



RELIABILITY

GROWTH

INNOVATION

E-NEWSLETTER: FALL 2013

FIRST INSURANCE®
OF CANADA — FUNDING
A WINTRUST COMPANY

Growing our business to help you grow yours



It's hard to believe that the summer months have come and gone once again. Here's hoping that you enjoyed your summer, are feeling rejuvenated, and are ready for a busy fall season ahead. At FIRST Insurance Funding of Canada (FIRST Canada), we certainly are! We have spent the summer expanding our team, and implementing some significant initiatives, which put us in a strong position to further provide you with the products and services you need to grow your business.

Here we grow again!

I am pleased to advise that our FIRST Canada family continues to grow! We have hired multiple positions in recent months; all of whom are fluently bilingual and will play key roles in further strengthening our relationship with our broker partners in Quebec and the Maritimes and across the country.

Please join me in welcoming the newest members to the FIRST Canada team:

- Adina Diaconescu**, Account Executive
- Melanie Valiquette**, Broker Support Specialist
- Fatene Younes**, Recovery Specialist

We are thrilled to welcome everyone aboard. I am confident each of these individuals will prove to be a tremendous asset to our team and will be a valuable resource for our broker partners.

Read on to find out about other exciting initiatives and to learn more about how we are enhancing our business to serve you better. Thank you for your continued support and I look forward to seeing you soon.

Joe Micallef, CEO, FIRST Insurance Funding of Canada

PARTNERING WITH YOU FOR FUTURE SUCCESS

Looking for support with your premium financing or business goals? We're here to help.

Sumeet Sharma
Eastern Canada
416-300-0328
Kumar Bhaskar
Western Canada
604-351-5266

UPCOMING EVENTS

- September 22-24 | NICC Conference (Gatineau, QC)
- September 25-26 | IBANS/IBANB Convention (Halifax, NS)
- September 28 | Assurances H. Jasmine (Lachute, QC)
- October 6-9 | CRIMS Conference (Victoria, BC)
- October 23-25 | IBAO Convention (Toronto, ON)
- October 29-31 | RCCAQ Convention (Quebec City, QC)
- November 7 | Annual TIC Black Tie Dinner (Toronto, ON)

Why finance your own premiums? Rely on the experts

At FIRST Canada, we make financing easy. Some brokers might believe that starting their own premium financing company is a profitable way to grow their business; however, they may not be considering the total picture. FIRST Canada offers a valuable solution that is both profitable and risk-free. Before starting up your own premium financing company, you should ensure you understand all of the risks and costs.

Under a servicing program where you are the lender and the funder, you accept all risk. You will incur management and funding costs and might even need to hire additional staff to manage work flow.

At FIRST Canada, we take on all the risk, while you maintain control over the client relationship and experience. We aim to enhance the experience that you provide to your clients with our skilled team of professionals who are dedicated to servicing your accounts so you can focus on your core business. Our servicing team will always work with you prior to cancellation of any accounts to try and help the client replace their payments. You can have peace of mind that your clients are our number one priority.

Why choose FIRST Canada?

By partnering with FIRST Canada, you have access to:

- Dedicated sales & service team
- Competitive rates
- Flexible terms
- Attractive commission options
- Additional financial services
- Peace of mind

Contact us today to learn more!

The Dynamics of Service Excellence, hosted by FIRST Canada

FIRST Canada was pleased to host the “Dynamics of Service Excellence”, workshop to select broker partners on Friday, July 19, 2013. The workshop was presented by Tim Parenti, VP of Sales, FIRST Insurance Funding Corp, and was met with rave reviews.

Tim Parenti has worked with one of the world’s premier training and consulting organization with operations in over 50 countries. He has over 17 years of experience facilitating modules that are targeted to improve the overall performance, productivity and profitability of President’s, CEO’s and organizations.

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Liaison

Dynamics of Service Excellence provided information and tools for improving daily interactions with clients. It reviewed the importance of customer loyalty, how to handle difficult customers, and emphasized the importance of customer service as a first step towards building lifelong relationships with clients.

The presentation was met with overwhelmingly positive feedback and we have decided to take the session on the road to a city near you in the next few months. Participants who attend this workshop will receive certification for three hours of CE credits. Stay tuned for further information.

Click here to see what participants had to say about the workshop.

Talk to us today about customized broker loans

At FIRST Canada, we pride ourselves on providing complete financial solutions designed specifically for your business. In addition to our flexible premium financing solutions for your clients, we can also offer loans directly to brokerages for a wide range of purposes.

FIRST has been funding agency acquisitions and succession planning for over 20 years across the United States. Since June 2012, we have been pleased to offer loans to our Canadian broker partners for various business purposes. To date, we have proudly assisted a number of brokers with their growth plans and currently have a healthy pipeline of new lending opportunities. As specialists in the insurance industry, we truly understand the value of brokerages and can now enable owners to leverage this value for loan purposes.

FIRST Canada can offer you:

- Loans for an array of business needs including: refinance, acquisition, and succession planning
- Commercial interest rates as low as Prime (3.00%)
- Flexible repayment terms from 5 to 15 years
- Tailored security arrangements to suit your business structure

No matter what size loan you need, we have the expertise to make it possible. Talk to us today about obtaining an indicative quote to refinance your existing financial obligations or a new loan for expansion purposes.

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