

# The Coverage



Volume 2, Issue 2

## Our Mission

To build a strong, professional young broker network through continuing education, industry involvement and political action. The PYIB will create a solid foundation for success and perpetuation of the broker profession



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## Fate of the World Exercise

At the recent PYIB convention in Calgary, a fate of the world exercise was done. This was a group exercise where questions were given about what young brokers are looking for. It covered things from what motivates young brokers to

what young brokers feel they need from their Principals to help them succeed. We completed this exercise and we want to provide an insight for Brokerage Principals into the minds of their young brokers. Full details including

the questions and answers can be found in the upcoming December issue of the Alberta Broker Magazine.



## UPCOMING PYIB EVENTS

December 2010 – Operation Red Nose

May 27, 2011 – 3rd Annual PYIB Charity Golf Tournament

Spring, 2011 – PYIB AGM-

*If there are any brokers out there who want to be more involved and just aren't sure how - all you have to do is e mail us at [pyib@ibaa.ca](mailto:pyib@ibaa.ca). Yes, it's really that easy. Well... what are you waiting for??*



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## Financial Tips

As a Professional Young Insurance Broker, many of us fail to plan for our future financially. Instead, we anxiously await our next paycheque to deal with life's ongoing bills. Take a moment and consider how late in life you want to work. Would you like to be 65 working the same hours you do today so that you can manage expenses? I doubt it. I'm guessing you want to be independently wealthy so that you can live out the remainder of your life stress free.

Planning for the future can be tough but necessary. Changing how you handle your money today can have extreme benefit down the road. Consider the following life events ...

As an Individual or with Family:

- Retirement Savings (RRSP, TFSA, Stocks, Property Investments, etc.)
- Sickness (income

replacement to fill void, special health care if required, travel if required, etc.)

- Travel – your family will likely want you to take them somewhere once and awhile!

KIDS? If so, perhaps you will help with the following:

- Car
- College/University (RESP or savings)
- Wedding
- Assistance with purchase of first Home

Now consider a reasonable amount of money required for each of the above. For illustrative purposes, let's use the following numbers:

- Retirement Savings - \$2,500,000. You likely have 30-35 years to reach this goal.
- Car for children - \$10,000. 16 years from birth
- Assistance with

College or University - \$50,000 per child (\$100,000 total w/ 2 kids). Approximately 20 years from birth

- Wedding assistance - \$20,000 per child (\$40,000 total w/ 2 kids).

Approximately 20-30 years from birth

- Assistance with first home - \$50,000. Approximately 20-30 years from birth

Other

- Travel - \$5000 annual
  - Sickness - \$\$\$??
- Could happen any time. Can protect with life insurance, critical illness, benefits

I suggest taking the time to document some of your own goals and future expenses. You will likely be surprised by the amount of money you would have to put aside each month. It might be worth your time to set up a personal budget and schedule a meeting with a financial planning professional.

- Chad Hudson



## Claims Handling and Customer Service

It is when dealing with a claim that we truly get to shine as a broker. How a claim is handled can ultimately determine your future retention rates. A badly handled claim can leave a bad impression of your brokerage, regardless of what insurance company had handled it. As a broker we are often mistaken for the Insurer by the general public. Brokers have the ability to assist in handling the claim and should be aware that they have options available to them if a claim is not being handled properly.

Aside from legal liability, an adjuster has a duty of accountability. Both the provincial and national associations of adjusters have codes of ethics and are governed by a disciplinary committee. If there are disagreements, unfair treatment or any other major issues preventing a claim from being settled, a broker can go to the adjuster's manager, the Association of Adjusters, their licensing authority as well as the General Insurance Ombudsman if the claim is not being handled properly

and/or in a timely manner.

It is important to be there for your client during the claims process, from start to finish. Many large brokers and urban center brokers distance themselves from the claims process as it does not generate revenue and is a drain on the brokerage's resources. However in rural brokerages it seems more likely that the broker will follow the claims process, ensuring that the client's needs are being met.

Brokers who take the time to give their client the attention they need during a claim do not suffer from drop in retention rates as policies drift to larger brokers, direct writers or banks. They have better relationships and those often generate good referrals. So keep in mind, when your client suffers a loss, spend time with your client. Make your presence known.

- Alice Johnston



## A Unique View of the PYIB

My name is Kevin Chaput, I have just recently graduated from the Insurance & Risk Management Diploma program at Grant MacEwan University. Even though I have chosen to begin my career on the company side of the Insurance industry, I feel the

Professional Young Insurance Brokers group is a great asset for anyone who takes part in it. The PYIB has already provided me support and a vast amount of knowledge related to the industry for the short time I've been exposed to them. I believe the PYIB is not only beneficial for young brokers,

as it is filled with incredible people that offer their views and experience to anyone that asks. A group such as the PYIB is needed, because it will create a strong community which will provide help and knowledge to those who belong to it pushing them towards a successful career.

