

# The Coverage



Volume 2, Issue 1

## Hello Fellow Brokers!

I am very pleased to be writing this to bring you the latest edition of our long lost newsletter... And you thought you had seen the last of this one!! Well you are wrong. We are back and committed to providing you with this great read on a regular basis. And if for some reason you feel this is not being done how you want or by when you want it please feel free to heckle us at [pyib@ibaa.ca](mailto:pyib@ibaa.ca).

I hope you all enjoy this amazing copy of The Coverage and I challenge you all to read from cover to cover and share it with everyone you know!!

- Catherine Cake  
PYIB President



*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](mailto:pyib@ibaa.ca). Yes, it's really that easy. Well... what are you waiting for??*

### Contents

Customer Service Tips	2
Recent & Upcoming Events of the PYIB	3
Financial Tips	3
Winter Tips	4
PYIB in Politics	4-5
Ryan Van Niejenhuis	6
Website & DVD ... Get Electric!	6
PYIB 2009 Conference & Trade Show Recap	7

## PYIB EVENTS

Operation Red Nose	December 18, 2009	Edmonton & Lethbridge Area
Golf Tournament	May 28, 2010	Alberta Springs, Red Deer
PYIB Conference	October 1-2, 2010	Carriage House Inn, Calgary



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# Customer Service Tips



As consumers we all know what kind of service we like to receive from a customer service representative when we are purchasing a product of any kind. The same is true for our customers; we need to be offering the best service available. As Young Brokers we need to have the skills to retain our existing clients and to build up our book of business with new clients.

What is Customer Service? Customer Service is the on going process of providing high-quality, value-added service to each customer who calls upon our industry.

Here are some helpful hints to great customer service:

We should be providing our customers with:

## 1) Prompt & Efficient communication

- Returning calls & voicemail messages in a reasonable and efficient time period is extremely important. Having a pre-determined time for returning calls in your office lets your clients know when they can expect a call back and gives you a goal to get all calls returned in a timely fashion.

- Explaining policies in a way that our clients will understand. Such terms as "Subrogation" or "Co-Insurance" can be daunting to someone not in the insurance industry and we as brokers need to have the knowledge of our product to be able to break it down for our clients. Being able

to go through different coverages with our clients in terms that someone not in the insurance industry can relate to, will let your clients leave feeling more comfortable with the product they have purchased and that it meets their needs.

## 2) Pleasant Environment & Conditions

- The office should be inviting and welcoming to clients. The waiting area is the first place a client will see and should be clean and comfortable, reading materials and a few toys for children can make the wait time more pleasant. Individual offices/desks should be tidy when meeting with clients. Take the time to clear off your desk before a client sits down. This lets the client know that you are giving them 100% of your time while they are meeting with you.

- Personal appearance and attitude is seen by our clients as another reflection on the product we are selling. Being personally clean and tidy is welcoming to our clients. We also need to leave our personal lives "at the door." Clients need to feel that we are giving them all of our attention.

## 3) Quality Products & Service

- When a client inquires about coverage they need, we need to have the knowledge of our products to be able to sell them the right type of policy. Knowing the policies offered by our

Insurance Companies enables us to find the right market for a risk. Take the time to know your markets and the risks that they will write, this helps to decrease the time in quoting and writing new business.

- Have lists of required information, documents and questionnaires readily available for clients so that you can get more of the information that is required in a timely fashion and decrease the "back & forth" between brokers and clients while gathering information for new risks and policy changes. Also having helpful documents such as a break down of what consists of Home contents or Business contents to give to clients can help them in determining a proper value for the limits of insurance that they require.

Remember above all to smile and to listen to our clients. When a client leaves our office and we have done our job right, we will feel more rewarded and satisfied with ourselves, and know that our client will pass word around about their great experience to their friends and family.

- Jody Lohr



## Recent & Upcoming Events of the PYIB

In the past year the PYIB have successfully planned & held a number of events. We can attribute one consistent factor to the overwhelming success of these events & that's the attendance & active participation of YOU - the Young Brokers in this Province. We appreciate your enthusiasm & look forward to once again having these events in the coming year.

