



RELIABILITY

GROWTH

INNOVATION

E - NEWSLETTER : SUMMER 2013

FIRST INSURANCE®
OF CANADA — FUNDING
A WINTRUST COMPANY

A year in the making

I'd like to start by thanking all of you, our valued brokers, for your support and for a successful first year in business operating under our new name, FIRST Insurance Funding of Canada (FIRST Canada).

As FIRST Canada, we are backed by the expertise and resources of one of the largest commercial insurance premium finance companies in North America, FIRST Insurance Funding Corp. With over 25 years in the industry and a proven track record, we have been able to leverage this experience to bring you an enhanced product offering.

What a great year!

It has been an exciting year full of change and building on foundations for future growth. We have accomplished a lot in a short amount of time, and are continuously working on new initiatives to become your first choice for all of your business financing needs. Over the past year, we have concentrated our efforts in the following areas: business expansion, broader product offering, and technology solutions. I'm pleased to share a few examples of these initiatives with you today.

We are expanding

We have expanded our sales team across the country with three new hires and we continue to grow! We are currently looking to hire an additional Relationship Manager in the province of Quebec to assist with our growth in Eastern Canada and effectively meet the needs of our valued broker partners throughout the province. If you or someone you know are interested in pursuing an exciting sales career in this region, please refer to our [careers](#) section of our website.

We're more than just premium funding

As you may know, we now offer broker loans to help you grow your business. As specialists in the insurance industry, we understand the value of brokerages and can enable owners to leverage this value for borrowing purposes. To date, we have facilitated a variety of loans to brokers across Canada and are proud to provide them with the capacity to expand. No matter what size loan you need, we have the expertise to make it possible. (Continued on page 2)

PARTNERING
WITH YOU FOR
FUTURE SUCCESS

Looking for support with your premium financing or business goals? We're here to help.

Sumeet Sharma

Eastern Canada
416-300-0328

Kumar Bhaskar

Western Canada
604-351-5266

UPCOMING
EVENTS

July 8 | Lend a hand Golf Tournament (Alliston, ON)

August 20 | IBAH Golf Tournament (Hamilton, ON)

August 24 | LARAQ Golf Tournament (Candiac, QC)

September 16 | IBABC Golf Tournament (Surrey, BC)

September 22-24 | National Insurance Conference of Canada (Gatineau, QC)

September 25-26 | IBANB/IBANS Conference (Halifax, NS)

Enhancing our technology to help you grow

We make financing easier through innovative solutions such as FIRSTLink. FIRSTLink is a simple to use and easy to implement software solution to streamline the quoting process. Quotes can now be automatically produced by your system, freeing up your team to focus on adding greater value to your clients. The integration is dependent on certain system components. Contact your [Relationship Manager](#) today for more information.

Finally, from all of us at FIRST Canada, I'd like to wish you a safe and enjoyable summer. I look forward to seeing you at various industry events across the country and speaking to you about how FIRST Canada can help you and your clients grow your business.

Best regards,



Joe Micallef
CEO, FIRST Insurance Funding of Canada

Enhancing our website to serve you better

We are pleased to announce we have added some exciting new features to our website to enhance your online experience with us.

What's new?

Whether you're looking for easy navigation from our [welcome page](#), a solid understanding of exactly what [Premium Financing](#) is, or are interested in learning more about your [Relationship Manager](#), you are sure to find what you are looking for on our new and improved site.

As always, our quoting system, [Web Quote](#) is available 24/7 on our website for quick and easy quoting.

We would love to hear from you!

If you have an idea for something you would like to see on our website, feel free to contact our [Marketing Department](#) anytime.

Visit us at www.firstinsurancefunding.ca today to view our enhanced features.

GET A CUSTOM
FINANCING
QUOTE IN JUST
MINUTES

Access our 24/7 online, custom quoting tool to get quotes and manage your clients' accounts and renewals more efficiently. Visit firstinsurancefunding.ca for details.

CHECK OUT OUR
LATEST ADS

View our latest ads in print and online in the following publications:

Canadianunderwriter.ca
Canadian Insurance Top Broker
Insurance West

Financing made easy with pre-approved terms

Did you know that FIRST Canada offers pre-approved terms? Offer your clients financing options with confidence through our convenient, pre-approved, no questions asked financing terms.

What are pre-approved terms?

FIRST Canada is pleased to offer our valued broker network pre-approved terms up to a specified limit, which enables you to offer each and every client a premium financing option without worrying about preparing financials for approval. Increase presentment and ultimately your revenue with pre-approved terms from FIRST Canada.

Speak to your [Relationship Manager](#) for details.

He shoots, he scores!

FIRST Canada hosted our first Hockey Client Appreciation Event on April 11, 2013 in Vancouver, BC. Broker partners of FIRST Canada enjoyed participating in a thrilling game of hockey against fellow members of the insurance industry. The fun continued at Mooses' Down Under where everyone enjoyed celebratory drinks and shared stories about the exciting game. We would like to thank all of those who participated and contributed to make the event a great success.

[Click here](#) to view the team photo

In the community

FIRST Canada is proud to support [Big Brothers Big Sisters of Toronto](#) (BBBST) by volunteering for their [In-School Mentoring program](#). BBBST is a non-profit organization that provides mentors to children in need of additional positive adult support. Each week, a team of dedicated FIRST Canada staff visit a local school and meet with their assigned mentee to engage in activities such as board games, crafts, or just hang out and lend a listening ear. FIRST Canada is proud to support causes such as this that have such a positive impact on the community.

If you are involved in a community initiative and are looking for support, we encourage you to contact your Relationship Manager and let us know.

CONTACT US

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Hours: Monday to Friday
8:30 am to 8:00 pm (ET)

ENGLISH OU FRANCAIS?

We offer you all of our material in either English or French. If you'd like to request material in one of these languages, please email sharon.bajwa@firstinsurancefunding.ca with your language preference.

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