The recent PYIB convention in Calgary was a great success as I was able to make many contacts with those who are both new and old to the industry. I would encourage everyone to take the time to attend the next PYIB convention.

- Kevin Chaput

## Broker Bio: Brandi Henderson

Brandi Henderson was born in Calgary, AB and moved to Medicine Hat, AB when she was 12 yrs old, where she graduated from Medicine Hat High School in 1993. She then enrolled in the Commerce program at Medicine Hat College for 2 years and discovered that this field did not interest her. She wanted to get into something that she could enjoy and hopefully have a higher chance of getting a job right away as well as the opportunity to build the job into a career.

Brandi decided on the General Business Administration and Insurance Program at Mount Royal College, now University, as it was advertised that they had a 100% job placement after graduating. This excited her as she knew it would be a good opportunity to make some good money, work with the public which is a passion for her and she would never get bored in the industry! The program offered 2 co-op works terms which she signed up for, her first term was with Western Union, currently Intact Insurance, and the second term was with Oxford Insurance. Brandi graduated from the program in 1998 and went on to complete her CIP in 2002 by self study.

Brandi moved back home to Medicine Hat, AB and got hired at Cedar Square Insurance in 1998, starting in the reception/mail room and then to the in-house underwriting department until a position as an insurance broker became available. The position opened up at the sister location Medicine Hat Insurance in 2000 where she transferred to and worked in the personal lines department. In 2006 the office was acquired by Canada Brokerlink and at that time Brandi was offered the Personal Lines Manager position and was extremely excited to face this new challenge in her career.

It quickly became apparent that she did not want to completely give up the broker side of the industry so to this day she still maintains her book of business for the customer interaction and it enables her to understand the concerns of the staff members, what they face in the industry and technical issues.

As for the future Brandi enjoys her current position and appreciates the daily challenges that it brings with the constant changes in the industry and specifically within this organization, which protects her from the boredom of monotony! She works with a great team, and anticipates continued success in the future.

- Christina Quast



## No Phone Zone

Catching up with friends, late for appointments, making plans for supper.....how do we do all of these and more? Texting of course! Texting is the new way to communicate. And while we are doing this from our homes, offices & ect a recent survey found that 41% have sent texts while skiing, horseback riding or biking, 11% on a date, 16% while at a funeral and 77% said they have received or sent texts while driving.

Here some studies of cell phone use while driving –

- Talking on a cell phone while driving can make a young driver's reaction time

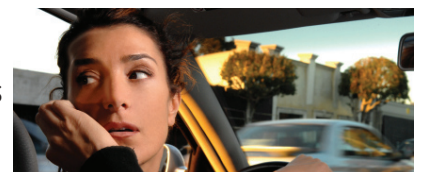
as slow as that of a 70-year-old.

- 4 out of every 5 accidents (80%) are attributed to distracted drivers. In contrast, drunk drivers account for roughly 1 out of 3 (33%) of all accidents nationally
- Text messaging alone caused more than 16,000 deaths in car accidents from 2001 to 2007

Is it really that important that we can't wait an extra 10 minutes until we are parked to let someone know that we are running a bit behind or just to never show up at all? We need to make the conscience and group decision to stop using our phones while we are on the

roads, not just for our own safety, but for the sake of others as well.

This is a movement that has caught on world wide. In Ireland, for example, the use of cell phones while driving has been banned with a US\$380 fine and/or up to 3 months imprisonment.



To make your commitment please go to <http://www.oprah.com/packages/no-phone-zone.html> and sign Oprah's "No Phone Zone" Pledge. Only we can make the effort to make our roads a safer place.

- Jody Lohr

## Good Broker VS. Bad Broker



### Knock, knock; anybody home?

It's that time of year when the snow is about to fall and many people go away to find warmer climates or take a needed holiday. For your clients with property insurance, it is imperative to ensure that the requirements to maintain coverage are met. Most insurance policies require your client take specific precautions and steps in order to maintain certain coverages. Typically if your clients are away from home for more than 72-96 consecutive

hours during the regular heating season they need to have a competent person checking the property daily to ensure nothing is wrong and possibly prevent a loss. Checking the home does not mean a drive by. The person chosen must enter the home and ensure that the furnace is running and that all is in good order. Pipes can burst, lines could freeze, pilot lights could go out and if no one is checking on the property, one or all of the previous things could happen. In turn, your client may not have insurance protection and claims could be denied.