A quick overview of the events which we had this past year is as follows:

- On May 29th we held our 1st Annual PYIB hosted Charity Golf Tournament at Alberta Springs Golf Course in Red Deer. I think I can speak on behalf of everyone who attended and say that it was a blast! A lot of fun was had on the course; however it was noted by the golf course staff that they were impressed with our overall professionalism & demeanor, which is

something that we can be very proud of. We raised a whopping \$3320 for SADD (Students against Drinking & Driving). The tournament next year will be held on May 28th, 2010 at Alberta Springs Golf Course in Red Deer. I would suggest that you mark the date and once the entry form is sent out that you return it as quickly as you can as we are expecting a sold out field.

- We also hosted two Education Seminars; one in Edmonton on September 9th and the second one in Calgary on September 10th. We will be holding more education seminars in the future with dates and topics to be determined, if you have any ideas or suggestions for course topics please email us at [pyib@ibaa.ca](mailto:pyib@ibaa.ca).

- Our 3rd Annual Conference was held September 25th & 26th in Edmonton at The Coast Edmonton Plaza

Downtown. It had a 'Carnival' theme & was very well attended with a perfect mixture of fun, education & camaraderie between young brokers and other industry professionals. The 4th Annual Conference will be held in Calgary October 1st & 2nd, 2010 at the Carriage House Inn. So be sure to set that date aside. It will once again have a fun theme & we encourage everyone to try to come.

- Another important date to remember is May 16, 2010. This is when the PYIB will hold their Annual General Meeting. This will be 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 want to get involved in the PYIB in the coming year this is the place to do it.

- Steve Evanson



## Young broker financial tips:

With Christmas quickly approaching, it's that time of year when many people go on spending frenzies and over extend themselves. Although it is the season of giving you need to make sure you keep an eye on your own finances and ensure you don't damage your own credit during all the excitement. Some things to keep an eye on are the direct debits that come

out of your account. Make sure you monitor your account online to ensure you have enough cash to cover your automatic withdrawals. By missing a payment or two you will find the NSF charges adding up and the hit to your credit rating not being so good. Also, it's important to make that minimum payment on your credit card, even if its only \$30.00 you have

to ensure the payment is in on time to protect your credit. Self control can be tough during the Christmas season but it's really important that you don't step outside your comfort zone when making purchases for the ones you love. Merry Christmas.

- Braden Bosch



## Winter Tips



No matter how much I wish it wasn't true, it looks like winter is on its way! So aside from keeping ourselves toasty and warm, what do we need to do to ensure we make it through the next few months safely on those snowy, icy roads? I've compiled a few tips that will help to make your travels safe and smooth.

- Before you head out on your journey, make sure your windows are completely clear of snow & ice (and brush off the hood & roof of the vehicle so that snow doesn't blow onto your front or rear windows while you're driving) and don't forget to clear your headlights & taillights
- Make sure your tires are inflated to the proper pressure (and check them

often as differences in the temperature will affect pressure)

- Adjust your speed for the road conditions; slow down!
- Leave enough space in front of you to allow for longer stopping distances on icy surfaces
- If you plan on traveling any distance take some emergency items with you; blanket, extra warm clothing, collapsible shovel, road salt and extra wiper fluid

Now if you're one of the lucky ones who will be spending some time at a sun-destination this winter, don't forget about your home! Each insurance company has a requirement for care of your property during the

regular heating season, so don't forget the following:

- During the heating season, drain your water lines before you leave, or have a reliable person check your house daily to ensure your heating system is operational
- When having someone check your house, have them take a look at the roof to make sure there isn't too much snow piling up, make arrangements to have excess snow cleared from your roof.

Happy winter everyone, see you in the spring!

- Laura Warnock

## PYIB in Politics...where we have been and where are we heading?

The PYIB has been actively involved in the political landscape of both the Provincial and Federal Governments. After all, in an industry that is so highly scrutinized and regulated it is in our best interest to continually present the benefits the Broker Distribution Channel offers to the consumer.

Over the past year PYIB has participated and been involved in various initiatives including the following:

The PYIB has participated in a charity BBQ hosted by Edmonton-Leduc MP James Rajotte as well as various political fund

raising events. A discussion forum presented by an expert panel on "Politics & The Insurance Broker" was hosted at the 2009 PYIB Conference.

