



FOR IMMEDIATE RELEASE

## Waypoint Insurance grows North Shore presence with addition of Lynn Valley Insurance

**NORTH VANCOUVER, BC, January 6, 2021** – Waypoint Insurance, Navacord’s premier Broker Partner in British Columbia specializing in top-tier P&C insurance products unique to life on the West Coast, is pleased to announce the addition of Lynn Valley Insurance, effective January 4, 2021.

Founded by Alex Maier in 1984, Lynn Valley Insurance focuses on providing home and auto insurance to North Vancouver residents, along with a commercial book of business. Lynn Valley is well-known and respected in the North Shore thanks to the Maier’s active involvement and investment in the tight-knit community.

“Lynn Valley and Waypoint are equally matched in terms of both a commitment to customer service and passion for entrepreneurship,” says Tony Hayes, CEO of Waypoint Insurance. “We look forward to working closely with Mel and Alex as we continue to grow and further deepen our relationships in the North Shore community.”

With a long history that dates back more than 140 years, Waypoint is a large brokerage that prides itself on maintaining a small community feel. In the coming months, Lynn Valley will transition to operate under the Waypoint Insurance brand, but colleagues, clients, industry associations, and partners alike can expect a continued commitment to service excellence and expertise with the added resources and strength of a national firm.

The addition of Lynn Valley furthers Waypoint’s strategy of continuing to build in North Vancouver and the Greater Vancouver area through like-minded brokers. It also enhances Navacord’s position in the province, supporting their vision of building the great Canadian brokerage and is expected to be one of many announcements through 2021.

### About Waypoint Insurance

Waypoint Insurance, a Navacord company, is a BC-based brokerage that offers the product, knowledge and stability of a large brokerage with the service and attention of a boutique firm. Waypoint believes in building strong relationships with its clients and insurer partners to help the communities it serves. With a long history that dates back more than 140 years, Waypoint boasts 18 locations, arranging over 100,000 Automobile, Home and Commercial Insurance policies annually for clients in British Columbia. We are prepared for the future and committed to providing you with peace of mind through expert advice and a superior range of product offerings.

### About Lynn Valley Insurance

Founded in 1984 in North Vancouver, Lynn Valley Insurance specializes in home and auto insurance, providing clients with peace of mind through passion and experience. The team at Lynn Valley have always been actively involved in the community and contributed to many fundraisers over the years in support of the families and businesses in which they serve.