

ADVICE-BASED CUSTOMER ESTABLISHED PROFESSIONAL PROFILE



Our Personal Insurance proposition was developed with a clear understanding of the RSA client—the Advice-Based Customer (ABC): someone who values the expertise that only a skilled broker and equally sophisticated insurance provider can deliver.

WHO ARE ESTABLISHED PROFESSIONALS?



45-65

AGE



PRIDE OF
OWNERSHIP



HAVE MORE THAN
ONE CAR OR HOME,
AND VALUABLE
POSSESSIONS



VALUE
BROKER-CLIENT
RELATIONSHIP

WHY DO WE WANT THEM AS CUSTOMERS?



BETTER-THAN-
EXPECTED
LOSS RATIOS



OPPORTUNITY
TO BUNDLE
LIFESTYLE
PRODUCTS



HIGHEST
RETENTION
RATES

WHAT PRODUCTS ARE THEY LOOKING FOR?



- PLATINUM PLUS HOMESHIELD
- PLATINUM PLUS CONDOMINIUM
- COMPREHENSIVE HOMESHIELD
- COMPREHENSIVE CONDOMINIUM
- AUTO
- PERSONAL CATASTROPHESHIELD
- LANDLORDSHIELD
- HOLIDAY TRAVEL TRAILERS
- WATERCRAFT
- SEASONAL DWELLINGS

Visit rsabroker.ca/personal to learn more.