

**BROKERLINK'S INTEGRATION PROCESS ATTRACTS FOUR BROKERAGES**

*Godfrey-Morrow Insurance and Financial Services Ltd., Reddick & MacDonald Ltd., McFarlane and Company Financial Group Limited and Banks Insurance Services Inc. join BrokerLink*

TORONTO, ONT., May 4, 2017 – Two Ontario brokerages, Reddick & MacDonald Ltd. and Banks Insurance Services Inc. and Alberta-based brokerages Godfrey-Morrow Insurance and Financial Services Ltd. and McFarlane and Company Financial Group Limited announced today they will join BrokerLink. The company is one of the largest Canadian property and casualty insurance brokerages and terms of the transactions, effective May 1, 2017, were not disclosed.

The four brokerages decided to join BrokerLink in part because of the company's integration process, which creates a seamless onboarding experience for both customers and employees.

"We put a lot of thought into selling our business. Ensuring our staff and customers had a smooth transition was crucial," said Hugh McTavish, president of Godfrey-Morrow. "BrokerLink's integration process facilitated the transition we wanted. All the details were handled, which allowed us to focus on educating our employees and customers about joining BrokerLink."

The opportunities BrokerLink provides for employee development were important for Greg Reece, president of Reddick & MacDonald Ltd.

"When you sell a business, it's more than just about the bottom line," said Reece. "We have the livelihoods of our employees to consider, which includes career opportunities and professional development. By joining a larger organization like BrokerLink, our employees will have opportunities to further advance in their skills and profession."

BrokerLink's access to a wide variety of insurance markets and products was an important factor for McFarlane and Company Financial Group Limited.

"Joining another organization can feel like uncharted territory," said Drew McFarlane, president of McFarlane and Company Financial Group Limited. "However, we were reassured by BrokerLink's access to numerous insurance products and markets. We know our customers will have the right options to meet their needs."

The benefits of scale for areas like human resources, information technology, marketing and finance were an important aspect of joining BrokerLink for Banks Insurance Services Inc.

"As a business owner, you wear many "hats" such as marketer and accountant," said Pamela Banks, president. "BrokerLink has dedicated resources to help lighten the load, which lets the business owner and broker focus on the customer."

Peter Weightman, president of BrokerLink, said the integration process is key to simplifying the decision to join another organization.

"Selling a business is not an easy decision, which is why we have devoted significant time and resources to our integration process," said Weightman. "We want to simplify the process and give business owners the confidence that the needs of their customers, employees and business operations are in good hands."

**About BrokerLink**

Established in 1991, the BrokerLink companies, which include Canada BrokerLink Inc., Canada BrokerLink (Ontario) Inc. and Macdonald Chisholm Incorporated, together constitute one of the largest Canadian property and casualty insurance brokerage operations with over 115 offices supported by more than 1,400 employees across Ontario, Alberta and Atlantic Canada. The BrokerLink companies are subsidiaries of Intact Financial Corporation (TSX: IFC).

**Reddick & MacDonald Ltd.**

Reddick & MacDonald Ltd. was established in 1949 and is a family owned business. Located in Ottawa, Ont., the company is a full-service brokerage. The company also operates in Stittsville, Ont. under the Hudson Insurance Limited brand.

**Banks Insurance Services Inc.**

Banks Insurance Services Inc. serves south-western Ontario and is based in Belle River. The brokerage provides home, auto, commercial, marine and farm insurance.

**Godfrey-Morrow Insurance and Financial Services Ltd.**

Godfrey-Morrow Insurance and Financial Services Ltd., located in Calgary, Alta., can trace its roots back over 90 years in the community. The company is a full-service brokerage offering a wide range of insurance products to over 14,000 customers in Alberta.

**McFarlane and Company Financial Group Limited**

Based in Calgary, Alta., McFarlane and Company Financial Group Limited has been in operation since 1983. The company provides personal and commercial insurance expertise.

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For media inquiries about the Ontario acquisitions, please contact:

Paul Meyer  
Head of Acquisitions  
416-860-5253  
pmeyer@brokerlink.ca

For media inquiries about the Alberta acquisitions please contact:

Keith Jerke  
Head of Alberta  
780.471.9491  
kjerke@brokerlink.ca