

Taking a good thing

on the road

A.P. Reid opens new offices around N.S.

A.P. Reid has over 10,000 happy customers who love doing business with them. The company has implemented an expansion plan in order to improve service even more.

"We are undergoing a major expansion to better serve our customers," says Jamie Reid, president of A.P. Reid. "In 2005 we opened three new offices and moved and expanded another, giving us a total of 10. We started the year with 42 staff and ended it with 54. Our goal for 2006 is to open another two or three offices. The main focus of this expansion is to get closer to our customers. We want to have an office within a 15-minute drive of virtually every A.P. Reid customer."

President Jamie Reid, and CEO Aileen Reid say the company has grown because of a willingness to innovate. A.P. Reid was one of the first insurance brokerage firms in Nova Scotia to offer group policies to organizations like the Investment Property Owners Association. They also take the time to find ways to work with clients that other insurers are afraid to touch. Jamie Reid believes the company prospers by seeing opportunities where others see problems.

Don Ferguson, VP, Atlantic, Insurance Bureau of Canada, says Ms. Reid's business model is unique in a field not always known for innovation.

Albert Bohelmer, CEO of Survival Systems, feels Aileen is almost a partner. "If you need her, she's there," he says. "There's no need to go anywhere else."

Jamie hopes to continue opening more A.P. Reid Insurance stores in more small communities across Nova Scotia to bring a good thing to more people and facilitate direct contact with clients. "We believe that we're the

largest insurance broker in Nova Scotia that didn't buy another company along the way," Jamie says proudly. "We've grown one customer at a time, and that's how we plan to keep growing."

***This is our motto:** We are responsible to our customers, our insurers, to our employees and to the community we serve. Our interaction with all segments of our industry must reflect the high standards we profess.*

Since the future of our company rests squarely on the knowledge, imagination, skills, teamwork and integrity of our employees, we value these qualities most highly, and because our employees have such a founda-

tion, we will expect excellent performance and dedication to their jobs; but we will earn their loyalty by providing an environment by which their imagination, teamwork and integrity will be valued.