



Shawn Brockley, Supervisor; Suzanne Hill, Insurance Advisor; Linda Gaetz, Regional Manager; Jamie Reid, President; pictured with one of three A.P. Reid Community Cruisers in front of their new Halifax Glass Service Centre in downtown Halifax.

A.P. Reid celebrating 30th year with year-long contest, \$10,000 grand prize

By Carol Dobson
Special Features Writer

Imagine having an extra \$10,000 in your pocket in time for the holiday season. To celebrate its 30th anniversary, A.P. Reid Insurance Stores is holding a year-long contest with \$10,000 as the grand prize. "There are a number of ways to enter the draw," says Jamie Reid, president of A.P. Reid. "You can be entered by requesting a quote, sending us a testimonial, visiting our booths at community events, referring your friends or following us on Facebook." Visit www.TheInsuranceStore.ca for updates on how you can enter.

This contest is in addition to the contests that A.P. Reid Insurance Stores across the province hold on a regular basis. Customers have the opportunity, during these bi-weekly or monthly contests, to win anything from tickets to major concerts to gas cards to power tools and entries in those contests will also qualify for the \$10,000 draw. Entering is as simple as dropping into an A.P. Reid Insurance Store to say hello, or by visiting www.TheInsuranceStore.ca.

"Our Facebook page is starting to gain popularity as this is where most announcements

about the contest are taking place," Reid says. "Every month, our fans are given additional chances to enter the draw as well as the ability to win smaller prizes." Central to the contest is the A.P. Reid website, www.TheInsuranceStore.ca, which will be growing and expanding to provide more information and assistance to clients as 2010 unfolds.

Already, customers can click on the site for information of the various insurance products A.P. Reid provides, request a quote for home, auto, life, health, and umbrella insurance policies, learn about the company's various group insurance options and find out about the myriad of community events and organizations A.P. Reid has supported through the years.

"We have a special section for testimonials," he says. "Anyone who submits one is automatically entered and we are planning on building our marketing around our clients who have told us their stories. "We are holding this contest for two main reasons. First, 30 years is a major milestone and A.P. Reid wants to thank the people who have enabled us to become so successful. Secondly, we're not done yet. We intend to use this contest to help attract an ever-growing number of clients who depend on us as their insurance broker. "This contest is a way to pull together all of our marketing throughout the year into one central theme and generate excitement among our clients, friends and employees."

A.P. Reid is now 'Atlantic Canada's National Insurance Brokerage'

By Carol Dobson
Special Features Writer

In 1980, Allen Reid made a sudden decision to leave the comfort of a "regular" job and strike out on her own as an independent insurance broker. She was in her twenties, a single mother, and up against a glass ceiling.

"She started from scratch," said Jamie Reid, president of A.P. Reid Insurance Stores. "She had gone as far as she could as an employee and wanted to have more control over her personal growth."

Since then, she became the first woman in Nova Scotia to receive the Chartered Insurance Broker designation and A.P. Reid Insurance Stores can be found in 15 locations throughout the Maritimes.

Through its ability to custom design insurance solutions and successfully manage group home and auto insurance services for national and international companies like Sobeys, Michelin and Greco Pizza, it now has clients from coast to coast. That's why it's become known as Atlantic Canada's National Insurance Brokerage.

"By being able to understand the forces in the marketplace, we've been able to get bigger to get better," he said. In fact, the guiding principle of the company has always been "exceeding

expectations." That rings particularly true when it comes to the company's approach to customer service.

Insurance brokers have the advantage that they work for their customers matching them with insurance products that best meet the customer's needs at the time. As chartered banks and financial institutions continue to make inroads into the industry, Reid feels his company's personal touch will continue to be beneficial to its clients.

"It comes down to more than price," Reid says. "If a customer has a policy with 'Company A' and the situation has changed so 'Company B' no longer fits that customer's needs, we can work with them to find a 'Company B' that will and we can do this because we have a number of different companies that we deal with."

