



# Insurance-Buying Tips

*Insurance is a significant investment. Before you purchase coverage, getting answers to key questions can help you make informed decisions.*

While the following list is not exhaustive, when buying [auto](#), [home](#) or [business](#) insurance, consider:

1. *What are your specific insurance needs? For instance:*

- a. What coverage is [mandatory](#) for your vehicle? What's optional?
- b. What is the [replacement value](#) of your home and its contents?
- c. Is your [business home-based](#)? What risks are unique to your industry? What [risk management](#) strategies have you implemented?

2. *Is there value in bundling several policies with one insurance company? Consider that multi-policy discounts or loyalty programs may be available for:*

- a. Insuring multiple vehicles as well as several drivers who live in the same household
- b. Adding coverage for your [classic car](#), [motorcycle](#) and/or [seasonal vehicle](#).
- c. Insuring your [cottage](#), [boat](#), and/or [recreational property](#) with the same company as your primary residence
- d. Including multiple types of [business](#) coverage such as [Directors' and Officers' Liability](#), [Commercial Property](#) and [Special Events Liability](#).

3. *Who can best fulfill my needs? There are different ways to secure appropriate coverage, such as buying:*

- a. Directly from a [private insurance company](#), through a call centre or website (companies that sell insurance this way are called "direct writers")
- b. Through an agent who sells insurance for just one company
- c. Through a broker who deals with multiple insurance companies

4. *Where to find an insurance representative?*

- a. Looking for a direct writer? You can contact the [Canadian Association of Direct Relationship Insurers \(CADRI\)](#) (<http://www.cadri.com/>) or call **416-773-0101** for a list of CADRI members.
- b. Considering an insurance agent? You may want to ask a trusted relative, friend or business associate for a referral.
- c. Seeking a broker to investigate the marketplace on your behalf? In addition to a personal referral, you can also contact your provincial insurance brokers' association or the [Insurance Brokers Association of Canada](#) (<http://www.ibac.ca/>).
- d. Require a broker for a specific insurance company? Contact the insurance company directly or visit its website. The company will be able to direct you to an appropriate broker.

5. *Ready to interview a potential insurance representative? Questions you may want to ask include:*

- a. Are you appropriately licensed in this province? To verify that an agent or broker is licensed to sell insurance, contact the licensing body for your province.
- b. Are these the lowest policy prices?
- c. How can I save money by changing my deductible?
- d. What are the cancellation rules?
- e. Is the claims service available 24/7/365?
- f. If I'm in a vehicle collision and it's my first one, how will it affect my premium? What happens after one or more speeding tickets?