

The Coverage



Volume 2, Issue 2

Calling all Young Professionals

We are excited to publish another edition of our Quarterly Newsletter!!

Springtime is the season when our passion for the outdoors is renewed. Whether it be golf, baseball, running, or simply being outdoors - this time of year comes with a certain refreshment which no other season can offer. I also find it refreshing to revisit the reasons why I am personally actively involved in the PYIB. To name just a few of the many:

The PYIB

- * is a venue to meet industry peers, share ideas & discuss industry topics

- * is a way to be a part of the broker community

- * is a network which gives back to the community on a grass roots level.

- * gives a feeling of being a part of something which is larger than any one person - a feeling of ownership in the industry.

We are officially Calling all Young Professionals to be actively involved in the PYIB. Try it - I promise, it **is** refreshing!!



PYIB
PROFESSIONAL YOUNG
INSURANCE BROKERS

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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 email us at pyib@ibaa.ca. Yes, it's really that easy. Well... what are you waiting for??

PYIB EVENTS

AGM	May 16, 2010	The Westin, Edmonton
Golf Tournament	May 28, 2010	Alberta Springs, Red Deer
PYIB Conference	October 1-2, 2010	Carriage House Inn, Calgary



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Technology



The evolution of technology in the workplace is quite extraordinary. Today's workforce is more mobile than ever before. Cell phones enable us to contact anyone at any time. The use of a Blackberry, iPhone, or other mobile devices allow for access to emails and files. The world is more connected than ever. Love it or hate it, technology empowers us to work in any locale and at any time.

Insurance Brokers embrace technology as a means of competing in the marketplace and better serving their customers. Client database software, fax servers, telephone systems, electronic filing, and insurance company portals are just some examples of existing technologies utilized. The streamlining of workflow and procedures with

technology makes us stronger and more competitive. To keep pace requires ongoing hardware upgrades, software purchases, and training. Although the costs can be significant, they are generally viewed as acceptable and budgeted for on an ongoing basis.

As young brokers, many of us were introduced to computers at a young age. As such, we are able to use our work computer systems and navigate through software with ease. Our ability to use whatever technology is available makes us more rounded employees, managers, and owners.

In an increasingly competitive marketplace, technology is vital to Insurance Brokerage success and longevity. Competition and consumer expectation

reiterate the importance of technology as a necessity. In years to follow, the workplace dynamic will change drastically. Perhaps we will see a significant portion of the workforce working from home. Perhaps more business will be driven through web portals on our websites. One certainty; we can all expect that the way we work to today will be significantly different ten years from now. Whatever the case, our young insurance brokers will be an integral part of continued success.

Chad Hudson



Tax Free Savings Account

An investment option for all Young Canadians! A type of registered savings account that allows taxpayers to earn interest and withdraw money from it at any time, free of taxes! A lucrative opportunity for individuals with left-over income to invest in a savings vehicle without the pressure of locking it in, but still getting a decent interest rate. The interest-income compounds tax

free, and the account holder can withdraw any amount out of the account, free from capital gains tax!

- * Interest is earned tax-free inside the account
- * Withdrawals are not taxable
- * No restrictions on withdrawals
- * No impact on income tested benefits
- * Unused contribution

space carries forward indefinitely
* \$5000 maximum contribution per year

... helping you save for life's little extras

Braden Bosch



Good Broker vs Bad Broker

1- Bundling/ Financial portfolio

"Client in office – new to town and fairly new to insurance itself. Walks in wanting quotes on his vehicle. During some light conversation you ask what brought him to town and where he came from. He gets his quote- finds it reasonable and writes the policy with you that day. Success –right...wrong! BAD BROKER"

- Some clients are unaware about what services brokers can provide. During the light conversation- Bad Broker discovered the client is operating his own business in now – he will need insurance for that. That he has two small children- he'll need life insurance and RESPs. He has recently purchased a home in town- he'll need insurance on that and the mortgage. The need does not change- the client will be asked somewhere else for this business and the client will now ask someone else to take his business. Some brokers can offer one stop shopping- if this is you- be a Good Broker!

2-Client thought they had coverage- E & O

" Client in office purchased a brand new vehicle (2010 Chrysler Town and Country minivan), the agent speaks with her about what coverage she wants and just is in a rush and just says the same coverage she had on her other car (2005 GMC Envoy). So agent adds the same coverage and sends her on her way. Three months later, clients calls

and advises her vehicle was stolen and has not yet been recovered and she needs a replacement ASAP to get the kids to and from school and her to and from work. But she does not have sef 20 and sef 27 or sef 43R- client is livid! She put her trust in the agent and now doesn't have the coverage she considers most important. BAD BROKER"

-Some clients are not price driven – they want the best coverage possible for instances like the above. Take the time to ask them what they need insurance for- you may be surprised at the answer. If they are in a hurry- slow them down and say – in the above example- they qualify for a version of no-depreciation on their vehicle as it is brand new. And ask them a simple question – how will they commute without this vehicle? Taking this extra 2 minutes will save them thousands of dollars- maybe that will put it in perspective.

