



Discover
BrokerLink

BrokerLink.ca/Discover-BrokerLink



Contents.



The BrokerLink Story

How we got here; Who we are; Our Values; Diversity, Equity & Inclusion; Community



Your career with us

We hire new and experienced people. Grow and develop with us for a long-term, stable career.



Joining BrokerLink

Apply, interview and train to become a valued team member.



The **BrokerLink** Story

Structure.



belairdirect.



BrokerLink is a proud member of
Intact Financial Corporation (TSX: IFC).

A brief history overview.

KEY MILESTONES



- 1991 BrokerLink is established as Calgary Insurance Group (CGI) in Alberta.
- 1996 The company is renamed Canada BrokerLink.
- 2000 Allianz bids for 100% of BrokerLink's shares, merges operations and renames the company CBL Oxford Insurance in Alberta and Canada BrokerLink (Ontario).
- 2010 BrokerLink acquires Insurance Central, with 13 locations.
- 2014 BrokerLink acquires MCT Insurance and establishes strong roots in Atlantic Canada.
- 2020 2020 Canada Brokerlink Inc., Canada Brokerlink (Ontario) Inc. and Macdonald Chisholm Incorporated amalgamate to become one company: Brokerlink Inc.
- 2021 BrokerLink expands into more than 20 Ontario and Alberta communities, and doubles its size in Atlantic Canada by acquiring South Coast Insurance and Archway Insurance, its largest acquisition to date.
- 2022 BrokerLink continues to grow by acquiring 24 brokerages in communities across Alberta, Ontario and Atlantic Canada.
- 2023 BrokerLink welcomed 20 new brokerages, expanding its footprint to serve more customers in communities across Canada.

Who we are.

FAST FACTS

A national brokerage with local roots

- One of Canada's largest property and casualty insurance brokerages
- 3,700+ employees
- 200+ locations
- More than \$3.5B Direct Written Premiums

We support our customers the way they choose

- Online at [BrokerLink.ca](https://www.brokerlink.ca)
- By phone or email
- In person - branch walk-ins welcome

We live and work in the communities we serve:

- Our team members have local expertise.
- We support local causes and give back to our communities.
- BrokerLink is an employer of choice and invests in communities across Canada.





Living Our Values.

Our Values guide us in our commitment to excel in all aspects of our business. Our values represent a set of principles that set high standards to reflect: who we are, how we behave and how we maintain our excellent reputation.



Integrity

- Be honest, open and fair
- Set high standards
- Stand up for what is right



Respect

- Be kind
- See diversity as a strength
- Be inclusive and collaborate



Customer driven

- Listen to our customers
- Make it easy, find solutions
- Deliver second to none experiences



Excellence

- Act with discipline and drive to outperform
- Embrace change, improve every day
- Celebrate success, yet remain humble



Generosity

- Help others
- Protect the environment
- Make our communities more resilient



YOUR CAREER
with us

Our promise to you.

- People are at the heart of everything we do.
- Our Values are foundational to our success. We make a difference every day when we live our Values, do our best work, are open to change, and invest in ourselves.
- In return, we are promised support, opportunities and performance-led financial rewards in a flexible work environment.

OUR EMPLOYEE PROMISE

Shape the future

Help us lead an insurance transformation to better protect people, business and society.

Grow with us

Refresh and reinvent your skills, learn from our diverse teams, lift others up, and grow.

Win as a team

Collaborate with inspiring people to do your best work every day and together, stand up for what is right.

Working at BrokerLink.

THE BIG PICTURE



Rewards

- Salary
- Commission
- Bonus plan
- RRSP match
- Employee Share Purchase Plan



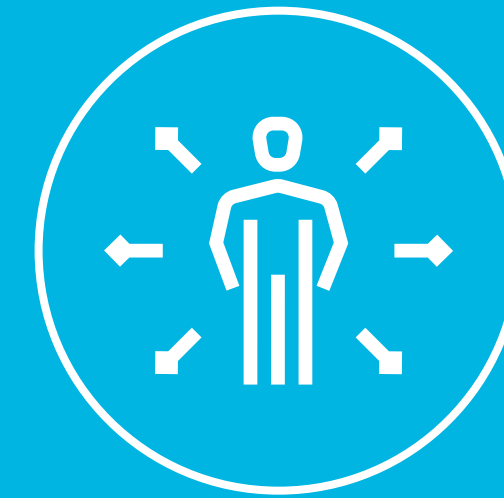
Work-life balance

- Flexible Work Arrangements
- Vacation and personal days
- Volunteer Day



Health benefits

- Flexible health and dental benefits
- Employee assistance plan
- Parental leave
- Wellness Spending Account



