaa.ca to register.

Licensing

Licensing Level 1 Immersion | Edmonton
Nine classes delivered over two-weeks

Jan 25 - 29

CAIB

CAIB 1 Immersion | Online
Eight classes delivered over two-weeks

Feb 1 - 11

Provincial Designation Exam | Online

Feb 3

We are transitioning to an online exam format



New Year's Resolutions:

- 1) Change Zoom background
- 2) ~~Lose weight and get fit!~~ Join online fitness class
- 3) ~~Eat a healthy and balanced diet~~ Order less take out
- 4) Call Kelly and find out how to protect team against cyber fraud.

We like attainable goals. Protecting your team from a cyber attack is a LOT less painful than an online HIIT class... We won't make you cry

Contact Kelly today!

kduncan@ibaa.ca

780.702.3718



sage
advisor resources