

What is the Canadian Broker Network?

The Canadian Broker Network (CBN) is a group of the leading, independent commercial insurance brokers in Canada. Together, the nine CBN members write more than \$400 million in commercial premiums through over 100 insurance companies.

CBN provides an open, non-competitive forum for the principals of each firm. Members meet semi-annually and share detailed information on both insurance and operational aspects of their businesses.

The open exchange of ideas and information is key to the success of the CBN. Best practices in the areas of sales, service, marketing, human resources, technology and insurance company relations are openly shared by each member.

By respecting and leveraging the groups' diversity, CBN members are able to maximize their individual potential.



Goals and Objectives

The key strategy behind the CBN is to assist the growth and profitability of its members through cross learning and sharing of information in a confidential environment.

Additional objectives include:

- To provide reliable industry data to further develop the growth of members
- To work collaboratively to bring new ideas and initiatives to each member
- To develop strong relationships among individual members
- To enable senior managers and other employees of CBN members to share information
- To provide CBN member clients with a cross-Canada solution for their insurance needs

Benefits to Clients of CBN Members

In dealing with a CBN brokerage member, you can take comfort in the knowledge that one of Canada's leading insurance brokerages is managing your insurance needs. A CBN member can access significantly more insurance companies and service any type of national account through the network.



The leading independent commercial insurance
broker network in Canada