Dealing with these FAQs from clients

1- Why do our rates keep increasing- I have this quote from Grey Power and it is way cheaper, why shouldn't we switch?

- Rates are increasing as the cost of doing business increases. Insurance companies have to make money too- so they increase rates to do so- there are discounts and changes to your policy we can recommend as brokers to help save you some money while you still can understand your policy. Our goal as a

broker is to educate our clients- do you think Grey Power will take 15 minutes and sit down with you over coffee to discuss the meaning of SEF 44 or why \$2 million liability is your best bet? The value of a broker is that we are a well rounded position- we educate, coach, listen, advise and protect you and your investments.

2-It's my house- I want to insure it for what I think it's worth...

- I only owe \$100,000 on my mortgage, why can't I insure my house for this amount? I've been paying for insurance for 30 years and nothing has ever happened...Insurance to Value is often a hard pill to swallow for some clients- especially the comparison between market value and insurable value- explaining that to clients is sometime difficult. Keep this tip in mind- Use examples. If your house is struck by lightning (something you can not foresee or control) and burns to the ground and you only have \$100,000 to pay off your mortgage and you are 50 years old- you will need to work and work and work for another 15 years and continue to have a mortgage on a new home until retirement. Do you want to do that? Why not insure to value and not have to worry about your retirement savings being used to rebuild your home.



Amy Anderson

Spring Car Tips

Okay ladies Spring is around the corner and you know what that means... time to make everything bright and pretty again. You know that normal routine, we start to put away the winter clothes for the colorful spring dresses and pretty shoes. We get our hair and nails done, work on our summer color and so on...



Well what about our vehicles??? Don't they deserve a "Spring Cleaning" after their long hard winter running us around. Here are some tips to help you get your vehicles ready for the spring/summer season of road trips to the beach and serious shopping trips.

* Tires – if you have winter tires it will be time to take them off and put the summer tires back on. If you have all season tires it is important to rotate them, winter driving is hard on tires and rotating them can extend their life.



* Wiper Blades – wiper blades work hard during the winter, snow, ice

and sand can seriously damage them, it is a good idea to replace your wiper blades and be ready for the spring showers.

* Fluids – take your vehicle in for a check up, have all your fluids checked and topped off. Oil changes are a must for regular vehicle maintenance, if you are using thinner oil for winter maybe change to thicker oil for spring/summer. While you are in having your fluids checked have them change your air filter as well, this is usually good to do twice a year.

* Brakes – we are hard on our brakes in the winter. How many times did you come to a sliding stop for a yellow light, I know I did! Have them checked over to make sure that everything is in good working condition.

* Clean Up – Time to get rid of that winter grim. Vacuum, vacuum...get all that sand & salt out of the carpets and what ever has been hiding under your seats all winter! Wash down all your mats to get

them that shiny new look. Use a protectant for the interior as sun can do a lot of damage over time. Get the windows inside and out so that you can see those beautiful summer days. When washing the outside remember to get the underneath of your vehicle so that you can get all that sand & salt out which can lead to rusting. And last but not least remember to shine those tires.

What better way to show case our great new spring/summer looks then drive around in our great, better then new looking vehicles! And remember to get some great smelling air fresheners. So open the sun roof, roll down the windows and turn up the music and enjoy a great spring & summer.

Jody Lohr

Maria Timpany

Maria is the assistant to Jack Lundgren President and Founder of Lundgren & Young Insurance. Maria currently specializes in Personal Lines, and is starting to dabble on the commercial side of the industry. Maria has also been working toward her CAIB designation Maria has been working in the industry for 7 years, and like most young brokers finds everyday a new challenge with the ever-changing companies.

Maria was Born in Montréal and moved to Calgary in 1979 with her family. Maria still resides in Calgary and

has made a home here with her two Children and of course her foster Dog Jasmin. Maria is very involved in her community one of her many passions is working closely with AARCS Alberta Animal Rescue Crew. She first got involved with AARCS two and a half years ago when she adopted her mixed dog Jasmin and has been fostering dogs that are neglected from First Nations Communities in Central Alberta ever since. While in her care AARCS provides veterinary care which includes spay or neutering , food, basic training. Maria and her

family provide love and support and help search for appropriate forever home.