Career growth & development

- On the job training
- Education support
- Professional Development
- Clear succession paths and options



A great place to work

- Culture of diversity, equity and inclusion
- Recognition programs
- Dress for your day
- Give back to the community

So....Why
BrokerLink?

BrokerLink is...

PROGRESSIVE.

We're not your traditional brokerage!
Joining BrokerLink means working for a company where
inclusivity is valued, innovation is celebrated, flexible
arrangements are offered and growth is encouraged.

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BrokerLink is...

ESSENTIAL.

Our service is essential and so are our employees! As a BrokerLink team member, you can rest assured that the industry and company you've chosen can provide you with stability and a long-term career path.

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BrokerLink is...

REWARDING.

We believe when you're happy and healthy, you can be your best self! We offer flexible work arrangements; generous health and dental benefits plus a wellness spending account; the opportunity to earn commissions and bonuses; access to RRSP matching and an Employee Share Purchase Plan.

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Employee Engagement.

Engagement is not just a number, it's a culture in which we support our employees and live our values.

Engagement is one of our top priorities and we strive to create an environment where people are motivated to do their best work.

We conduct an annual survey to find out exactly what our employees think about working here; what we do well, and how we can do better. We use the survey feedback to help focus on what's important to employees so we can plan for the future.

KINCENTRIC
Best Employers

NORTH AMERICA 2023





Joining **BrokerLink**

Discover BrokerLink.

We're re-defining the insurance experience by incorporating **innovative** ways to make insurance easier, efficient and engaging!

We offer:

- A wide range of Personal and Commercial Insurance Advisor roles and more, at all levels of expertise – from entry to senior.
- Training and development – no insurance experience is necessary.
- Rewards and benefits, work-life balance, a culture of diversity and inclusion.

If you love learning, helping people and **being part of a dynamic team**, this is the place for you!

We are always growing!

If you don't see the right role today, follow us     



Insurance Advisor recruitment process.

STEP 1

Apply online

- » Visit BrokerLink.ca/careers

STEP 2

Interview Process

- » Phone interview
- » In person interview

STEP 3

Train

- » 8 weeks classroom-style training
- » 4 weeks on-the job training

STEP 4

Join your team

- » Onboarding + progressive assignments
- » Become a valued team member

What do we look for?

- ✓ Excitement and passion
- ✓ Adaptable sales and customer service experience
- ✓ Ability to handle multiple priorities
- ✓ Strong analytical and organizational skills
- ✓ Excellent verbal and written communication skills
- ✓ Post Secondary Education

Corporate recruitment process.

STEP 1

Apply online

- » Visit BrokerLink.ca/careers

STEP 2

Interview Process

- » Phone interview
- » In person interview

STEP 3

Join your team

- » Onboarding + progressive assignments
- » Become a valued team member

What do we look for?

- ✓ Excitement and passion
- ✓ Ability to handle multiple priorities
- ✓ Strong analytical and organizational skills
- ✓ Excellent verbal and written communication skills
- ✓ Good sense of humour
- ✓ Post secondary education



Your career with us.

Joining BrokerLink means working for a company where inclusivity is valued, innovation is celebrated and growth is encouraged. We understand that new beginnings come with learning opportunities, for you and for us!

As you grow with us, know that it's okay to:

- Engage with your colleagues and participate in team meetings
- Ask what an acronym stands for
- Say “I don’t know” and ask for assistance or clarity
- Take responsibility for your mistakes and learn from them
- Rely on your team members
- Ask “What else can I do to help?”
- Offer feedback about our processes
- Take advantage of training and education support
- Speak to your manager about development opportunities
- Dress for your day