On April 8, 2009 Brad Sklarchuk, representing the PYIB, joined IBAA executives as well as other leaders in the local broker community at a breakfast meeting featuring The Honourable Iris Evans. The day prior was the introduction of the Provincial Budget in the Legislature so the food was not as heated as some of the topics in the air. The Honourable Minister listened, handled the forum very tactfully and

provided much thoughtful insight.

In June 2009 the Insurance Brokers Association of Canada (IBAC) Parliament Hill Day had various brokers, including Catherine Cacke the PYIB President, out personally discussing issues in Ottawa with decision makers including Edmonton-Leduc MP James Rajotte. Topics that were raised included the Bank Act review, breaches of the Bank Act and regulating on-line financial activity.

Brad Sklarchuk drafted an Open Letter to all Alberta MLAs and had discussions with some

## **PYIB in Politics...where we have been and where are we heading? (continued...)**

of them concerning the Trade, Investment and Labour Mobility Agreement (TILMA). Of great concern was the negative effect to fair competition in the insurance industry that would result from this agreement. Credit Unions have access to proprietary information on our clients, could use tied-selling to unjustly influence consumer decisions, and have enjoyed operating with the assistance of tax dollars...government funding and financial guarantees. It does not appear that is in the interest of fair competition. Without equitable and healthy competition the industry landscape could shrink and change dramatically...the consumer would lose choice and ultimately value for their premium.

On October 7, 2009 The Insurance Brokers Association of Canada applauded the Minister of Finance's clear action

on banks and insurance. The Minister, in formal letters sent to the large Canadian banks as well as the Canadian Bankers Association, made clear the government's intent to adopt specific policy measures that will require bank websites to be subject to the insurance business regime that currently applies to branches. "Insurance brokers from across the country applaud the government and Minister Flaherty for ensuring that rules governing bank branches will be the same as bank conduct on the internet," said Dan Danyluk, CEO of the association. The Insurance Brokers Association of Canada has the long held policy stance that consumers are extremely vulnerable at the point where credit is granted. Today's decision ensures that consumers are able to make a free choice when buying insurance products. (Published by IBAC)

Moving forward in conjunction with our committee planning, the PYIB has asked our members to provide feedback on the direction for future political involvement. There are many challenging issues to deal with and interesting ones evolving on the horizon. They will impact every position and everyone in the brokerage. It is increasingly critical to communicate much more clearly the value of the Insurance Broker to the government, the consumer, business organizations, and to the community. We need you to make a difference so Get Involved! Get Motivated! Get in Contact with the PYIB!  
[www.youngbrokers.ca](http://www.youngbrokers.ca)  
or [pyib@ibaa.ca](mailto:pyib@ibaa.ca).

- Brad Sklarchuk



## Ryan Van Niejenhuis

Ryan is currently a personal lines producer at Cornerstone Insurance Brokers Ltd in Edmonton. He will have been in the insurance industry for 3 years this January after graduating from The King's University in 2007 with a Bachelor of Arts in Business Administration.

Ryan is originally from the small hamlet of Neerlandia Alberta which is north of Barrhead. He is happily married and is expecting the birth of his first child this December.

Ryan cites his hobbies as being an avid golfer,

volleyball and tennis player.

Here is a list of favorites: Favorite sports team is the Edmonton Oilers. Favorite Food is a pepperoni and bacon pizza. Favorite Movie is Top Gun. Favorite vacation is Waikiki beach in Hawaii, his dream vacation.

The biggest change Ryan has seen in the industry as a young broker was the sale of ING Canada as he did not expect a company of that size to be susceptible to the global financial meltdown.

For future trends Ryan sees the industry continuing to be profitable, day to day operations to become further online and an eventual decline in the face to face interactions with clientele.

Ryan finds the different challenges everyday and the constant client interaction exciting in his role as young broker in this ever changing industry.

- Karim Mouait



## Website & DVD .... Get Electric!

Throughout the last couple of years the PYIB Executive and Board felt that we needed to create some tools to assist us in recruiting into and educating people about this great industry. We also knew that we needed to create a place where the industry's young brokers could go and voice their opinions on things that are going on in the industry as well as provide them with the tools needed to help build them into our future leaders. After some brainstorming it was determined that we would set out to create an electronic marketing plan. What this entailed was a website to act as a centralized location for our existing brokers to tap into as well as an education tool for those wanting to know more and connect with the industry.

