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## **LLOYD SADD INSURANCE BROKERS INSURING GROWTH IN ALBERTA**

**THE MAGAZINE FOR LEADING INDUSTRY EXECUTIVES**

# Insuring Growth in Alberta

*Produced by Cathi Sachs & Written by Shelley Seyler*

From health insurance to life insurance, just the thought of these necessities can send chills up the spine of even the most steady business owner. Navigating the spiels can often feel like what you're being sold is just more, not more of what you need.

This is exactly what Lloyd Sadd Insurance Brokers does not do. The firm operates on a relatively simple premise: "Understand your clients' business and you'll understand their insurance needs." And this is exactly what is different about Lloyd Sadd. It's not about being big; it's about being a business partner.

Under the leadership of T. Marshall Sadd, the firm's president and the great grandson of the firm's founder, Lloyd Sadd has begun to focus on a niche that was not previously filled in the construction industry. Founded in 1941, the firm is headquartered in Edmonton, Alberta, and operates with about 95 employees, 20 of whom are dedicated solely to the construction market. Seeing other brokers sell as much as possible to increase growth, Marshall had a different idea once he came to his position in 1999: He refocused the firm's objective to be one that partners with its contractors.

Specific coverage options include contractors' liability, developers' liability, builders' risk, environmental contractors, and environmental site coverage. The firm can cover every phase of the construction process, from design through the finished product. Lloyd Sadd works closely with its contractors and project owners to develop the best solution available. This includes risk engineering and claims service to help keep risk management costs under control.

## Helping Them Grow

If one were to summarize the purpose of insurance, growth would not likely be on the list. But Lloyd Sadd looks to add what could be a deciding factor in its clients pursuit of jobs. "We are focused on surety and risk management and we help them grow," explains Garth Lane, partner and sales manager of Lloyd Sadd. "I am a business partner not an expense."

Lane has been in the insurance and risk management industry since 1978 and came to Lloyd Sadd in 2000. He is responsible for the development, design and delivery of unique solutions that protect the firm's contractor clients.

The firm knows that contractors love to build. They also love to stay lean. Putting two and two together, Lloyd Sadd realized that it could fill a hole in the market by both keeping companies safe and helping them build a competitive advantage. "We do the stuff contractors hate to do; if they are going to hire, then they are going to hire someone who can build stuff," jokes Lane. "We want to do the things



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RSA has the expertise in construction and contracting insurance to keep you moving.

To find a broker near you and for more information visit [www.rsagroup.ca](http://www.rsagroup.ca).



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# Safeguard Your Business With Good Communications

By Brian Cane, Assistant Vice-President, Construction Insurance and Stephen Panciuk, Vice-President, Architects and Engineers Insurance, ENCON Group Inc.

Construction projects come in all shapes and sizes — but the one constant is the liability exposure for both the professionals involved and the property itself.

When working on a construction project, all team members — from the owners, consultants, contractors, subcontractors, to designers — need to focus on risk management. As this specialized team of experts works together, one of the best ways to minimize the risk of potential liabilities is to practice effective communications.

The following five tips will help to ensure good communications among all the team members:

- 1) Have a clear and concisely written contract** – Deal in-depth with the issue of field services.
- 2) Clearly define roles and expectations** – All team members should fully understand the job mandate.
- 3) Assign a point person to co-ordinate communications among team members** – A senior person should assume responsibility for inter-disciplinary co-ordination.
- 4) Establish milestone goals, with dates attached** – Develop a schedule of field services – when they should be done and by whom.
- 5) Use effective change order communications** – Use written records for design changes, substitution of materials, or changes in the contract or mandates.

Putting these tips into practice will go a long way to minimizing your liability exposures. However, be sure that you also have the right coverage in place to protect your project and the professionals involved.



For more than 40 years, ENCON has offered a variety of coverages that address the risks presented by major and complex projects. Our construction insurance products address the range of insurance concerns associated with construction projects and provide

the added advantage of one claims management facility to address claims.

ENCON also provides professional liability coverage for professional services in commercial construction or design-build projects, and for architects and engineers in private practice or working in firms.

Our insurance products are sold through a network of licensed brokers across Canada, including Lloyd Sadd Insurance Brokers, one of ENCON's Esteem brokers.

For more information, visit [www.encon.ca](http://www.encon.ca).

that, if we didn't do it, they would have to hire internal administration or not do it at all."

What exactly does this look like? It goes beyond someone calling for a policy. "We are not an order taker, we want to know the best ways to get the best terms and conditions," says Lane. To that end, the firm invests time in its contractors' businesses to help reduce their total cost of risk, which makes them more competitive and more profitable.



By using its industry focus to comprehensively know each customers' specific facets and potential needs, Lloyd Sadd also helps its contractors become more attractive when negotiating jobs and relationships. "We want to be on the revenue side of our contractors not on the expense side," says Lane. Lloyd Sadd does this by having a true understanding of the construction industry and marrying it with its expertise in risk management. Lloyd Sadd's coverage and networking has come together to lower costs and raise coverage during the erection of numerous buildings throughout Alberta, including major towers, large condo complexes, apartments, and business complexes. Most recently, the firm was involved with a large biodiesel facility.

### Constant Reevaluation

One of the other cornerstones that makes Lloyd Sadd unique is its belief in reevaluation. "We are always asking, 'What makes us better? What makes us different?'" If we ask and we get air space then we go back to the drawing board," says Lane.

Lloyd Sadd makes it a point to be different. Having partnerships with its contractors, it seems the firm can certainly be said to be unique; and in a way that serves its contractors and the industry well. ■

## COMPANY AT A GLANCE

Established : 1978

Lloyd Sadd Employees : 90

President : T.Marshall Sadd

Sales Manager : Garth Lane

[www.lloydsadd.com](http://www.lloydsadd.com)

## KEEPING YOUR BUSINESS MOVING WITH THE RIGHT INSURER

It's a good time to be in the construction industry.

The sector got a major boost from the Canadian government in 2009 with billions of dollars in investment to expand and accelerate infrastructure spend. While other industries struggle in this tough economy, it seems a beacon of hope is shining on the construction sector.

As construction companies take advantage of these opportunities, projects are likely to become more complex. It is now more important than ever for industry partners to keep pace with infrastructure advancements, and insurers are playing an increasingly important role.

In a demanding environment when risk management can slip down the list of priorities, insurers can provide significant support. The advice of an insurance risk manager can have an impact on the well-being of your business, your equipment and yourself – not to mention your bottom line and the outcome of your insurance contracts.

Dan Johns is the National Leader of Construction, Contracting & Renewable Energy at Royal & Sun Alliance Insurance Company of Canada (RSA), an insurance company that specializes in these sectors: "My best piece of advice for businesses in this industry is to pick an insurance partner who has the expertise and know-how to support you as your business develops. Our brokers and clients continue to work with us because we have global expertise and people specifically trained in the construction, contracting and renewable segments. That includes everything from risk control, to civil engineering and claims."

Already a leading renewable energy insurer, RSA recently reinvigorated their construction and contracting products and services to ensure a broader reach. The key to their offering is finding the right solution for every construction business. Recognizing the diversity and development in the industry, RSA provides insurance for a wealth of different sized projects, operations and businesses, and supports the offering with risk control expertise and hassle-free claims service.

An established insurer with a proven track record of delivery in the construction sector, RSA offers Construction and Contracting insurance with a focus on infrastructure and civil engineering. Best of all, RSA offers security and protection to keep your business moving.

Speak to your local broker about insuring your construction and contracting business or renewable energy project with RSA, or visit [www.rsagroup.ca](http://www.rsagroup.ca) for more information.



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