

Bridge Financial Insurance Ltd. joined BrokerLink

TORONTO, February 4, 2019 – Alberta-based Bridge Financial Insurance Ltd. (“Bridge”) announced today they will join BrokerLink (the “Company”), one of the largest Canadian property and casualty insurance brokerages.

The transaction was effective February 1, 2019. Terms of the transactions were not disclosed.

Bridge was established in 2012 in Edmonton and grew through acquisitions, with offices in Edmonton, Bonnyville and Cold Lake. Bridge offers a comprehensive and flexible suite of personal and commercial insurance products.

The two principals of Bridge will take a consultancy role to ensure the smooth transition to BrokerLink. “Our priority has always been our customers and our employees. By joining BrokerLink, we know our customers will be treated well and have the right options to meet their needs and our employees will benefit from all that BrokerLink has to offer”, says Doug Rae, President of Bridge.

Bridge’s values in customer service, development in employees, innovative products to better serve their clients and contributing to communities align well with BrokerLink’s values.

Joe D’Annunzio, BrokerLink’s President, says the company will continue to provide superior service to customers, and Bridge’s suite of options will be augmented with several new insurance providers that BrokerLink currently offers.

“This acquisition was a natural fit for BrokerLink,” says D’Annunzio. “We admire Bridge’s strong community ties in the areas they serve, and we believe this will serve us well as we transition Bridge to BrokerLink.”

About Bridge Financial Insurance Ltd.

In November 2012 Bridge Financial Insurance Ltd. was incorporated as a subsidiary of Bridge Financial Insurance LP. The intent of the Edmonton head office is to provide support for the Cold Lake and Bonnyville locations in addition to acting as a base for expanding Bridge's presence in the Edmonton market.

About BrokerLink

Since BrokerLink was established in 1991, we’ve had a vision: to build a network of trusted insurance brokers across the country, working directly in the communities we serve. Forward to today, and we’re proud to say that BrokerLink has become one of Canada’s largest and most reliable insurance brokerages.

To learn more about BrokerLink, visit our [About Us page](#).

<https://newsroom.intactfc.com/2019-02-04-Bridge-Financial-Insurance-Ltd-joined-BrokerLink>