

ALBERTA **BROKER**

INSURANCE BROKERS ASSOCIATION OF ALBERTA

EXTREME WEATHER WARNING

*Record losses, rising premiums and
why resilience is no longer optional*



Restoring Section C Coverage

Escape the Burnout Trap

Auto Reform: the Path Forward

and more —



Facing the storm with you



The best choice for Canadians

We're proud to be partnered with professional insurance brokers across Alberta to deliver the utmost in expert advice and quality service.

Contact your broker relationship manager today:

**Alberta North
800-661-3625**

**Alberta South / BC
800-372-9582**

contents

FEATURE
EXTREME WEATHER WARNING
Record losses, rising premiums and why
resilience is no longer optional



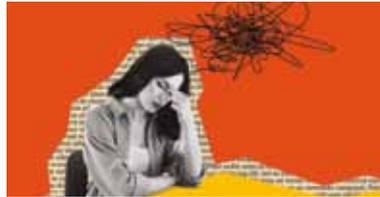
08

06



IBC
ALBERTA AUTO REFORM
The Good, the Bad and the Path Forward

PERFORMANCE
THE BURNOUT TRAP
Recognizing the Patterns
and Breaking the Cycle



20

24



IBAA COMMUNITY CONNECTION
100 YEARS STRONG
A Legacy of Advocacy, Education & Community

INDUSTRY
**AIRB ACTS TO RESTORE
SECTION C COVERAGE
FOR ALBERTA DRIVERS**



26



04 PRESIDENT'S MESSAGE
16 IBAC: BUILDING MOMENTUM
Strengthening the Broker
Channel in a Time of Change

28 PYIB: HIGHER, FASTER, STRONGER
A Look Back at PYIB's 2025 Conference

ALBERTA **BROKER**

DECEMBER 2025–JANUARY 2026

The *Alberta Broker* is the official publication of the



103, 9830 - 42 Avenue NW
Edmonton, AB T6E 5V5
T: 780.424.3320 • 1.800.318.0197
F: 780.424.7418 • www.ibaa.ca

President Karim Mouait
Chief Executive Officer Jhnel Weller-Hannaway

Published six times annually by:



3 Deacon Lane, Sherwood Park, Alberta T8H 1M7
T: 780.945.1934 • E: AlbertaBroker@LinkPR.ca

Publisher and Editor Annette Hubick **780.945.1934** Annette@LinkPR.ca
Advertising Michele Schuldhuis **780.910.2601** Michele@LinkPR.ca

Alberta Broker accepts articles about the insurance industry and its people. Letters to the editor are welcome. The opinions and viewpoints expressed in *Alberta Broker* may not necessarily be those of the publisher, the association or its members.

Material in *Alberta Broker* may be reproduced with the credit to the author and the following: "Reprinted from the Insurance Brokers Association of Alberta's magazine, *Alberta Broker* (date)." Please send a copy to the publisher.



PRESIDENT'S MESSAGE

KARIM MOUAIT

Auto Reform Today, Climate Resilience for Tomorrow

As we begin the new year and Alberta's insurance landscape continues to rapidly evolve, two priorities stand out as critical to securing long-term stability and affordability in our province.

The first is our immediate focus on the care-first auto reform, a critical step to preserve access, reduce pressures on premiums and enhance client outcomes in this restrictive cap environment. Our role for this year until implementation on Jan 1, 2027, will be managing client and broker education and expectations.

The second is our future long-term, multi-year commitment to natural catastrophe adaptation, driven by resilient building practices and community-level engagement.

These priorities are deeply connected. Both aim to ensure that insurance in Alberta, whether auto or property, remains sustainable and accessible with the ongoing realities of our province.

The Growing Impact of Severe Weather on Alberta

Catastrophic floods, wildfires and extreme weather events are now occurring with greater frequency and intensity across Canada, wreaking havoc on families, businesses and entire communities. In Alberta, the effects have been particularly profound. Summer 2024 saw more than \$7 billion in insured losses across the country from these disasters, marking the most destructive season on record. These events reinforce the urgent need for stronger resilience across our communities.

As brokers, we are on the front lines in the aftermath of these disasters. We provide critical services and support to help our clients recover and rebuild, from guiding them through the claims process to offering advice on risk management and future preparedness.

But the situation is becoming more challenging. Severe weather events including wildfires and hail are having a significant impact on both the cost and availability of property insurance in Alberta. In high-risk areas of the province, we have seen some carriers respond by restricting

property policy coverage, increasing premiums to unaffordable levels and in some cases completely getting off risk. As catastrophic losses continue to rise, there is an increasing need for a future systemic response that goes beyond insurance alone.

Building Resilient Communities and Maintaining Stability

In response, we are at the preliminary stage of consultation work between brokers and industry to create a public/private partnership aimed at more effectively sharing the rapidly increasing risk transfer costs of natural

disasters. This collaboration will help keep insurance accessible and affordable for all Albertans, ensuring that communities continue to have access to vital insurance coverage even in the face of escalating risks.

However, to truly safeguard the future of our insurance products, we must focus not only on recovery but on prevention. The use of resilient building materials in new and upgraded construction is essential to mitigating future risks. We can then reduce the impact of severity of claims, stabilize premiums and provide long-term protection to property policy holders.

- Using resilient materials is critical to maintaining pricing stability for property owners.
- Improving the resiliency of structures across Alberta is vital to reducing the cost impacts of severe weather and wildfire.

"These priorities are deeply connected. Both aim to ensure that insurance in Alberta, whether auto or property, remains sustainable and accessible with the ongoing realities of our province."

Ultimately, the goal is to keep future costs manageable for clients and insurers alike.

A Long Term, Multi-Year Strategy for Resilience

Long term progress will require a coordinated strategy involving insurers, brokers, municipalities and provincial leadership. Several key initiatives will be critical in the years ahead:

1. Change provincial building codes to require resilient materials in new construction and renovations, especially in hail prone areas.

We know that on an annual basis, the areas south of Lacombe in the province are hit by severe hail and windstorms. Yet we continuously repair and rebuild using vinyl siding and asphalt shingle roofs.

This is one of the most impactful long term measures Alberta can take. Updated codes will ensure that every new build strengthens our resilience to severe weather.

2. Provide provincial incentives for homeowners to make their homes FireSmart.

In Alberta, we build extremely high valued homes near forests and ravines in hydrant semi-protected and un-protected areas.

Wildfire vulnerability can be significantly reduced with FireSmart materials, landscaping, and structural retrofits. Incentivizing homeowners to act today will reduce claims tomorrow.

3. Provide provincial incentives for municipalities, such as the cities of Edmonton and Calgary, to help residents upgrade to resilient materials.

Municipal partnerships are essential. Cities and towns are on the frontlines of climate impacts, and supporting them will accelerate grassroots change.

The Broker's Role in Building a Resilient Alberta

As trusted advisors, brokers are uniquely positioned to guide clients through both risk and resilience. Whether explaining the value of FireSmart upgrades, advocating for code improvements, or assisting clients with claims and coverage decisions, brokers remain at the centre of community protection.

Together, through proactive adaptation and thoughtful policy reform, we can build a safer, stronger, more resilient Alberta.

As always friends, do share your perspectives on the topics above with us, and keep the lines of communication open by reaching out to the IBAA via our help desk at brokerhelp@ibaa.ca.



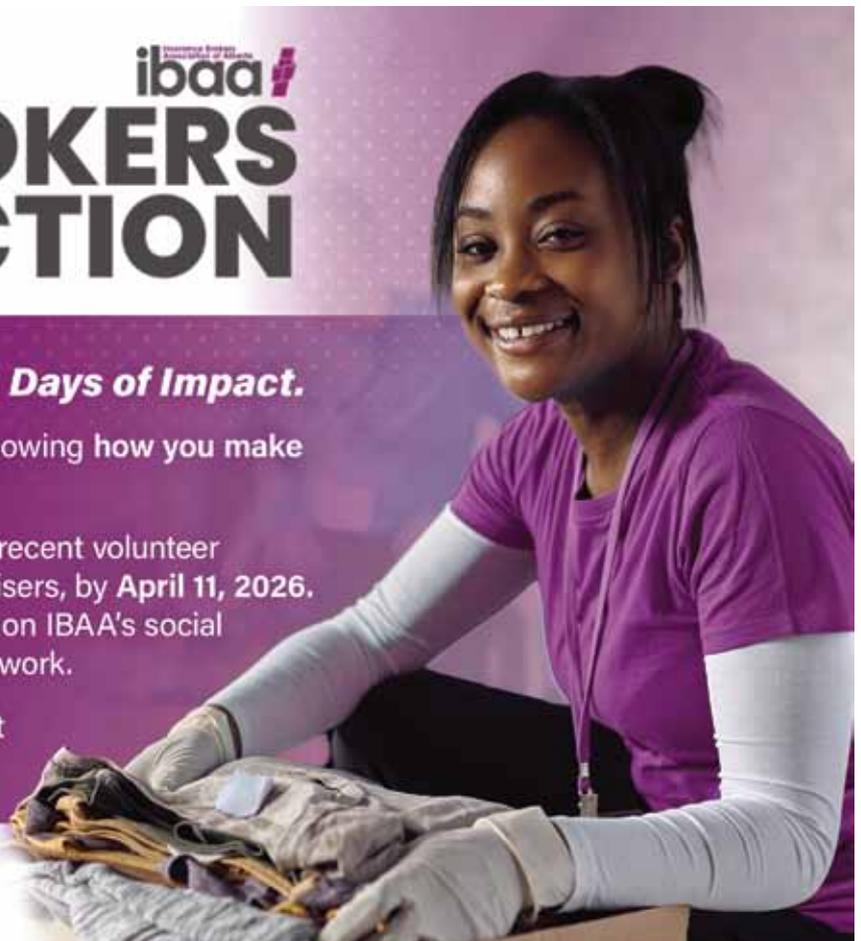
100 Years of Service. 100 Days of Impact.

