



## **NAVACORD WELCOMES NEW BROKER PARTNER**

### **Toole Peet Insurance**

**November 3, 2017**

Navacord Inc. is pleased to announce its partnership with the successful and historical Calgary-based brokerage firm, Toole Peet Insurance. This opportunity expands Navacord's connections even further with entrepreneurial insurance brokers across Canada.

Proudly serving Albertans for more than 100 years, Toole Peet has a large and broad customer base in both commercial and personal insurance. Effective November 1, 2017, Toole Peet will join Navacord's six other nationwide brokers, to become a partner.

Navacord focuses on growth and momentum, and by partnering with brokerages like Toole Peet that enhance its depth of knowledge and insurance expertise, Navacord's vision remains on track. "Our team seeks out the best in our industry, and we feel Toole Peet is a perfect match for Navacord for us to succeed together," said Shawn DeSantis, Navacord President and CEO. "Their long-term industry experience and genuine relationships with clients will enhance our whole organization's ability to provide customers with exceptional service."

"Our team looks forward to partnering with Navacord to enhance our brand and offerings, while broadening our network," said Toole Peet's President, Larry Toole. "We will maintain our local autonomy and focus on quality and timeliness for our long-standing customers but will have more vigour in future business as a Navacord partner."

Larry Toole, and Colin Toole (Managing Director) will continue to lead the company that will still operate under the name Toole Peet. This partnership with Navacord will increase the buying power, talent development, expertise, and innovation that Toole Peet offers, yet the brokerage will maintain its autonomy, local family feel, and recognized brand.

Navacord's leadership team continues to pursue partnership strategies that provide opportunities of growth for the whole group of companies. Its business plan remains geared towards shaping the national brand and building regional broker operations across Canada.

"Toole Peet's century-long history in Alberta gave us comfort knowing their stability in the industry and customer relationships were genuine and strong," said T. Marshall Sadd, Executive Chairman at Navacord. "We look forward to the future of this collaboration and welcome Toole Peet's innovative team to join our entrepreneurial group. "

## ABOUT NAVACORD

Navacord Inc. is the preferred partner for insurance brokerages looking to maintain their unique identity and culture while looking to grow and procure a deeper support system for their customers. With a focus on providing enhanced risk services, sector expertise, strategic capital, and access to carriers, Navacord supports its partners across Canada in long-term, strategic growth. Currently with seven partners across the country that share experience, innovation, talent development, administrative support, and buying power, Navacord's business model enables new partners to remain largely employee-owned, all clients to receive local, personalized service, and the Navacord partnership group to focus on organic growth.

### BRANDS OF NAVACORD



[www.navacord.com](http://www.navacord.com)

## ABOUT TOOLE PEET

In 1887, George Peet opened an agency in Calgary with many offerings to the city, including real estate and insurance and then Barney Toole formed a partnership with George Peet in 1905. The more than a century-old brokerage remains true to its family roots and proudly serves Albertans for a wide variety of commercial and personal insurance needs. With a focus on timely and cost-effective service, Toole Peet has been selected by Calgarians as the Consumers Choice Awards winner (Insurance Agents and Brokers) for the past seven years.

[www.toolepeet.com](http://www.toolepeet.com)

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