

What makes A.P. Reid special?

Company is always working to meet specialized needs of its unique clients

A.P. Reid is very proud of the services it provides. They have strong ties with their customers and enjoy working with them.

The feeling is mutual. A.P. Reid customers appreciate their willingness to work with them and develop unique insurance packages.

"A.P. Reid specializes in creating specific insurance programs for unique groups of businesses or individuals," explains Jamie Reid, president. "Among our clients are: the Tourism Industry Association of Nova Scotia (TIANS), Sysco Foodservice, The Automotive Trades Association of Atlantic Canada (ATA), Sobeys/Empire, Grinners FoodSystems (Greco), the Investment Property Owners Association of Nova Scotia (IPOANS) and Michelin Tire. We've created programs for the members and/or

employees of all these groups.

"We develop specific insurance solutions 'in-house' to meet the specialized needs of our unique clients," explains Jamie. "We continue to search for and develop better ways to serve these clients. We're also constantly looking for new clients who need our specialized approach."

Although A.P. Reid could rest on past achievements, they strive for constant improvement and even better service. Their new Corporate Client Services Division actively manages current programs and seeks new and unique opportunities for growth. "This unit supports our growing number of branches in communities across our province," explains Jamie, "and provides our specialized customers with the best combination of local service and expert representation

available anywhere in the insurance industry today."

They offer automobile insurance, homeowner's insurance, commercial insurance (offshore projects, industrial projects, business insurance) and special programs, like the Tourism Industry Association of Nova Scotia Group Insurance Program. They are also experts in Nova Scotia's offshore projects.

The A.P. Reid website offers excellent information and services. You can change your policy online or get a quote and click on "definitions" to decipher confusing insurance lingo. They offer online brochures about various types of insurance and safety tips that help avoid accidents and lower premiums at home, on the road and in the workplace.

CEO Aileen Reid's opening remarks on the website say it best: "We believe we have a responsibility to society and that residential communities and business enterprise vitally need the services that our industry provides. We believe that A.P. Reid Insurance Limited, in particular is vitally needed because no one can provide those services as well as us."