Celebrate IBAA's centennial by showing how you make a difference in your community!

Share photos of your brokerage's recent volunteer efforts, from food banks to fundraisers, by April 11, 2026. Your submissions will be featured on IBAA's social media, highlighting your inspiring work.

Join us in showing the world what Brokers in Action looks like!

Submit your photos to communications@ibaa.ca



ALBERTA AUTO REFORM

THE GOOD, THE BAD, THE UGLY AND THE PATH FORWARD

By Aaron Sutherland



The past few months have been busy as Alberta's auto insurance reforms came into focus following several key announcements from the province about its incoming care-first system.

It was mostly positive news for Alberta drivers, but there were also some concerning developments that will require ongoing advocacy.

The positive nature of the care-first regulations demonstrates why our industry is an effective advocacy force: we come to the table with strong positions grounded in sound policy and research, and we speak with a unified voice. IBC and IBAA have built strong relationships with decision-makers and, together, we have effectively made the case for much-needed reforms focused on affordability.

Alberta drivers can be encouraged by developments surrounding the care-first model relating to the balance

of tort access, expanded benefits and regulatory improvements like the removal of the grid rating system. Each of these changes will have a direct—and positive—impact on premiums once the new system is in place in 2027.

WHY THESE CHANGES MATTER

As brokers well know, the grid rating system, created to improve premiums for new drivers, was not working. In place since 2004, it capped premiums for high-risk drivers, resulting in safe drivers subsidizing those with poor driving records. A Deloitte report commissioned by IBC found that safe drivers paid an estimated \$180 million—or \$65 per driver—annually in excess premiums due to the grid. Removing this framework eliminates a long-standing inequity and better aligns premiums with driving behaviour.

With care-first expected to have the greatest impact on premiums for new drivers, the grid is no longer warranted and removing it will eliminate the premium subsidy between safe and high-risk drivers once and for all.

The government has also struck an important balance on tort access in the new model that will help take costs out of the system, positively impacting pricing for consumers.

Under care-first, consumers will still be allowed to sue for specified Criminal Code and Traffic Safety Act convictions, but insurer obligations to indemnify at-fault drivers guilty of these infractions have largely been removed. This follows the model in place in British Columbia and should mitigate the claims costs and impact on premiums that can result from high legal costs.

In addition, an individual will only be permitted to sue for medical, rehab

and income replacement benefits above the coverage amounts if they were not offered the ability to purchase higher limits for these coverages from their own insurer. Put another way, if a broker or insurer offers excess coverage for these benefits and the insured declines, the insured cannot sue the at-fault driver for them following a collision.

These and other changes reflect key recommendations from the P&C insurance industry and will help control cost pressures in the new auto insurance model. The government is clearly determined to improve affordability and care under care-first, and consumers have much to be optimistic about.

AREAS OF CONCERN

However, not all recent developments have been positive.

The government has extended the good driver rate cap through the end of 2026. While it will remain at 7.5 per cent (up from the anticipated 5 per cent), cost pressures within the system today remain well above this

level, straining the viability of the marketplace. Perhaps in recognition of this, government also increased the overall threshold on rate filings to 12.5 per cent (currently at 10 per cent) and is tightening the definition of a good driver.

This marks the fourth consecutive year of rate suppression in Alberta, action that has led to the exit of several insurers from the Alberta market and impacted the availability of certain coverages.

Also troubling is the Alberta Automobile Insurance Rate Board's (AIRB's) expanded oversight of insurer rating programs for optional coverages.

The rate cap and expanded AIRB oversight should be concerning to anyone who recognizes the benefits that competition and choice bring to consumers. These actions could stifle insurers' ability to compete and make Alberta a less attractive place for auto insurers to do business – even as the government is otherwise taking meaningful steps in the right direction.

LOOKING AHEAD

IBC and its member companies remain cautiously optimistic about care-first. If the government can get the details right—with a commitment to long-term sustainability—the system could deliver what Albertans want most: improved prices, better care and more benefits.

Insurers are committed to working with government to ensure the new model delivers on its promise. However, its success will ultimately depend on the final legislative and regulatory decisions that shape the product and allow insurers to price it appropriately.

IBC looks forward to standing side by side with Alberta's brokers to ensure the government hears this message clearly. Together, we can build a system that works for all Albertans.

AARON SUTHERLAND
Vice President, Western & Pacific
Insurance Bureau of Canada
ASutherland@ibc.ca



Quote and Bind in Minutes.
Discover more at fourpointsinsurance.ca



FOUR POINTS
INSURANCE

The Four Points Insurance logo and trademarks are administered by The Mutual Fire Insurance Company of British Columbia.

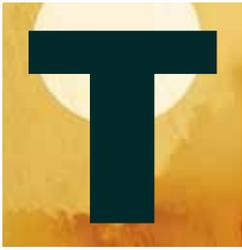


EXTREME WEATHER WARNING

By Martin Schulhaus



*Record losses, rising premiums and
why resilience is no longer optional*



here's no denying that severe weather trends are on the rise in Canada. As a result,

insurance claims have skyrocketed in recent years. 2024 was the worst year on record with catastrophic weather causing more than \$8.5 billion in damages coast to coast.

Heat. Hail. Intense rainfall. Drought. Windstorms. Wildfires. Canadians are having to dig out, dry out or move out more often given the increase in frequency and severity of seasonal storms.

Sadly, Alberta is the poster child of this new weather reality.

In August of 2024, insurance companies paid out upwards of \$3 billion in insured losses caused by the devastating hailstorm in Calgary. According to the Insurance Bureau of Canada (IBC)¹, that storm was the costliest hailstorm on record in Canada and the second costliest natural disaster in this country's history.

Less than three weeks earlier, the picturesque mountain town of Jasper was hit by a series of lightning-caused wildfires that forced more than 5,000 residents to flee their homes and destroyed nearly one third of the town's structures, causing just over \$1 billion in insured damages.

The impact and frequency of severe storms occurring in Alberta continue to raise alarm bells due to spikes in insurance claims in many parts of the province. While these issues may not be new, how the industry and its partners are adapting to rising costs, damage control and prevention in the wake of extreme weather is shifting for the better.

"There's no longer any excuse for continuing to put Canadians in harm's way because we're not adequately prepared," says Aaron Sutherland, vice-president with the Insurance Bureau of Canada (IBC). "We know what the tools are to address this. It's improving

our building code; it's improving our land use; It's improving how and where we build; and it's paramount that we start to enact changes in those areas so that these types of trends can hopefully become a thing of the past."

Unfortunately, current trends are still heading in the wrong direction. According to a new study from Toronto-based insurtech MyChoice Financial, Inc.,² home insurance rates across Canada have risen by 5.28 per cent in 2025, with Alberta showing the largest year-over-year increase at 9.07 per cent.

The MyChoice study examines home insurance inflation nationwide. Even though inflation dropped to 1.9 per cent earlier in the year, the high number of claims, driven in large part by climate-related disasters, continue to put upward pressure on home insurance premiums.

"The undeniable influence of climate change on the frequency and severity of natural disasters in Canada serves as a critical backdrop for the projected increases in home insurance rates," MyChoice says.

Not only did Alberta lead the country with a 9.07 per cent year-over-year increase in home insurance rates, but it also recorded a staggering \$4.1 billion in weather-related damages, the highest in Canada. The MyChoice study shows Canadian homeowners now pay an average of \$421 more for home insurance annually than they did ten years ago, and Albertans have been hit even harder. Over the past decade, home insurance premiums for the average Albertan rose \$660, an 89.7% increase.