Similarly, if you have a client with a vacant dwelling, whether it be a home they are selling or a rental property that is unoccupied, they need to ensure to advise their broker as this is a change in the risk and certain coverages will not be in place and other coverages may be required. It is best to review with your insured on a regular basis when there are more than one location on the policy or more than one property policy in force.

For further details on the requirements, consult your policy wordings for each individual company you represent and create a comparison. Forward the info in the form of a newsletter or however you may contact your clients. There are companies that do house watch programs for Insureds when they are away and have no one to look after their home in their absence. Refer your clients to one of these companies.

- Caleb Maksymchuk



## PYIB Events

One of our goals is to “build a strong foundation” and increase membership participation. I believe that this is accomplished through networking, having fun together and learning together.

Past Successes:

May 28, 2010 – 2nd Annual PYIB Charity Golf Tournament - Despite the temperature being something like 1,000,000 below zero, we still had a great turn out and a lot of warm support at this year’s golf tournament. We were able to raise \$4500 for SADD, as well as give away a lot of great prizes.

June 7-25, 2010 – PYIB Blood Donor Challenge – It was a classic clash of North vs. South, as the 2 halves of the province were pitted against each other to see who could give the most blood for Canadian Blood Services. Northern Alberta

came out ahead with 22 donations to Southern Alberta’s 7. The important thing to remember in all this is through these **29 donations**, there could potentially be **87 lives saved**.  
October 1-2, 2010 – PYIB Annual Conference 80’s style!! – Leg warmers and Mullet wigs were a hot item at this year’s tradeshow, as we went back in time to the 1980’s. We were lucky enough to have 2 great speakers in Jenny Moushos (AXA Insurance) and Rob Saik (Agri-Trend). Both speakers brought us some new and exciting perspectives on our industry and on business in general. One of the most exciting parts of the conference was the PYIB Fate of the World Exercise, where brokers had the chance to really express their thoughts and concerns about our industry and our jobs today.



### Upcoming Events

December 2010 – Operation Red Nose – The goal of ORN is to make the roads a safer place by assisting in driving people home who have been at Christmas parties or other events where alcohol was consumed. For information on how to volunteer in your area visit: [www.operationrednose.com](http://www.operationrednose.com), select Alberta & English and then select “Become a Volunteer”  
May 27, 2011 – 3rd Annual PYIB Charity Golf Tournament – Once again we will be partnering with SADD (Students Against Drinking and Driving) for the coming year’s golf tournament. We look forward to once again having a full field and hopefully this year we will have some nicer weather.

PYIB AGM – Look for more details to follow closer to Spring, 2011.

\*\* If you have ideas for events you would like to see happen in the PYIB, or have local event ideas and need help planning, please contact me at [mitch.holst@telus.net](mailto:mitch.holst@telus.net)

- Mitch Holst

## Message from the President

I'd like to start off by introducing myself as this is my first newsletter as President. My name is Braden Bosch and I am a Managing Partner with Western Financial Group in Hanna and Drumheller. I am really excited to serve my term as President with the PYIB and we are off to a great start with exciting new projects on the horizon. And a big thank you to Catherine Cake, Past President, who did an incredible job and continues to contribute to the PYIB in a huge way. I have big shoes to fill, that's for sure.

On October 1 & 2 we held our Annual PYIB Convention in Calgary. Yet again it was a huge success and I'd like to thank our sponsors for their contributions as this event would not be possible without them. The guest speakers were

great and our 80's theme trade show was a blast. We will have photos on our website and Facebook page very soon for everyone to enjoy.

For the first time since the PYIB's inception we can say that we have a full Board and Executive. This is a big milestone for us as it gives us the opportunity to have a presence across the entire province. Every year we take on more and more challenges to provide value to our members and the broker community. With a full board, we have the opportunity to achieve more of our goals and also get a lot of great, new ideas from our board. Some of the projects that we are currently working on are:

- \$1000 Bursary to the Insurance and Risk Management program at Grant MacEwan and

the Business and Administration and Insurance program at Mount Royal.

- Improving our Facebook page and creating a larger presence via Social Media.
- Attending several career fairs and high school CALM classes across the province promoting the broker career.
- And many more...

With the recent implementation of our sub-committees, we will be aggressively pursuing new challenges to help build our presence and support our mission statement. I am really excited to be a part of this group from a leadership level and I look forward to working with our Board and members to continue moving forward.

- Braden Bosch

