



FOR IMMEDIATE RELEASE

Navacord expands benefits practice to Maritimes with addition of Cooke Capital

TORONTO, August 17, 2020 – As they continue to build out their national benefits practice, Navacord Corp., one of Canada’s top four commercial insurance brokerages and a leader in risk management services, is pleased to announce the addition of PEI-based Cooke Capital, effective August 13, 2020.

Founded in 2003 as a division of Cooke Insurance Group, the Maritimes’ largest P&C broker, Cooke Capital specializes in affordable, custom group benefit plans and solutions to help mid-market businesses attract and retain valuable employees in a competitive landscape. The partnership offers synergies across the companies between P&C and benefits lines of business, and supports Navacord’s business strategy of providing a more robust platform of product offerings as they expand their benefits practice.

“Cooke Capital complements Navacord’s business and is one of the few firms in Canada that has successfully cross-sold P&C and benefits,” says Shawn DeSantis, Navacord President and CEO. “In addition to expanding our reach to the Maritimes, Danny and his team bring a lot of value to our benefits practice and we are pleased to welcome them to the Navacord family.”

Thanks to a unique ownership and operating model, Navacord continues to attract a strong pipeline of entrepreneurial brokers across the country, placing them among the leaders in the Canadian benefits market.

“Joining Navacord provides Cooke Capital with economies of scale to grow the operations and add national clients, while retaining their local brand and organizational values,” says T. Marshall Sadd, Executive Chairman of Navacord. “Like many entrepreneurial brokers, they are strong builders who have developed a successful business strategy and partnering with Navacord only enhances what they are already doing well.”

About Navacord

Founded in 2014 and headquartered in Toronto, Ontario, Navacord is one of Canada’s top four commercial insurance brokerages and a leader in risk management services with more than \$1 billion in premiums. From commercial and personal insurance to surety, employee benefits, and retirement consulting, Navacord leverages national strength and a wealth of resources with the local-touch service of industry-specialized Navacord Broker Partners to deliver the trusted advice, expertise and custom insurance solutions our clients need to face the future with confidence.

With a unique ownership model and value proposition, Navacord is the preferred partner for entrepreneurial insurance brokerages seeking to grow as a part of something bigger, while maintaining their distinct identity and culture.