We also wanted to create a recruiting piece to share with other groups (high schools, colleges etc.) to educate about the industry. This came to fruition with our DVD.

Our website is now officially up and running! Our website has been set up as a tool for all brokers (young and old) to find news on what events we have planned, copies of our latest newsletter (like this one), a blog where you can voice your opinion on industry issues, photo galleries of past events, community involvement and much more. It also has an aspect to it for people who want to know about this great industry. We have created a section on how to become a broker as well as a job posting board for people who want to join our industry.

We recommend everyone check it out @ [www.youngbrokers.ca](http://www.youngbrokers.ca).

Our DVD is also complete, for those of you who were able to view it for the first time at the IBAA President's Ball this past May, I hope you enjoyed it! This DVD was created to use as a tool for recruiting into (high schools, colleges etc.) and educating about our industry. It is geared towards a younger generation who are looking for a job that they can turn into a very rewarding and fulfilling career with endless opportunities for growth. The DVD can be viewed on our website and is also available to be linked to any other websites through YouTube.

- Catherine Cake



## Professional Young Insurance Brokers 2009 Conference & Trade Show Recap

On September 25-26th, 2009 the Professional Young Insurance Brokers (PYIB) held our annual conference and trade show at the Coast Edmonton Plaza. The event was well attended and we had excellent feedback. Commencing with an awards luncheon for Canadian Accredited Insurance Broker (CAIB) graduates, scheduled events included education and entertainment. For simplicity's sake, I will give a brief breakdown of the conference.

### Friday September 25th

Debra Cartier, who holds the position of Education Facilitator for the Insurance Brokers Association of Alberta, held an interactive customer services seminar entitled, 'So What Now.' Feedback from the seminar was excellent. Any skill that helps our young brokers excel is beneficial. The PYIB executive and board followed up with an 'open mike' format discussion. We intended to keep the discussion informal and welcomed ideas and feedback for the PYIB.

Our Carnival style tradeshow was held in a small yet comfortable room at the hotel. When a room is packed full of people, food, prizes, and company representatives it's not too hard to join in on some friendly conversation. Within minutes, participants had also collected mugs, pens,

i-pod docking stations, and various other items. Our luckiest guest, Darren King from Phoenix Insurance in Red Deer left with a big screen TV donated by Totten Group. As always, it's great to interact with industry people and share a story, a laugh, and a drink or two.

Following the carnival, we enjoyed an excellent dinner and entertainment from Hypnotist, Colin Christopher. I have always doubted hypnosis and had never been to a show in person. That all changed a few minutes into the show. Hiding in the back row (trying to avoid being a candidate), I witnessed many participants do some pretty crazy things. I haven't laughed that hard in a long time and WOW some people really get hypnotized. Simply put, the show was amazing. Later in the evening many of the young brokers departed for Lux Steakhouse and On The Rocks (both bars in downtown Edmonton). Overall, it was a great day.

### Saturday September 26th

We began Saturday with breakfast (another excellent meal) at the hotel followed by a seminar entitled 'Thinking your way to success' With Colin Christopher. We had good intentions for this seminar but it did not turn out as planned and was cut a bit short. Feedback from attendees was mixed, and we agreed with the returned surveys. We

decided to continue on with the open session with the PYIB board members as we were unable to finish what we had started the day before.

Scott Treasure and Randy Dawson held our final lunch seminar to wrap up our conference entitled 'Politics and the Insurance Broker.' Mr. Treasure has been involved for years assisting a local MLA with the Progressive Conservative party. His insight was especially informative, since his own brokerage (like all others) is directly affected by Government. Mr. Dawson is considered an expert in politics and also shared his thoughts with us. Government regulates our industry and determines the parameters that we operate in. Bottom line, get involved!

We look forward to seeing familiar and new faces next year. A special thanks to all our sponsors who helped us make this happen... Wawanesa, The Dominion, Intact Insurance, Aviva, RSA, and Axa Pacific.

- Chad Hudson

