

Business Development Report

For the Board Meeting of: 3/11/2021

Executive Summary

My February was filled with zoom meetings with our brokers, with sixteen being completed by the end of February. We received such positive feedback from the meetings, as well as excitement for the 2021 Marketing Initiative. Testing continues for the consumer portal, with the launch date being Summer 2021. The weather is started to warm up, and I am looking forward to welcoming Spring!

Broker Meetings

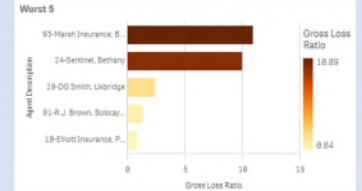
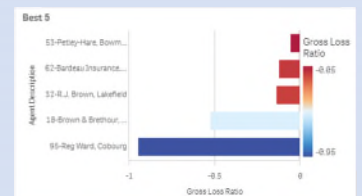
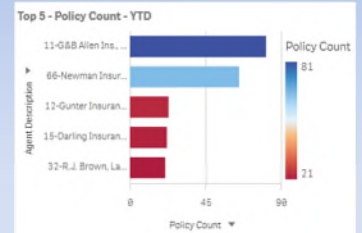
We have finished most of our 2020 Yearend Broker Meetings, which took place on zoom this year. Sixteen meetings in total were completed and we heard a lot of positive feedback from our broker force. Our brokers are continuing to work in various ways as we continue through the pandemic. Most have the majority of their staff continuing to working from home, with clients having to make an appointment if they need to speak with someone in person. We heard an interesting comment that it has become hard to set themselves apart as a broker over a direct writer because they used to have clients walking in and building a very strong connection with them this way. We got a lot of compliments about how our staff has continued to assist them through the year, even with the challenges of the pandemic, as well as a lot of positive praise for our new staff members.

Agent Update

For the month of February, the agents quoted 12 new policies with 5 policies bound. Reasons for the other policies not closing ranged from premium was too expensive, and renewal not until April or no response.

We are continuing to test the new Consumer Portal that has a launch date for summer 2021. We had originally ran into a few issues while testing, however we are seeing better results as we continue to test and they continue to make changes.

I will be setting the agents up with a new quote engine for property and auto lines. With the auto rating becoming more and more complex, the auto rater we are currently using will no longer be available, therefore we need another resource. This will also speed up the process of collecting the data, quoting and completing the



application which will make them more competitive to other agents and brokers.

Advertisements

We have provided our brokers with their marketing allotments for 2021, for a total of \$137,500 being divided among 19 brokerages this year. We will be allowing half of their money to be donated towards a community charity, and expecting the other half to be used on a marketing campaign. I have already been approached to approve several farm advertisements so we look forward to seeing what other advertising opportunities come for 2021.

Other

In February, Warren, along with Bryce, Alec and myself assisting organized a Family Day Surprise for our staff members, providing them with movie theatre snacks and a small gift card to rent a movie. We got amazing feedback from this initiative and it was great to get to surprise the staff with a fun event during the month. It is so important that we continue to make our staff feel connected while the majority are working from home regularly.

The Wellness Committee has provided each staff member with \$75 to use on a health and wellness purchase in 2021. We are hopeful that this money will help staff members focus on their health and wellbeing throughout 2021. We have already seen a Fitbit purchase, and walking accessories purchased and have heard that this has made a positive impact on their days already. The Wellness Committee, which now includes Allison, Karen, Ryan and myself are hoping to run some online seminars and activities throughout the year.

Respectively Submitted,

Christine Howe