



Insurance Brokers Make it Easier for Consumers to Find the Right Insurance

IBAO Launches New and Improved “Locate a Broker” Online Function

-FOR IMMEDIATE RELEASE-

TORONTO, December 5, 2007, Today, The Insurance Brokers Association of Ontario (IBAO) launched a new and improved version of its Locate a Broker function available online. This new version will allow consumers to search for a broker representing a specific insurance company.

“Using a broker is all about having access to choice,” said IBAO Operations Manager Paul Taylor, “and by expanding the search criteria on our website, we are inviting consumers to find a local broker with a relationship and the expertise of dealing with an insurance company that they were familiar with.”

The Locate a Broker function which is available online on the IBAO website (www.ibao.com), enables consumers to find a broker through various search criteria, such as location, keyword, type of insurance needed, broker name, and now, by insurance company represented.

IBAO CEO Randy Carroll said that offering choices to consumers goes to the very core of the broker value proposition. Carroll said that expanding the search criteria to include the type of insurance available through different brokers will prove very useful to consumers by saving them time and by making them aware of their insurance options in a very comprehensive way.

“Sometimes consumers prefer to use a certain insurance company because they’ve been satisfied with its products” said Carroll, “but, for example, they move to a different city and need help finding out which local broker offers that company’s products. The new Locate a Broker function will give them access to that information within seconds.”

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The Insurance Brokers Association of Ontario (IBAO) is a ‘not for profit’ association that represents and serves the interests of over 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.

For more information, please contact:

Catherine Fortin LeFaivre
IBAO Public Relations
Tel: (613) 233-8906
Cell: (613) 446-1543
Email: catherine@impactcanada.com