



ROGERS VS. A DIRECT WRITER

Consumers now have more options than ever before when purchasing insurance, but there are still two primary ways to buy insurance - through a **broker** or a **direct writer**. So how do you know what is best for you? The top reasons to choose Rogers, a truly independent broker, are:

COST

A broker can provide better pricing options than direct writers. We can access multiple markets and our insurers provide us with preferred rates to keep premiums low.

Why would insurers provide special pricing? Because their risk is lower. Our brokers are trained to provide the right coverage for you. This means any claims you submit are easier to resolve and less costly for the insurer.

**ALL IT TAKES
IS ONE CALL
1.866.335.7325**



EASE

Most direct writers rely heavily on a rotating call centre or online quote system to minimize cost. At Rogers, we know your time is valuable and encourage you to speak with one of our expert brokers.

You will only ever have to deal with your dedicated broker. Should you prefer to email us, we will respond to all quote requests personally by email or a phone call when it is convenient for you.

PEACE OF MIND

Your dedicated broker will review your policies and explain what types of coverage are available as your needs change. Direct writers tend to put too much focus on the consumer to read their own policy and prefer low risk policies, leaving anyone with non-standard requirements feeling abandoned.

SERVICE

When you submit a claim to a direct writer, they are the judge and jury. If you disagree with their settlement decision your negotiating position is limited. With Rogers, you gain an advocate who will speak on your behalf. We always act in your best interest because **YOU** are our client.

Making changes, requesting documentation and getting answers can be frustrating with direct writers. **We are not a call centre.** Rogers is employee-owned and we take a human approach to insurance. We will ensure that you know your options, understand your choices and receive the coverage you need with the service you deserve.

EXPERIENCE

Large call centre staff often lack insurance knowledge outside of that company's specific home and auto policy offering. Rogers has taken care of families and businesses across Western Canada since 1977. Drawing on this depth of experience, our licensed insurance experts are prepared to provide for all of your insurance needs.

FOR MORE INFO AND A NO OBLIGATION QUOTE

Toll Free 1.866.335.7325
Calgary & Area 403.296.2700
group@rogersinsurance.ca