

Empowering brokers and homeowners to build resilient communities

Gore Mutual's Andy Taylor, CEO, and Kate Hogan, VP, Marketing, Communications, and Distribution, share how climate change is impacting homeowners in recent 2024 Purpose Insights Report.

As climate change intensifies, Canadian homeowners face new risks and are looking to trusted advisors—especially brokers—for guidance on protecting their homes and financial well-being. Gore Mutual's latest *2024 Purpose Insights Report* highlights both the impact of the increasing frequency of extreme weather events on homeowners and the crucial role brokers play in building community resilience.

The broker advantage: Trusted advisors in uncertain times

The report reveals that while 66% of homeowners worry their insurance may not cover significant climate-related damages, only 40% recall receiving communication from their insurer on this topic. Homeowners want more than just policies—they want understanding and guidance, making brokers essential in educating clients about managing climate risks.

Three key ways brokers can make a difference

1. **Policy clarity:** Empowering clients by clearly explaining their coverage and identifying any gaps. This ensures clients are informed and confident in their level of protection.
2. **Home resilience tips:** Suggesting home upgrades, like reinforced roofing or water barriers, can reduce clients' risk and increase property value. Gore Mutual's research shows clients appreciate these insights, especially when they lead to long-term savings.
3. **Planning for tomorrow:** With the rising costs of insurance due to climate impacts, brokers can help clients anticipate future premiums and explore strategies for long-term affordability.

Gore Mutual's commitment to purpose-driven insurance

Gore Mutual is committed to sharing its research and knowledge to inspire the change that needs to happen. Insurers, brokers, governments, and homeowners must work together to build resilient communities and strengthen our collective ability to anticipate, adapt to, mitigate, withstand, and recover from natural disasters. By providing research and best practices, Gore Mutual equips brokers to lead critical conversations that reinforce client trust and encourage proactive risk management.

For a comprehensive look at how brokers can help build resilience in Canadian communities, we invite you to explore our [2024 Purpose Insights Report](#). Let's work together to ensure our communities are ready and equipped to face climate-related challenges ahead.

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