

FOR IMMEDIATE RELEASE

Acera Insurance expands partnership with Rogers Mclean Shaw



CALGARY, July 18, 2023 — Acera Insurance Services Ltd. is pleased to announce it has merged operations with Rogers McLean Shaw Insurance Ltd.

Rogers McLean Shaw is a leading independent brokerage in Edmonton, AB, and has been providing outstanding personal and commercial insurance solutions for over 65 years.

As part of this transaction, Rogers McLean Shaw will fully transition to become Acera Insurance. The two organizations first formally partnered in 2020, when Rogers Insurance — one of the founding firms of Acera Insurance — purchased a significant minority interest in Rogers McLean Shaw.

“Expanding our partnership to fully amalgamate with Acera Insurance is extremely beneficial to our clients as it allows us to provide greater choice and competitive solutions for all their insurance needs,” says Doug Laird, President, Rogers McLean Shaw. “The move also ensures we remain local and independent, which empowers us to maintain the personalized, unbiased service our clients have come to trust and expect.”

Acera Insurance is one of the largest independent brokerages in Canada, with 1,000 employees in over 60 locations across the country. It is also the only Canadian brokerage to be widely owned by its employees, with over 550 dedicated employee owners including 55% of Rogers McLean Shaw staff.

This transaction supports Acera Insurance’s longstanding dedication to build scale and strengthen the independent brokerage model to provide truly customized, comprehensive and competitive insurance and risk management solutions to Canadians.

“Rogers McLean Shaw’s longevity, reputation and dedication to its clients is impressive,” says Lee Rogers, CEO, Acera Insurance. “We are excited to have our valued partner join Acera Insurance, as this supports our mutual commitment to putting our clients first. With this transaction, Edmonton maintains a strong, local and wholly independent brokerage that excels at providing impartial and expert commercial insurance, personal insurance and group benefits solutions.”

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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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