In southern Alberta, the sticker shock has been even more dramatic.

"(Tackling the property insurance issue) is proving to be much more of a monumental task than originally thought because mitigation and prevention will require action from municipal, provincial and federal governments," says Karim Mouait, president, Insurance Brokers

Association of Alberta (IBAA). "As we start implementing auto reform, IBAA's focus will shift to this file."

Barry Haggis, president with Young & Haggis Insurance Services in Calgary, says companies that didn't have the lowest premiums in the past few years might be in better shape to handle the current market pressures.

"They have not had to take the massive increases," explains Haggis. "We've seen an average of around 15 per cent increases on their renewals, but they were a higher premium for the past few years."

Haggis says for others, it's the opposite with many having unsustainably low premiums for the last few years so now those companies are issuing 30 per cent increases on renewal.

"Fifteen per cent is easy to deal with these days. Thirty per cent is not."

Haggis admits it's been tough on brokers because they are the ones fielding the angry phone calls.

"I am leaning on our staff to get ahead of the customer service factor," says Haggis. "When we see a home renewal come in, the first thing we do is quote the renewal with higher deductibles and then quote it with all our other markets. Within an hour, we email the client with their options." While all this time and effort will hopefully payoff in client retention, it's not yielding some hidden low premium treasure.

"Eighty per cent of the time, we can't move someone, and it is best to stick with the current market. Every company took these rate increases," Haggis explains. "On the flip side, almost all of our clients are taking the option of the higher deductible on renewal to keep the premium lower."

Meanwhile, IBC reports the combined claims ratio in Alberta has climbed above 113 per cent for personal auto and well into the 90s for personal property which Sutherland

continued on page 12



**FIRST
ONSITE**

PROPERTY RESTORATION

**WHEN WINTER HITS HARD,
YOUR CLIENTS TURN TO YOU.
YOU CAN TURN TO US.**

**FROM FROZEN PIPES TO STORM DAMAGE, FIRST
ONSITE IS YOUR RESTORATION PARTNER —
READY TO RESPOND, 24/7, ACROSS ALBERTA.**



**Catastrophic
Storm Response**



**Water & Flood
Damage Restoration**



**24/7 Emergency
Response**

FOR MORE INFORMATION, CONTACT

COLLEEN LAVERY

Business Development Manager, Prairies
clavery@firstonsite.ca | 403.519.7695

877.778.6731 | FIRSTONSITE.CA

continued from page 10

calls, “all kinds of ugly” stating last year at this time, the combined claims ratio was sitting at 126 per cent.

“It’s better, but it’s still at a level we’d like to see some improvement in and the only way we’re going to get there is if we see an improvement in resiliency and how and where we’re building,” adding, “The last thing anybody wants is Alberta becoming the next California.”

The wildfires in Los Angeles in January of 2025 devastated property and life. The fires caused the most material damage by an extreme weather event in U.S. history, with property damages estimated to exceed \$35 billion³. The Center for Disaster Resilient Communities gathered researchers, policymakers, disaster

and properties both at the community and individual levels.

“We know we can have a real impact and that’s why the industry is really coming together to talk about the need for resilience, doing our part to incentivize that, but also calling on policy makers to leverage the tools they have to instill that as well.”

IBAA’s CEO concurs. “These straightforward measures would help stabilize insurance costs, preserve property values and ensure long-term affordability for both homeowners and municipalities,” says Jhnel Weller-Hannaway.

Sutherland remains optimistic that Alberta’s heading in the right direction referring to the ongoing dialogue between government, insurers and clients when it comes to

more we can align and work with them to affect change and improve public policy that helps our customers.”

Chris Huebner, president and CEO of Navacord Insurance Services Alberta Inc., agrees.

“Brokers cannot control the macro factors impacting insurers, but we can educate and guide clients through the cycles.

“In personal lines, cost-cutting options are limited so we focus on matching clients with insurers that fit their needs and budgets,” adding “Renewals are an opportunity to educate on weather-related impacts and promote resilience.”

Huebner sites examples like choosing Hardie board (fibre cement) over vinyl siding, using impact-resistant shingles, and installing water



“There’s no longer any excuse for continuing to put Canadians in harms way because we’re not adequately prepared.”

preparedness experts and community leaders to discuss what can be learned and share critical data with other populations to better prepare for massive wildfires.

The cautionary tale is clear. As the planet’s climate continues to change, extreme weather events and the destruction that follows will continue to increase in frequency and intensity.

“If we learn from that (LA wildfires), the best thing we can do is change how we do things here in Alberta. That’s why this industry is so focused on the need for resilience in the personal property marketplace,” explains Sutherland. He goes on to say that in addition to improving how and where we’re building, Alberta needs to invest in *FireSmart-ing* (firesmartcanada.ca) our communities

new regulations and policies, stating “regulation can’t be a substitute for risk reduction.”

“The key focus for everyone right now is how do we better incentivize resilience here in this province. Whether that’s building back better from the last event or just building better in new construction to mitigate the next one.”

Sutherland adds that brokers are on the front lines of those conversations and play a critical role in informing their customers of the price impact of the materials they use and the types of policies that can help with reconstruction and rebuilding in the right way.

“Brokers are in every community and have a very powerful voice. When they use it, things change. The more we (IBC) can support brokers, the

shut-off controls when renovating or building a new home. He says one thing that is certain is there will always be market changes; therefore, it’s imperative that brokers help their clients navigate the journey.

“Transparency remains key when discussing costs, coverage and options. It’s important to explain how capacity, catastrophic losses and inflation drive pricing,” says Huebner, who believes it’s vital for brokers to provide their clients with the right advice and pair them with insurers who have a long-term view.

Haggis points out that the property market in personal lines has been challenging to say the least, adding, “one area that brokers are trying to improve upon is getting a bigger head start over clients when it comes to renewals.

continued on page 14

NICE FORM



With Cyberboxx[®] Business 5.0, you get the **best in class cyber base form** – more coverage, fewer endorsements, and less hassle for brokers and insured.

Find out more about our great (base) form at boxxinsurance.com/cbb5

Good for brokers. Great for clients.

© 2023 BOXX Insurance. All rights reserved. Cyberboxx is a product and trademark provided by the underwriting division of BOXX Insurance Inc.

BOXX
INSURANCE. **PREDICT.
PREVENT.
INSURE.**

continued from page 12

“In most cases, the client is getting their renewal at about the same time that we see it as the broker, which is frustrating,” says Haggis, adding in many cases insurance companies email renewals directly to the client who receive them the same day as the broker. “Those are the ones we have to jump on quickly.”

What does all this mean for 2026?

Huebner believes the coming year will resemble 2025 in many aspects, but brokers have an opportunity to lead with stronger client engagement.

“In personal lines, weather risks will continue, but we will elevate education on market dynamics and help walk clients through proactive steps like risk reduction programs or monitoring upgrades.

story is told clearly and consistently, it can turn any market into an opportunity to strengthen relationships with clients.”

One of the ongoing themes in that story is customers will continue to experience premium pressure in Alberta. However, many of the experts we spoke with agree that one thing Alberta has that doesn't exist everywhere is a healthy, robust competitive insurance marketplace.

They also think brokers can help provide perhaps the greatest assistance to clients by finding the best coverage at the best price that best meets their needs. It's about striking that balance between price point and product which can take time, but it's a key component to the broker-client relationship.

In 2026, IBAA intends to accelerate

This is the biggest risk of all. As many Albertans have learned the hard way: when disaster strikes, the only thing worse than expensive home insurance is no home insurance.

“The trends we're seeing, the financial impact we're seeing from severe weather, you start to see that risk reflected in insurance premiums and that sends a price incentive to change how we're doing things,” says Sutherland. “It's only when we're uncomfortable that we start to change as a society.”

Sutherland says he certainly recognizes and understands the cost pressures some customers are facing in areas of highest risk, particularly if they have a history of claims.

“Some homeowners in Calgary have made two, three, even four

“Without effective loss-mitigation strategies, insurers may be forced to limit coverage, raise deductibles or withdraw property insurance altogether in certain regions.”

“In commercial, for well-managed risks, there is potential for more stability and even modest improvement as capacity remains available and competitive forces continue. In both cases, brokers will increasingly be measured by their ability to deliver expert advice, market access, (offer) unique programs and help clients manage risks to improve their insurability over time.”

Huebner hopes all brokers lean into the advisory role to better help clients understand the forces at play, advocate fiercely in the market and champion risk-reduction strategies that benefit both individual policyholders and the wider community.

