

RSA Canada eyes expansion as GCAN deal closes

RSA Canada is stepping up its efforts to expand its commercial, personal and large commercial and specialty lines offerings following last year's acquisition of GCAN Insurance. "Since bringing together our organizations to create the new large commercial and specialty group, we have benefited from strong synergies and have enjoyed demonstrable success in the market," RSA Insurance executive vp Shawn DeSantis said.

With the legal amalgamation of GCAN and RSA approved by OSFI as of Jan. 1, 2012, the large commercial & specialty division now sits under the banner of the RSA banner. RSA has also developed a new definition for its commercial business, which is segmented by premium size. The commercial division is set up to handle customers with commercial premiums less than \$25,000, Canadian operations, mainly local sales and lower hazard exposures.

In personal insurance, the company is shifting focus from a generalist only insurer to also writing specialists' insurance, building on its Advice Based Customer strategy.

While continuing to write traditional home and auto insurance, RSA will now recruit and retain consumers by covering their specialized products, combining the flexibility and service of a niche insurer with the scale and capacity of a generalist insurer.

RSA's specialized personal lines offering includes a recently launched private client insurance for high net worth clients, and RSA Travel, which was created following RSA's 2011 acquisition of etfs. "We're very excited to be able to present customers with a stem to stern proposition that covers every facet of p&c insurance needs," Mr. DeSantis said.

"RSA works closely with our broker partners to identify and deliver market leading products and service. "Our strategy is unique in the Canadian market, and it's working well for us. We're looking forward to the continued evolution and rollout of our strategy throughout 2012."