

Acera Insurance partners with Rushton Agencies

Expands operations in Central Alberta



CALGARY, July 11, 2023 — Acera Insurance Services Ltd. is pleased to announce it has partnered with Rushton Agencies Ltd.

Rushton Agencies is a trusted independent brokerage that has provided insurance solutions to individuals, farmers and businesses in and around Stettler, AB, for more than 100 years.

This transaction expands Acera Insurance's operations in central Alberta, where it has had dedicated teams in Red Deer and Sylvan Lake for several decades.

"The longevity of Rushton Agencies demonstrates that Canadians deeply value working with a local independent brokerage that puts their best interests first," says Bruce Rabik, Chief Operating Officer of Acera Insurance. "We are excited to welcome Rushton Agencies to Acera Insurance as this partnership reinforces our commitment to strengthen the independent brokerage model across the country."

The Rushton Agencies transaction closed on June 30. While Rushton Agencies will fully transition to Acera Insurance in the coming months, its deeply rooted local presence and community support will remain.

"We have worked diligently to find the right partner for this exciting evolution of Rushton Agencies," says Steve Babcock, President of Rushton Agencies. "Joining Acera Insurance offers our clients the best of both worlds — Stettler maintains a local, independent brokerage and dedicated community partner and gains greater access to markets and insurance products."

Acera Insurance has a proven track record of successfully combining the strength and stability of independent firms across Canada. Operating without insurance carrier or foreign ownership, Acera Insurance offers independent and locally owned brokerages the unique opportunity to increase scale while ensuring clients continue to receive personalized, impartial insurance solutions from the local team they have come to trust.

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About Acera Insurance

Acera Insurance is one of the largest independent, employee-controlled brokerages in Canada. With 1,000 employees in over 60 offices across Canada, \$1 billion in gross written premium and over 550 employee owners, Acera Insurance provides custom insurance and risk management solutions for personal and commercial clients nationwide, including comprehensive group benefits capabilities. Built upon the solid foundation of several award-winning firms, Acera Insurance brings greater value, expertise and resources to individuals, families and businesses across the country.



For Interviews

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