“The value a broker brings is around risk reduction and long-term protection to ensure clients are positioned favorably for potential risks. If that

its advocacy efforts on the property file. The association will be conducting a detailed survey of member brokerages, followed by a consumer survey, to gather data on property insurance availability and affordability, climate-related risk exposure, the most affected regions by postal code and trends in non-renewed policies.

The findings will inform IBAA's advocacy efforts at the provincial and regional levels with a focus on high-risk and heavily impacted areas, including northeastern Calgary, to support the adoption of recommended mitigation measures.

“Without effective loss-mitigation strategies, insurers may be forced to limit coverage, raise deductibles or withdraw property insurance altogether in certain regions,” warns Weller-Hannaway.

claims in the past four years. That's not sustainable for any industry and is having a huge financial toll. It's also having a really big human toll if you're going through that year after year after year.”

Sutherland adds that at the end of the day, the more they and their partners can reduce that risk, and the human toll it's clearly having on local communities, the more they can bend that cost-curve down and improve premiums going forward.

“The most expensive house you build is the house you build twice.”

¹ '2024 shatters record for costliest year for severe weather-related losses in Canadian History at \$8.5 billion', Insurance Bureau of Canada; January 13, 2025. https://bac-quebec.qc.ca/media/mbek3cmi/ibc-news-release_2025-01-13_nat-cat_wrap.pdf

² 'How much home insurance rates are up in 2025'; Insurance Institute; 2025; <https://www.insuranceinstitute.ca/en/insights-and-publications/canadianunderwriter/articles/items/2025/03/04/how-much-home-insurance-rates-are-up-in-2025>

³ Plymale, Cordy; 'Lessons from California's devastating wildfires'; Center for Health and the Global Environment; June 21, 2025. <https://change.deohs.washington.edu/blog/lessons-californias-devastating-wildfires>

THE CAIB NEW EDITION 1.0: A SMARTER, ALL-IN-ONE PACKAGE FOR TODAY'S INSURANCE BROKER



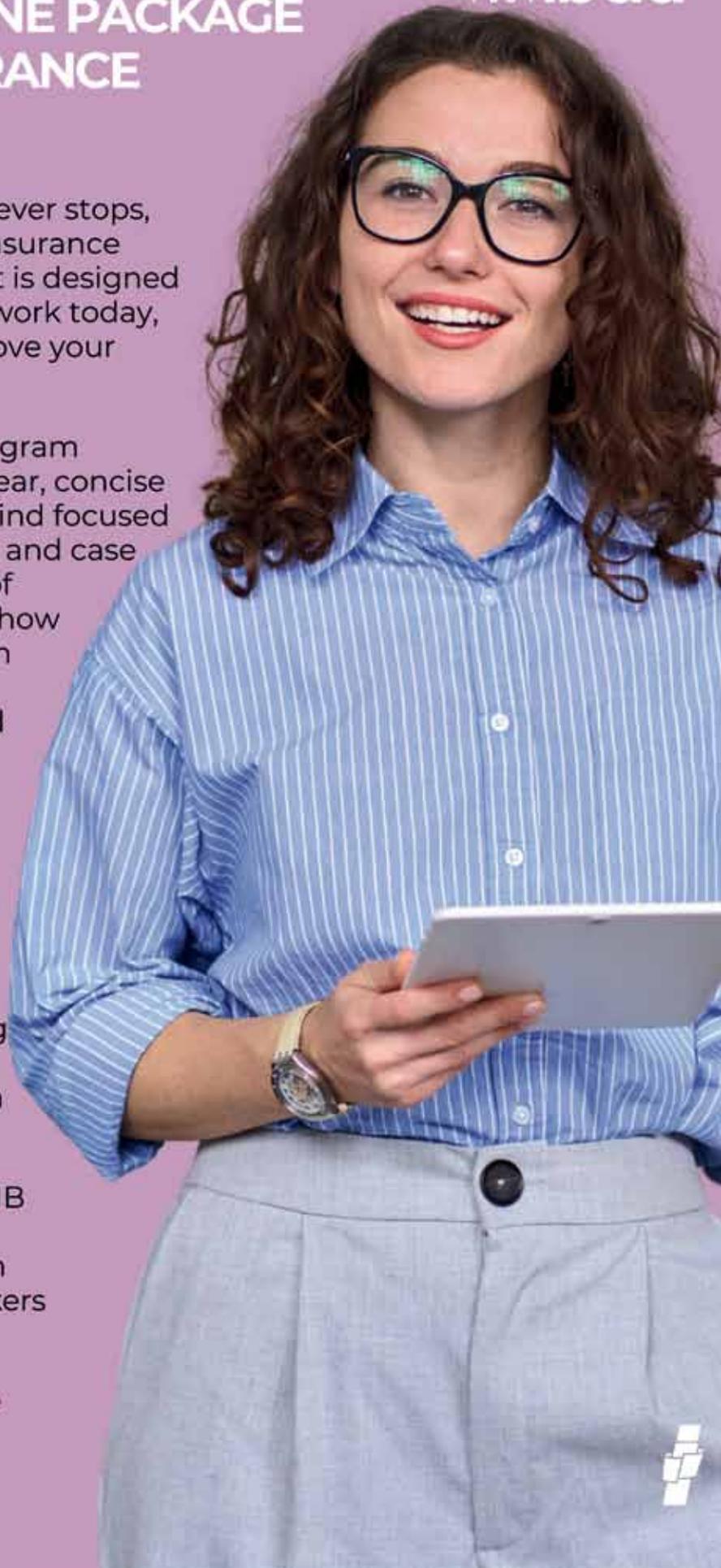
In a world where learning never stops, the CAIB New Edition 1.0 gives insurance brokers a smarter way to grow. It is designed for how professionals learn and work today, flexible, practical, and built to move your career forward.

Completely modernized, the program blends real-world insight with clear, concise learning. Insurance brokers will find focused explanations, practical exercises, and case studies that reflect the realities of everyday brokerage life. Choose how you learn: interactive e-book with built-in notes and quizzes, sleek digital flipbook, or classic printed text.

What truly sets the CAIB New Edition 1.0 apart is its ***all-in-one package***. It includes the online learning platform, all study materials, and exam registration in one. With study options ranging from self-paced learning to instructor-led courses, every learner can choose the approach that works best.

More than a designation, the CAIB New Edition 1.0 sharpens your expertise, builds confidence with clients, and helps insurance brokers prepare for long-term success.

To learn more, visit our website or contact the IBAA education team at education@ibaa.ca.



BUILDING MOMENTUM

Strengthening the
Broker Channel in a
Time of Change

By Brett McGregor,

Through all this change, one thing remains constant: brokers are a trusted resource for Canadians. We help clients protect what matters most and contribute meaningfully to our communities. At

IBAC, our role is to ensure brokers and our member associations are positioned to succeed, now and in the future.

Our strategy is built around four key pillars: advocacy, technology, the broker identity program (BIP), and professional development. Each pillar plays a vital role in supporting a strong and unified broker network across Canada.

