

Are your clients climate smart?

CLIMATE SMART

CLIENT DISCUSSION GUIDE

Did you know?

- In 2018, severe weather events cost the Canadian insurance industry \$1.8 billion in insured losses—the fourth highest total in Canadian history, with 2016 seeing a record \$3.6 billion in losses.
- Canadian affluence is on the rise, with more Canadian homes having finished basements, complete with big-ticket items and high-end furnishings, leading to ever higher replacement costs.
- Water damage, coupled with a shortage of contractor availability, is leading to major lifestyle disruptions and higher costs for Canadian consumers.

Common types of water damage

1. Sewer back-up
2. Burst plumbing pipes and appliance hoses
3. Leaking hot water tanks
4. Overflowing sinks and toilets
5. Leaking roofs
6. Overland flooding

All across the country, damage caused by water is on the rise. Given the reality of global climate change, all signs are pointing toward this becoming an increasingly prevalent issue for home and small-business owners in Canada.

Are your clients equipped with the knowledge to prevent future water damage? Are they aware of the actions to take if damage occurs? Do they know what their policy does—and doesn't—cover?

Use this guide to start a conversation with your clients about their policies and help them become climate smart.





Top five questions to ask your clients

1. Have you ever been impacted by flooding or any other kind of water damage? If not, do you know someone who has?

Talking point: Mention some of the common causes of water damage and reinforce that it's becoming a more prevalent issue.

2. Have there been any changes or renovations to your property? We should review these to see if we need to make any changes to your policy as well.

Talking point: Talk them through their policy, highlighting what is and isn't covered if water damage occurs. Recommend any additional coverage that you feel is appropriate, such as our Waterproof Coverage™.

3. Would you know what to do if water damage were to affect your property?

Talking point: Reiterate that they could be affected by water damage as it is becoming more common. Share our water damage tip sheet from rsagroup.ca/water, which details what they should do if their property suffers water damage.

4. Would you like to learn more about how to prevent water damage?

Talking point: Highlight that even with the best coverage, water damage can cause significant loss and inconvenience—so it's always best to be prepared. Share the water damage tip sheet from rsagroup.ca/water for useful tips on how to do so.

5. Do you know how quickly your insurer would be able to react if you made a water-related claim?

Talking point: Tell them about our Hassle-Free Claims® service and our aim to settle every claim fairly and quickly. We're here to help 24 hours a day, seven days a week, 365 days a year.

Share our helpful tips for homes and small businesses with your clients to help minimize the risk of water-related damage and protect their property and valuable possessions.

Visit rsagroup.ca/climatesmart for more useful client resources.