



## **Insurance Brokers Help Aspiring Brokers with new *Becoming an Insurance Broker* Video**

TORONTO, April 22, 2009, The Insurance Brokers Association (IBAO) is proud to announce the official launch of their *Becoming an Insurance Broker* video on InsuranceWorks.ca's career coach site. Aspiring brokers can hear from Brokers directly about the benefits and opportunities a career as a broker can offer.

The video provides aspiring brokers insights into the vital role brokers play in the insurance industry. Brokers from across the province are seen throughout the video speaking about their role as a broker and the many benefits of the broker channel.

"Being a broker is very rewarding," said Tim Kauk, President of IBAO's Young Broker Council. "We work for consumers and our communities. It's great to see brokers come together to share our passion and love of our job with people just starting out in the insurance industry."

IBAO members are property/casualty insurance brokers and are found in virtually every community across the province of Ontario. Insurance brokers provide consumers with choice, offer independent advice, advocate for their clients and recommend insurance coverage that fits consumers' individual needs.

InsuranceWorks.ca is the premier site for the insurance community. The site has nearly 16,000 registered jobseekers from across Canada and has evolved from an online recruitment site dedicated to the insurance industry to a true online community for the Canadian Insurance Industry. Their comprehensive resume posting services, Career Coach videos/articles and resource links provide insurance jobseekers with the guidance they need to find employment in the insurance industry.

Insurance brokers are known for their commitment to their community and industry. Anyone looking to become an insurance broker and looking for more information can contact IBAO at [www.IBAO.com](http://www.IBAO.com).

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*The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 10,000 independent Property & Casualty Insurance Brokers in the Province of Ontario.*

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