ADVOCACY

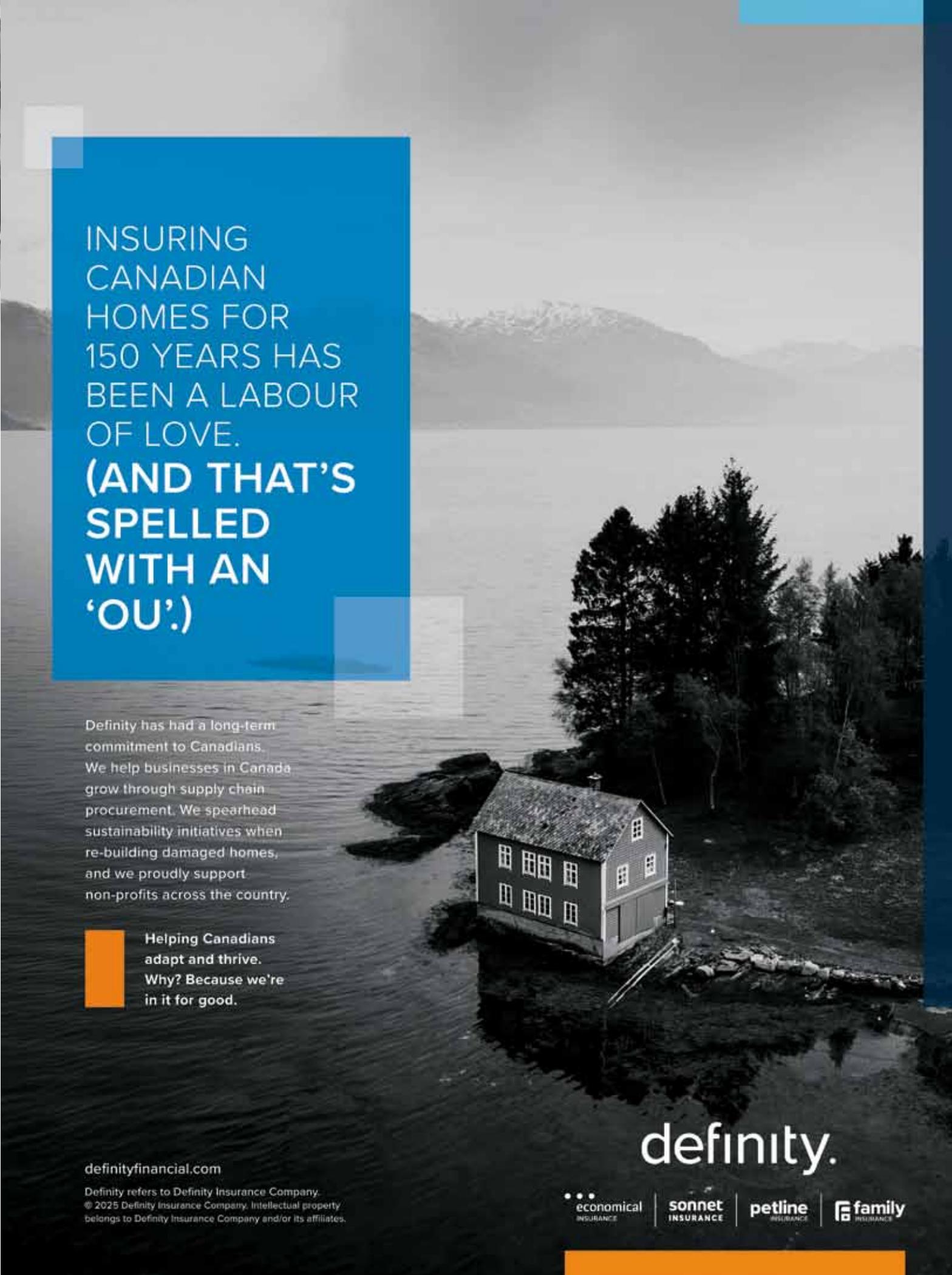
A TRUSTED VOICE IN OTTAWA

IBAC has earned a strong reputation as a trusted voice among federal Members of Parliament (MPs) through strategic advocacy, constructive input and continuous relationship-building.

Our flagship advocacy event, Parliament Hill Day, was deferred in 2025 due to the spring election. To restart

As president of the Insurance Brokers Association of Canada (IBAC), I have the privilege of representing our 11 member associations and the more than 43,000 insurance brokers they serve. This is a pivotal time for our profession. Rapid advances in technology, a changing political landscape and rising consumer expectations are reshaping how we work.

continued on page 18



INSURING CANADIAN HOMES FOR 150 YEARS HAS BEEN A LABOUR OF LOVE. (AND THAT'S SPELLED WITH AN 'OU'.)

Definity has had a long-term commitment to Canadians. We help businesses in Canada grow through supply chain procurement. We spearhead sustainability initiatives when re-building damaged homes, and we proudly support non-profits across the country.

Helping Canadians adapt and thrive.
Why? Because we're in it for good.

definityfinancial.com

Definity refers to Definity Insurance Company.
© 2025 Definity Insurance Company. Intellectual property belongs to Definity Insurance Company and/or its affiliates.

definity.

economical
INSURANCE

sonnet
INSURANCE

petline
INSURANCE

family
INSURANCE

continued from page 16

the important work of relationship-building with the new government, we organized a national “Grassroots Off-the-Hill Day” in November 2025. In ridings across the country, brokers met with their MPs to ensure that they understand IBAC’s consumer-focused priorities and the broker’s role in helping Canadians choose the right insurance policies at the best price.

These meetings were extremely positive for both MPs and the brokers who participated, establishing a connection, conveying our key advocacy messages and laying the groundwork for future interactions.

To coincide with the grassroots meetings, the IBAC executive traveled to Ottawa for a series of highly successful meetings on our priority files. These visits demonstrate the access and influence that IBAC has gained over several years of advocacy and ongoing engagement.

TECHNOLOGY INNOVATION WITH PURPOSE

Artificial Intelligence (AI) is transforming our industry, but for brokers, its success depends on how well AI supports—not replaces—the personal, advisory relationship we have with clients.

IBAC created an AI working group that is developing practical resources to equip insurance brokers across Canada with the knowledge and tools to navigate the evolving AI landscape.

In the first phase of the project, the group has delivered a suite of foundational resources designed to help brokers better understand the opportunities and risks of AI and support them in adopting AI responsibly, confidently and in alignment with emerging best practices.

This includes an AI Governance document—a foundational guide that will help brokers assess, adopt and apply

AI tools in a way that is safe, ethical, and aligned with industry expectations.

We’ve also delivered a 3-part AI webinar series to help brokers build confidence and clarity in their approach to AI. Available to brokers through their member association, each one offers practical insights tailored to the realities of running a brokerage today.

The next phase will pilot two proofs of concept to demonstrate AI in action and determine where AI adds practical, measurable value in efficiency, client outcomes and revenue opportunity. Once completed, the case studies will

“We’ve also delivered a 3-part AI webinar series to help brokers build confidence and clarity in their approach to AI.”

be shared to help brokers who are exploring ways to implement AI in their brokerage operations.

BROKER IDENTITY PROMOTING THE BROKER PROFESSION

In an increasingly complex and competitive marketplace, a strong and consistent identity is more important than ever. IBAC’s BIP elevates the broker profession and promotes brokers as trusted and knowledgeable advisors.

IBAC launched the first annual National Broker Day in June 2025 to celebrate insurance brokers and their contributions to their clients and their communities. This social media campaign generated high engagement levels, not only from member associations and brokers, but also from customers and insurer partners, demonstrating the positive impact that we’re making as a profession.

We’re also more active on social channels, highlighting inspiring female brokers, featuring intergenerational brokerage families and bringing a broker voice to issues like natural disasters and distracted driving. These efforts are raising our profile and creating pride in our profession.

PROFESSIONAL DEVELOPMENT SUPPORTING CAREER GROWTH AND EXCELLENCE

Professional development remains essential to ensure the sustainability and success of the broker channel. We are proud to have completed a redesigned Canadian Accredited Insurance Broker (CAIB) program: CAIB New Edition 1.0. With updated content and improved accessibility, the new CAIB better aligns with today’s learning preferences and evolving

business needs. Member associations across the country are now rolling out the program, which will serve as a cornerstone for broker development in the years ahead. Investing

in broker education will help to attract new talent to the profession, while also supporting career progression for those already in the industry.

LOOKING FORWARD— TOGETHER

Brokers have always played a central role in protecting Canadians. That role is more important now than ever. As the pace of change continues to accelerate, IBAC remains committed to ensuring that brokers are not only represented—but well-equipped to lead.

Working in partnership with our member associations and industry stakeholders, we will continue to advocate, innovate and invest in the future of our profession.

Thank you to the many brokers across the country who continue to demonstrate why our channel matters. Together, we are building a stronger future for brokers and the clients we serve.

BRETT MCGREGOR
President
IBAC
ibac@ibac.ca





Providing insurance solutions, services and expertise to Canadian municipalities and community service organizations since 1927.

Children & Youth Services
Community Organizations
Daycares, Schools and Colleges
Disability Support Services