Maria is also an avid sports fan and just purchased the famous Calgary tailgating motor home to keep the tailgate tradition going at the Calgary Stampeders games. If you're ever at a game you can see it from miles around all done up and crowded with people.

Jessica Smith



Upcoming Events

Our mandate reads that 'We exist to build a strong professional young broker network....for success and perpetuation of the broker profession". I firmly believe that the stronger we are within our association, the more probable we are to see the successful completion of our mandate. To strengthen us from within we have planned the following events:

May 16, 2010 - AGM

This meeting is being held in conjunction with the IBAA Convention in Edmonton May 16-19, 2010. Everyone who can attend this meeting should attend. If you want your voice to be heard or get involved with the PYIB in the coming year - this is the place to do it!

May 28, 2010 - 2nd Annual PYIB Charity Golf Tournament

This years tournament will closely mirror the format of last years. The registration has already been sent out by email, however can also be found on the Events link on our website www.youngbrokers.ca . We fully anticipate this years golf tournament to sell out, so the sooner you get your registration in - the better. Once again the proceeds of the tournament will go to our Charity Sponsor - SADD (Students Against Drinking & Driving)

October 1 - 2, 2010 - 4th Annual PYIB Conference

Building upon 3 years of successful conferences - we will be holding our 4th Annual Conference in

Calgary at the Carriage House Inn on October 1st & 2nd. Details of this conference are yet TBD, however all can expect that it will be 2 days of fulfilled events. Make sure to place this one on your calendar!!

Active participation in these events & others we are likely to have during the course of the year will strengthen our association from within. I hope to see all of you at these events!

Steve Evanson

A principal's perspective: Reasons for supporting the PYIB



I have absolutely no reservations sending staff and colleagues to PYIB events as they are very professional forums. They are second to none and I have been to various industry events. I feel the more empowered our people feel, the more insights they have the better they will feel about their employer who encourages them. In reality it is that philosophy I believe will help the Brokerage with the retention of their people. As the owner of a dynamic and fast paced Insurance Brokerage I thought I would take time to articulate some of the benefits of my organization being involved with the Professional Young Insurance Brokers.

The PYIB mission statement compliments many of the values we feel are important. It is 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.

The events, education and entire focus is geared towards young people in the insurance industry. There was often a disparity and lack of focus on youth as the bulk of our industry tended to be older in age. The PYIB is a resource for new recruits to the insurance industry or professionals with a few years of experience.

I really like the fact that the PYIB is a place for future and even current young insurance industry leaders to share their thoughts and learn from each other. It is a fantastic voice for initiatives and issues such as home valuations, sewer back-up, insurer

portal requirements, credit scoring, autoplus concerns to name a few.

The PYIB offers the opportunity for young people to be involved with national networks and events learning business, organization and networking proficiency. For the enthusiastic there are even opportunities to sit on the PYIB Board of Directors, which teaches a multitude of skills and offers much insight.

I cannot list the all insurer-to-broker & Broker-to-broker relationships, skills, insights and fulfillment my organization has received by participating in the PYIB. I cannot think of any valid reason you should not embrace it either.

Brad Sklarchuk, BA, CAIB

Message from the President

Well the time has come for me to write my last article as President of the Professional Young Insurance Brokers.

In this last term we have seen a number of our great ideas and plans come to fruition. Those included the development and launch of our promotional material including our website and DVD, the successful implementation of educational seminars hosted by the young brokers and presentations at educational institutions including some of which have insurance programs. As well as continually working on establishing a political presence for all young brokers with the support of the IBAA.

However there is still more work to be done!!

It was just last week that your executive committee met to review where we have come from, where we are now and where we are going.

At this meeting we updated our strategic plan and refocused on what it

is that the young brokers stand for. The direction of the young brokers will continue to remain committed to our mission statement:

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

However in order to do this we need support from you! We depend on you to support and attend our education seminars, participate and take part in our industry events and become involved with your political representatives. We will remain to provide the venues and tools but we need each of you to continue to help the Young Broker vision grow. **We** are the perpetuation of this industry.

We will be presenting our upcoming initiatives at our AGM on May 16, 2010 at 1pm and we look forward to seeing you all there!!

In closing I want to thank everyone for the support that they have provided me on this journey, I have thoroughly enjoyed my term as President of the young brokers. I am very excited to continue being a part of this group under your new President Braden Bosch. I have full confidence in Braden and his leadership and ask all of you join me in supporting him to take this board to the next level.

Thank-you and again I look forward to seeing you all in May.

Catherine Cake

