

## **IBAO and Compu-Quote introduce My Insurance Shopper for individual broker websites**

November 30<sup>th</sup>, 2009

Compu-Quote Inc. and Independent Broker Resources Inc. (IBRI), a for profit corporation wholly owned by the Insurance Brokers Association of Ontario announce today their intent to offer an expansion of the My Insurance Shopper (MIS) service offering to insurance brokers.

Beginning in January of 2010, IBAO will be offering an additional service to participating MIS brokerages, enabling them to offer insurance quotes to consumers on their own website. The service will leverage the profile for the brokerage already within the MIS broker directory, but will be seamless to the consumer who enters the broker's website.

"Since the launch of the My Insurance Shopper advertising campaign and online quoting initiative in May of 2008, IBAO member brokers have been asking if they could redirect consumers from their own websites to get a quote from their office without first having to find the brokerage again in the MIS brokerage directory," said Paul Taylor, IBAO's Director of Operations. "This add-on to our current service will provide the online quoting functionality our members are looking for at a greatly reduced cost when compared with other solutions commercially available in the marketplace. We are very pleased to have been able to create a solution to our broker's request with our partners at Compu-Quote."

James Nickelo, Compu-Quote's Senior Vice-President, Sales and Business Development, says, "Having the MIS functionality available to be accessed through a broker's website is natural extension of the service. MIS brokers that promote their sites can really benefit from it. Compu-Quote is very excited to be part of this offering and we look forward to working with IBRI and the broker association on future projects."

About IBAO:

The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 10,500 independent Property & Casualty Insurance Brokers in the Province of Ontario.

About Compu-Quote:

Since 1983, Compu-Quote has been Canada's leader in underwriting and rating software and related services. A pioneer in the industry that continues to deliver innovative solutions for insurance companies, brokers, actuaries

and providers of insurance products for consumers through the web. Compu-Quote integrates with third party data providers, as well as Canada's leading broker management systems and company mainframe technology.

For more information regarding the online quoting solution, please call Paul Taylor at 416-488-7422 or send an email to [ptaylor@ibao.on.ca](mailto:ptaylor@ibao.on.ca)