Faith Organizations
Health & Wellness
Municipalities
Outdoor Play

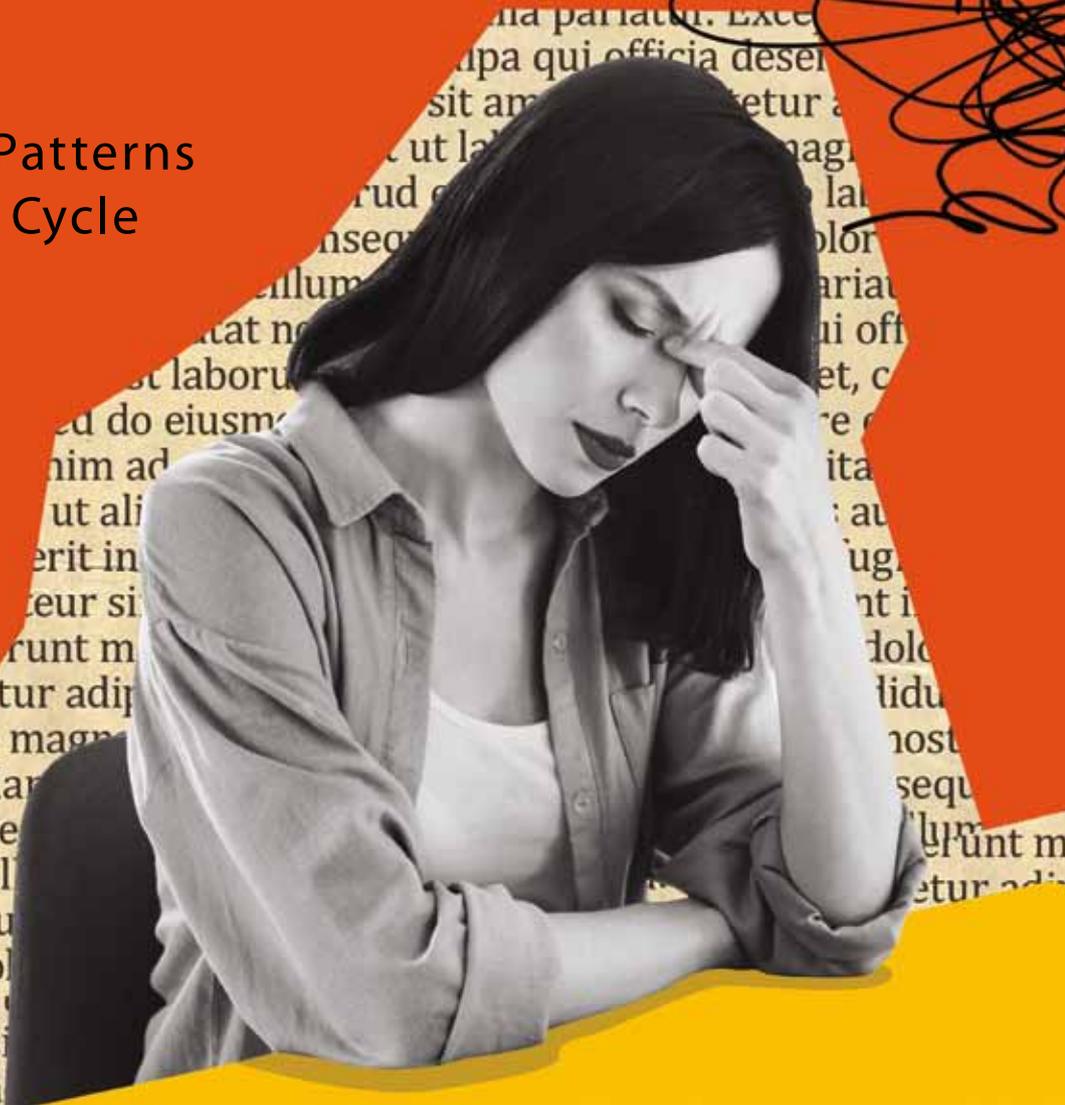
Visit intactpublicentities.ca



THE BURNOUT TRAP

Recognizing the Patterns and Breaking the Cycle

By Jacquie Surgenor Gaglione



We often ignore the tangible, and intangible, costs of burnout. We say things like:

Just power through it.

I can sleep when I'm dead.

Strong people don't need breaks.

What we are doing, however, is conditioning working until our bodies collapse. We mistakenly believe that burnout doesn't have a real cost, or that it isn't that common, but consider these statistics:

- 47 per cent of Canadian workers reported feeling burned out in 2025 (up from 42 per cent in 2024 and 33 per cent in 2023).¹

- Burnout costs Canadian employers between \$5,500 and \$28,500 per worker each year.²

Burnout is a real problem with immense costs; for workers, companies and the economy. Consider what would change if you lost almost half your workers—either to another job, or because they needed to go on leave. How would that affect your organization?

Burnout is a systemic issue we need to address. Now. The trend is clear and it's accelerating. And the cost is huge.

HOW DID WE GET HERE?

Burnout has always existed, but awareness has increased over the past decade. While the pandemic has exacerbated the challenge, it also brought it more to the forefront. Aside from the pandemic, though, how did we get to a place where almost half of workers feel like they have experienced burnout this year?

“Unjust” Rewards

We often say one thing, but we reinforce the opposite behaviour. This starts in school with perfect attendance, which seems like a great



goal, however, it can unconsciously reinforce attending school when sick. Another example is saying that work-life balance is important but then promoting the person who works 60 hours per week. This demonstrates to other employees that the person who ignores work-life balance is the one who is valued and will be promoted.

When values do not match behaviour, people will trust behaviour over words.

The False Emergency

Similar to rewarding the wrong behaviour unconsciously, we often

celebrate the weekend warrior who worked overtime to save the day. While issues emerge and we sometimes need to go all out, this shouldn't be the norm. In celebrating this hero, we rarely stop to ask why it was necessary? We've normalized a lack of redundancy, no cross-training or no coverage. Sometimes emergencies didn't need to become emergencies.

Work From Anywhere

The shift to remote and hybrid work promised flexibility and autonomy. But it also erased the natural boundaries

that used to signal "work is done"—the commute home, leaving the office building. Now your office is your kitchen table, and "leaving work" is just closing a laptop that sits three feet away all evening. The flexibility to work from anywhere quietly became the expectation to work from everywhere, and when there's no clear line between "on" and "off," burnout becomes inevitable.

Response Culture

While smartphones and the cloud have allowed us to work from anywhere, they have also increased the pressure and expectation on an immediate response. We believe that we need to respond right away, even outside of business hours, or while on vacation. How often do you see an auto-responder that says I am away, but will still check email periodically? This pressure of constant "on-ness" fosters burnout as people can't ever turn off or relax.

Vacation Violations

In failing to create redundancy, cross-training and ensure adequate coverage, people feel they cannot take vacation time; or when they do take vacation, they are still expected to answer emails or be available (is this familiar: "I hope you are enjoying your vacation. Quick question ...") Sometimes it is the organization that is the issue, and other times, the employee makes themselves available. Either way, it can lead to burnout.

BREAKING THE PATTERN

Recognition: Spot Conditioning in Action

Sometimes, it's difficult to spot the pattern, but recognizing when it is happening is a great first step.

For Yourself

- Do you feel guilty about taking a day off if you are sick, or taking vacation?
- Do you check email when on vacation, or automatically respond to messages outside normal work hours?

- Do you wear exhaustion as a badge of honour?
- Are you afraid of setting a boundary?

For Your Team

- Do you live your values? What behaviour do you celebrate and is it aligned with your values?
- Who are you promoting and recognizing? For what behaviours?
- Do people take their full vacation time (or use sick time when they are ill)?
- Do you expect people to be available outside of regular work hours or while on vacation?

Actions to Reduce Burnout

For Leaders

1. Audit what you are rewarding

- Audit your last 3-5 promotions: what behaviours did those people demonstrate?
- Critically examine your values and compare your top performers; does their behaviour align with your values?
- Shift your hiring, recognition, promotions and reward systems to align with your values.

2. Build sustainable systems that don't require heroics

- Cross train employees to ensure coverage.
- Consciously create coverage plans for employee absences.
- When an "emergency" happens, conduct a debrief to discover why and create a plan to prevent it next time.

3. Protect boundaries

- If someone is away, do not contact them (define what an emergency would be—it should be rare).
- When someone violates a boundary, address it directly.
- Build in buffers between meetings to allow people to take a break, eat, think, disconnect

4. Model the behaviour you want to see

- Take your vacation and disconnect.
- Talk about your boundaries openly (ex. I do not regularly check

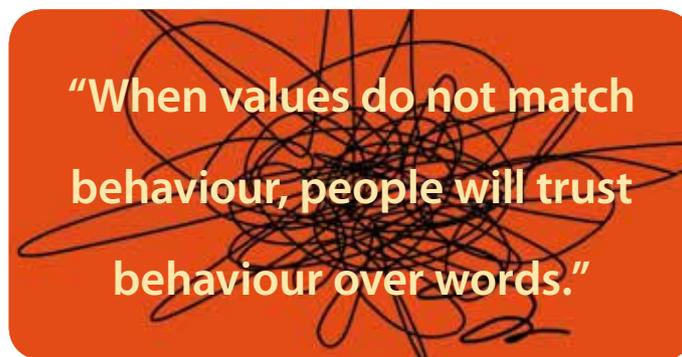
emails after 6:00 pm, or I am unavailable next week as I am on vacation with my family).

- When you make a mistake (like working too late), name it: "I stayed late last night, but doing this regularly is not sustainable or expected."
- Take time off when you are sick and don't praise people who "push through it."

For Individuals

1. Start with awareness

- Notice when you respond outside of business hours and ask yourself why you are responding and if it is expected.



- Name the reason you are ignoring a boundary (E.g., I am checking email on vacation because I believe it makes me valuable, not because it's expected.)

2. Start by setting one small boundary

- If you answer emails at all hours, every day, try taking one day off or setting hours you don't respond
- Track what happens and slowly extend the boundaries.

