



Jeff Goldstein

JEFF GOLDSTEIN

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FOR IMMEDIATE RELEASE

NEW RESOURCE FOR CANADA'S WEALTHY

Toronto, May 28, 2008 – The number of affluent Canadians is climbing and now there is an online resource geared specifically towards protecting their assets.

In an era where home and auto insurance have become increasingly depersonalised, one broker has decided to harness the power of the internet to get back in touch with his clients – who happen to be Canada's elite. Toronto-based broker Jeff Goldstein has launched an online resource specifically targeted towards protecting high valued assets. To his knowledge, Goldstein is the first property/casualty broker in Canada to provide such a service to consumers.

Forbes magazine reported in March of this year that there are now 24 Canadian billionaires, and consultants Cap Gemini Ernst & Young have forecasted that there will be 900,000 Canadian millionaires by 2010. With numbers like these, insurance brokers and companies need to be poised to service the high net worth market. Goldstein, who has long been considered an expert in customizing insurance programs for the wealthy, decided recently that Canada's affluent need a website reflecting their unique lifestyle. "VIP clients are extremely busy and I want to offer them information that they can access at their convenience," Goldstein says.

Goldstein goes on to point out that he didn't want to create a website full of quoting tools and standard information that don't necessarily apply to wealthy individuals. Instead, Goldstein highlights personal coverages suited to the affluent such as cash settlements, unusual collections, personal drivers, and liability protection that includes non-profit Directors and Officers coverage as well as kidnap and ransom. Goldstein notes that this growing population needs to know what their unique risks are so he has developed resources and an e-newsletter specifically geared towards protecting high valued assets. "It's critical for the high net worth client to understand how to protect their lifestyle so there are no surprises at claim time," Goldstein warns.

Paul Morrissette, Senior VP of Personal Insurance at Chubb Insurance Company of Canada, caters to the affluent market and recognizes that expertise and service are paramount. "Families with unique homes and possessions face a number of risks, and Jeff is uniquely qualified to discuss and advise how to protect their financial well-being," Morrissette says. "I'm thrilled that Jeff has taken this step to share his personal insurance expertise [with] those who have the most to lose." Goldstein notes that as the number of wealthy Canadians rises he is seeing more expensive renovations, an increase in fine art and jewellery collections, and multiple residences in different countries. In terms of the clients themselves, having access to an advisor with an understanding of the high net worth lifestyle and the ability to offer creative insurance solutions rank at the top of their list.

About Jeff Goldstein

For over 25 years, Jeff Goldstein has provided personal insurance solutions for affluent clients. As part of The Paisley-Manor Insurance Group, Jeff is backed by an independent brokerage that has been catering to the Canadian insurance market for over 50 years. To learn more about Jeff, please visit www.jeffgoldstein.ca or call 416-380-2211.

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