Over the past number of years, as the company grew and changed with the times, succession planning became part of Allen Reid's business strategy and five years ago, her son Jamie, who literally grew up in the office, succeeded her as president of the company. "While she is still very involved with the company, bit by bit, she has started to step back to allow the rest of us to take over more and more of the operation," he said.

A.P. Reid would like to thank their suppliers and insurance company partners helping to make this feature possible.



COTTON CANDY
Great Minds Think Big University.



Gain Insurance and Guarantee Company

Special Advertising Feature

Some of the Recent A.P. Reid Winners!

Just a few of the recent winners in many of A.P. Reid Client Service Centres across the region.



By Carol Dobson
Special Features Writer

If you are an insurance advisor working in one of the A.P. Reid Insurance Stores across the province, you know that your desk will be free of the 'administrivia' that goes along with getting your job done.

A.P. Reid has an administration unit at its headquarters in Dartmouth that deals with that side of the business, freeing up advisors in the company's 15 satellite offices to focus on what they do best — assisting their customers.

Another thing that sets A.P. Reid apart is the location of its satellite offices. Company president, Jamie Reid, said the company has created a standard look for each insurance store and has also consciously chosen its locations. Currently, six of the insurance

stores are being upgraded in terms of furniture, equipment, infrastructure and decor to conform to the company's branding.

"You won't find our offices tucked away on the fourth floor of an office tower," he said. "We have chosen sites that are in prime retail locations in great neighbourhoods that are easily accessible to all."

A.P. Reid is also preparing to improve the hours the stores are open to reflect the changes in customer's lifestyles.

"Many see the insurance industry as being open Monday to Friday, 9 a.m. to 5 p.m.," Reid said. "We have two locations that are open on Saturdays and we are preparing to offer more extended evening hours as well. I know there are insurance brokers in British Columbia that are now open seven days a week.

If and when this trend moves eastward, we want to be ahead of it, not behind it."

He's also been busy working to harness the power of the Internet to not only provide information on insurance products but also to allow those consumers who prefer the internet the ability to request quotes, purchase insurance policies and even make day to day changes to their coverage and manage their premium payments on-line from the comfort of their own home 24-7.

In the next few months, A.P. Reid expects to have the first of many products ready for clients to purchase completely through its website.

Reid said that the company is entering its fourth decade in a growth mode.

A.P. Reid entering its fourth decade 'in a growth mode'



Allen, Founder and CEO, teaching a class in A.P. Reid's new classroom in their Dartmouth Headquarters.

"We have major staff developments happening,"... "We are anticipating growing our staff by 20 per cent in the next few years so we're looking for new college and community college graduates who want to get involved in the industry, who want to serve our clients, and who want to learn about the insurance industry from our experienced staff members."

Happy 30th Anniversary
A.P. REID INSURANCE STORES
from all of us at
Portage Mutual Insurance

Congratulations A.P. Reid Insurance from your friends at
COSECO INSURANCE COMPANY
RSA

Intact Insurance is proud to be associated with
A.P. Reid Insurance
CONGRATULATIONS ON YOUR 30th ANNIVERSARY AND BEST WISHES FOR CONTINUED SUCCESS
intact

Clarke MacDonald Design & Illustration
U.C.A.I.
Depended on by Insurance Brokers since 1995
www.ucai.ca

AXA
BLUE CROSS
CONGRATULATIONS A.P. REID ON 30 YEARS OF SUCCESS IN ATLANTIC CANADA.

THE DOMINION
Canada's Trusted Insurance Company

AXA
CONGRATULATIONS A.P. REID ON 30 YEARS OF SUCCESS IN ATLANTIC CANADA.

U.C.A.I.
Depended on by Insurance Brokers since 1995
www.ucai.ca

AXA
CONGRATULATIONS A.P. REID ON 30 YEARS OF SUCCESS IN ATLANTIC CANADA.

THE SOVEREIGN GENERAL INSURANCE COMPANY
Congratulates A.P. REID on their 30th Anniversary