3. Communicate your boundaries clearly

- For example, I don't respond to emails after 7:00 p.m., but I am back online by 8:00 a.m.
- I am taking vacation during this time and will not be responding to email. (Try turning it off on your phone too.)
- Set up your out of office reply and direct them to someone else who can help.

4. Question urgency

- Ask yourself, *is this actually urgent, or am I making myself believe it is urgent?*
- Most things are not actual emergencies and can wait.
- Recognize when it is the system and not you.

We've been conditioning burnout for generations—from perfect attendance awards in elementary school to celebrating the weekend warrior in the workplace. The cost is staggering: nearly half of Canadian workers are burned out, organizations are losing talent and productivity, and we've normalized unsustainable work as the price of success.

But here's the truth: burnout isn't inevitable. It's a choice we make through our systems, our rewards and our behaviors—often without realizing it.

The first step is recognition. Notice when conditioning is happening. Ask yourself: *What am I actually rewarding? Do my values match my behavior? Am I protecting boundaries or just paying them lip service?*

Then take one small action. Audit your last promotion. Set one boundary. Stop contacting people on vacation. Model the behavior you want to see.

You don't have to fix everything this week. But you do need to start somewhere. Because the longer we wait, the more people we lose—to burnout, to other jobs or to the belief that this is just how work has to be.

It doesn't.

JACQUIE SURGENOR GAGLIONE is the founder of Leadership and Life, an Alberta-based coaching firm dedicated to creating strong leaders and healthy teams. For more information, visit leadershipandlife.ca or email jacquie@leadershipandlife.ca.

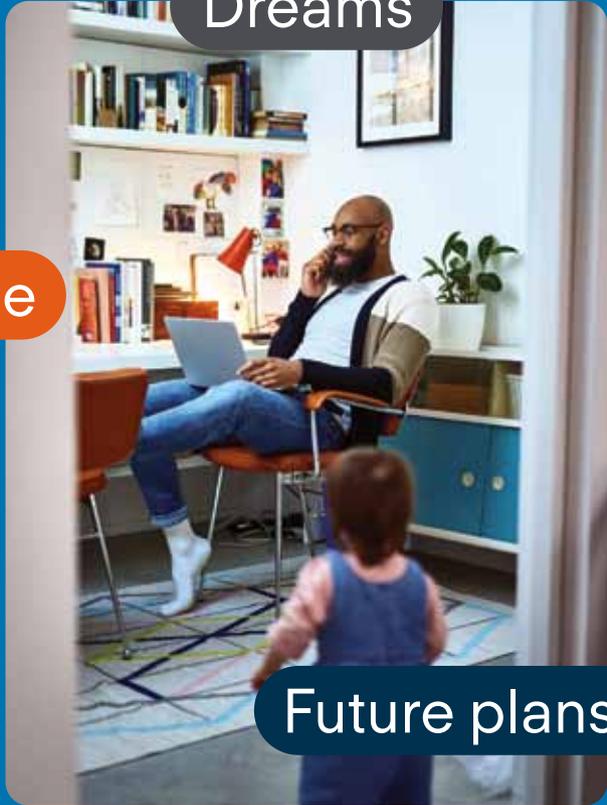


¹ "Nearly half of Canadian workers feel burned out . . ."; Robert Half Canada; March 25, 2025; <https://press.roberthalf.ca>

² "Report finds burnout costs Canadian employers up to \$28,500 per worker"; BenefitsCanada.com; Contex Group Inc; October 9, 2025; <https://www.benefitscanada.com>

Insurance for Home

Dreams



Just say the word

Wawanesa

Future plans



MUTUAL FIRE
INSURANCE

Trust and Protection For a
Sustainable Tomorrow

Home | Hobby | Farm

Discover more on mutualfirebc.com

The Mutual Fire Insurance logo and trademarks are administered by The Mutual Fire Insurance Company of British Columbia and its affiliates.

connect seasoned and young brokers to assist with knowledge transfer, especially as more brokers are retiring. This will have a ripple of other positive effects, as we facilitate the growth of our future industry leaders.

Another initiative that we are proud to announce is the **CAIB bursary** which will be offered to five students this year. The bursary program is intended to address the urgent need to address recruitment challenges the industry is facing. The bursary will fund the completion of CAIBs 1 and 2 which would allow the candidate to earn their Level 1 license. We are inviting members to nominate staff in their brokerage to receive this grant. The total bursary amount will be \$10,000. We are happy to partner with our sponsor, Peace Hills Insurance, to make this a reality.

Speaking of the CAIB program, after an extended hiatus, we have

brought back the **CAIB graduate celebration**. This celebration recognizes those who have completed their CAIB designation within twelve months of the event. We recently held the first installment in November,

In paying homage to our 100th anniversary we are going to be doing a 100-day volunteering campaign for members to submit photos of your work in your community.

which saw the attendance of over 20 graduates. We plan to continue to do this event to encourage our members to pursue the CAIB as part of their career development. If you or anyone

you know completes their designation, please make sure to come to our next event in 2026.

Finally, we are actively engaging in ways to connect with our members, we are aware of the number of charitable activities that you conduct within your own communities. In paying homage to our 100th anniversary we are going to be doing a **100-day volunteering campaign** for members to submit photos of your work in your community. We encourage you to take photos and send them to us so that we can share on our social media pages. We are proud to have you as members and we want to highlight the difference you make every day.

We are grateful to have overcome many challenges with you over the past century. We look forward to working with you to leave a legacy for a brighter tomorrow.

A New Way to Reward Loyal Clients

The Alberta Unbundle is here, giving you a simple new way to reward loyal clients and help your brokerage keep business close. Offer a Multi Line Discount on a Sandbox home policy when your customer also carries their auto policy, even if it's with another carrier.

How it works?

If a client has both **home** and **auto** policies placed through your brokerage, they qualify for a discount on their Sandbox home policy as long as both remain active.

Delightfully Simple Insurance

sandbox
mutual insurance





AIRB Acts to Restore Section C Coverage for Alberta Drivers

BY LAURIE BALFOUR

Over the last two years, the Automobile Insurance Rate Board (AIRB) has heard from a growing number of Albertans, and the brokers who advocate for them, frustrated they could no longer obtain “Section C” coverage—optional collision and comprehensive protection to pay for damage to their own vehicle in the event of a collision. Many consumers were surprised to discover even with good driving records and long-standing relationships with their insurers, they were being denied this coverage outright.

The AIRB now has the authority to take decisive action to address this issue. As of October 8, 2025, the AIRB has been granted authority over insurer underwriting practices. With this expanded mandate, the AIRB has issued a new bulletin to all automobile insurers operating in Alberta, directing them to update their underwriting criteria—when they next file rates—to increase availability of Section C coverage.

While Section C is not mandatory, it is a valuable protection, especially for drivers who have financed vehicles, rely on their vehicle daily, or own newer cars with higher replacement costs.

Without it, a single at-fault accident or theft can result in a devastating financial loss.

The Facility Association recently announced changes to its eligibility rules to allow Albertans to purchase Section C coverage previously unavailable in the standard market. This is an important change; however, while this is welcomed news in the short term, the Facility Association is the insurer of last resort, and an increase to their market share is a negative development for the Alberta marketplace in the long term.

Why Some Drivers Couldn't Get Coverage

In recent years, several Alberta insurers changed their underwriting rules. These changes were in response to what insurers described as increasing claim costs, government rate caps, vehicle repair inflation and higher loss ratios in certain parts of the market.

In practical terms, this meant some insurers began declining to offer Section C coverage to certain drivers, vehicles or geographic areas altogether. Some Albertans were told they could only purchase the mandatory Section A and B coverage. Others were told

their insurer would no longer renew their optional coverage given their driving record.

For affected consumers, the experience was confusing and frustrating. They were paying their premiums and maintaining good records yet suddenly found themselves without access to protection that had long been a normal part of their insurance package.

The AIRB began receiving a significant volume of calls from these drivers and the brokers advocating on their behalf beginning in early 2024, as the trend spread across multiple insurers. Consumers expressed concern they were being left without meaningful choice or fair access to coverage.

AIRB's New Authority

Historically, the AIRB's primary role was to review and approve insurer rate filings—to ensure rates were fair and justified based on actuarial data. And in October, the Alberta government amended the premiums regulation to include AIRB oversight of insurer underwriting rules. This new authority allows the board to review and direct changes to underwriting

criteria when those practices are found to be unfair to Alberta consumers.

This shift recognizes that affordability and availability go hand-in-hand. Rates mean little if drivers can't actually buy the coverage they need.

Bulletin to Insurers

Soon after the new authority took effect, the AIRB issued a bulletin to all licensed automobile insurers in Alberta. The bulletin directs insurers to revise their underwriting guidelines—when they next submit a rate filing—to ensure Section C coverage is once again available to eligible Alberta drivers.

In other words, insurers cannot maintain blanket rules that exclude entire categories of drivers, vehicles or regions from purchasing this optional protection. As the first step, the AIRB expects insurers to assess risk fairly and individually—rather than denying coverage based on broad, restrictive criteria—and to reverse any underwriting rules further restricting access for drivers with at-fault claims or accidents that have been implemented since the implementation of the good driver rate cap.

By linking this requirement to future rate filings, the AIRB ensures insurers have a clear and transparent process for implementing changes. Each filing will be reviewed to confirm compliance with the directive.

What This Means for Consumers

This action represents a meaningful win for Alberta consumers. Restoring access to Section C coverage ensures drivers once again can fully protect their vehicles if they choose to do so.

Consumers who previously were told they could not buy collision, or comprehensive coverage should see that option return as insurers update their underwriting rules. Albertans are encouraged to speak with their broker to learn when these changes will take effect for their company.

The AIRB's decision also sends a broader signal: the board is committed to ensuring not only fair rates, but also

fair access to coverage. The goal is a balanced auto insurance market—one that protects both consumers and insurers, maintains competition and ensures the long-term stability of the system.

A Step Toward Greater Fairness

The restoration of Section C coverage underscores the value of independent oversight in Alberta's auto insurance system. By using its new authority to respond to real consumer concerns, the AIRB has strengthened

consumer protection and restored confidence in the fairness of the marketplace.

For many drivers, insurance is not just a legal requirement—it's a promise of security when something goes wrong. With this change, Alberta drivers can once again count on having choice available to them.

LAURIE BALFOUR
Executive Director
Automobile Insurance
Rate Board
Laurie.Balfour@gov.ab.ca



**Your View
Shouldn't Fall
Through the Cracks**

Drive with clarity. The clear choice for all your
windshield and auto glass needs.

CrystalGlass
CANADA LTD.

310-GLAS | CrystalGlass.ca

HIGHER, FASTER, S

A LOOK BACK AT PYIB'S 20



TEAM PYIB

STRONGER 25 CONFERENCE

By Miranda Phillips



A GATHERING OF INSURANCE PROFESSIONALS

“Don’t let your roof be the ceiling to your dreams.”

— Randy Chevier, keynote speaker

The buzz of conversation, the spark of new ideas and the excitement of shared discovery filled the air at this year’s PYIB conference. Bringing together insurance industry personnel from across Alberta, the event delivered thought-provoking sessions, dynamic speakers and countless opportunities to connect. From start to finish, it was a celebration of collaboration, innovation and the power of coming together.

SPOTLIGHT ON EXCELLENCE: THE 2025 AWARDS GALA

The lights were bright, the energy was high, and the applause was loud as we cheered on our three incredible award winners at this year’s PYIB Conference!

UNDERWRITER OF THE YEAR **MATTHEW SYMES**

When Matthew Symes first joined Intact as a Claims Intern, he had every intention of going to law school. The insurance industry, with its focus on contracts and legal wordings, seemed like the perfect training ground for a future legal career. But after spending time in the world of claims and underwriting, Matthew realized something unexpected: the industry already offered everything he was looking for. “Insurance challenged me in all the ways I hoped a legal career would,” he reflects. “There was always something new to learn, complex problems to solve and the need to balance multiple priorities while collaborating with different stakeholders.” That realization shifted his path entirely.



Underwriter of the Year
MATTHEW SYMES

Instead of heading to law school, Matthew dove deeper into the insurance world. Over the next several years, he built his career from the ground up — holding roles such as claims service representative, personal claims adjuster, personal and commercial underwriting associate, and eventually commercial underwriter at both junior and intermediate levels. After six years at Intact and seven years in the industry overall, Matthew has now taken his expertise to Chubb, where he serves as a commercial lines underwriter. His journey is a testament to how an open mind—and an eye for detail—can turn an unexpected internship into a lifelong career.

BROKER OF THE YEAR **CARLYE JAKUBEC**

Carlye Jakubec is a dedicated insurance professional whose career is marked by hard work, expertise, and a genuine commitment to her clients. As a valued member of Signature Acera, Carlye has built a reputation for exceeding expectations and forging strong relationships with both clients and underwriters. With over a decade of experience, Carlye's journey began in administrative roles before advancing to senior positions, including VIP account executive and personal risk advisor at Lloyd Sadd Insurance Brokers and

NFP. She specializes in high net worth and VIP accounts, skillfully navigating complex coverage needs and always putting her clients' interests first.

Carlye's professional achievements reflect her determination and commitment to excellence. She holds her Level 2 license in Alberta, BC, Yukon and Saskatchewan, and has earned both the CAIB and CIP designations—credentials that required significant dedication and perseverance. Carlye is also a graduate of the AIG Private Client University, demonstrating her drive for ongoing



Broker of the Year
CARLYE JAKUBEC

learning and technical mastery. Her resourcefulness, technical expertise and approachable style make her an invaluable part of the team, helping clients protect what matters most with confidence and clarity.

BUSINESS DEVELOPMENT MANAGER OF THE YEAR **KRISTIN POPOFF**

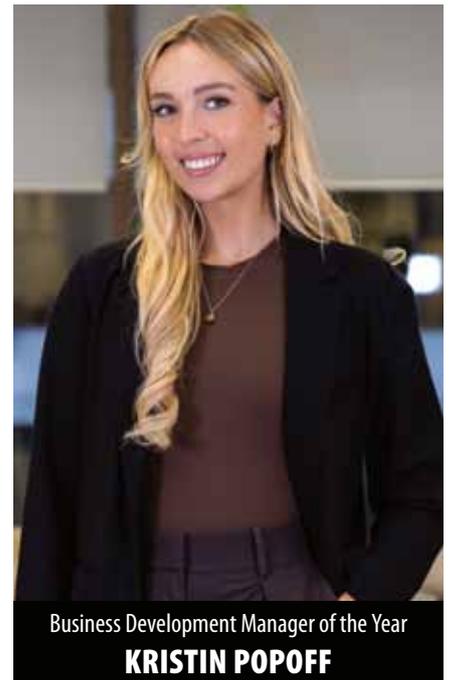
Kristin Popoff is a dedicated insurance professional with a passion for building meaningful relationships and delivering tailored insurance solutions. She graduated from the Mount Royal Bissett School of Business in 2020 and began her career with a year and a half internship at H&R Block's corporate

office. In 2021, she joined BrokerLink, where she completed the commercial trainee development program before being promoted to business development manager with the personal lines team in 2023.

In 2025, Kristin earned her Chartered Insurance Professional (CIP) designation, underscoring her commitment to ongoing professional growth. She is especially focused on helping financial service professionals connect their clients with the right insurance coverage, providing peace of mind through thoughtful guidance and strong referral relationships.

FINAL REFLECTIONS

As the final sessions wrapped and goodbyes were exchanged, one thing was clear: this year's PYIB conference was a true success thanks to everyone who made it possible. From our inspiring speakers and dedicated organizers to our generous sponsors and enthusiastic attendees, we're deeply grateful for the energy, ideas and support that brought this event to life. Here's to keeping the momentum going—and to seeing everyone again next year!



Business Development Manager of the Year
KRISTIN POPOFF



MIRANDA PHILLIPS
Director
PYIB
miranda.phillips@hubinternational.com



COMMERCIAL TOP 10 APPETITE

-  **Faster Turnaround**
-  **Smoother Process**
-  **Better Rates**

Business in the fast lane; fast-tracked binding starts here

- | | |
|-----------------------|-------------------------------------|
| Automotive | Mercantile |
| Building Construction | Rented Dwelling |
| Exterior Contractors | Restaurants (no live entertainment) |
| General Contractor | Retail Operations |
| Janitorial Services | Vacant Land |

Get in touch with your BDA or Commercial Underwriter at bccom@phgic.com for more information

PEACEHILLSINSURANCE.COM

SUM

STRATEGIC
UNDERWRITING
MANAGERS INC

A subsidiary of 

TRY SUM for all your project-specific construction sector needs:

- Wrap-Up Liability
- Project Specific EIL
- Course of Construction



CONSTRUCTION

www.suminsurance.ca



100 YEARS OF CARING CONVENTION 2026

Fairmont Banff Springs | May 10-12

Be part of the celebration! Join us May 10th–12th at the Fairmont Banff Springs Hotel as we celebrate a century of IBAA's legacy, accomplishments, and leadership in shaping the insurance industry. Together, we will reflect on 100 years of care, growth, and innovation—and look ahead to the next century of impact and progress.

VISIT [IBAA.CA](https://ibaa.ca) TO REGISTER