



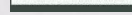
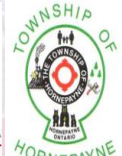
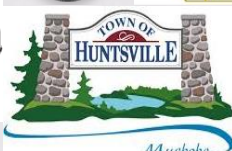
Municipality of *East Ferris*



EAST FERRIS FIRE DEPARTMENT CASERNE DE POMPIER



Henry Ford - ***"Coming together is the beginning. Keeping together is progress. Working together is success"***



There are more than 198 private P&C insurers actively competing in Canada to sell insurance policies on homes, cars and businesses.

Top 20 private P&C insurers by direct written premiums 2017

1. Intact Group 15.46%
2. Aviva Group 9.67%
3. Desjardins Group 8.16%
4. Co-operators Group 5.63%
5. Lloyds Underwriters 5.57%
6. T.D. Insurance Group 5.50%
7. Wawanesa Mutual Insurance 5.43%
8. RSA Group 5.27%
9. Economical Group 4.20%
10. Travelers Group 2.87%
11. Northbridge Group 2.80%
12. Allstate Group 2.71%
13. AIG Insurance Company of Canada 2.23%
14. Chubb Group 1.80%
15. Capitale Group 1.77%
16. CAA Group 1.32%
17. Genworth Financial Mortgage Insurance 1.22%
18. Zurich Insurance 1.07%
19. Green Shields 0.97%
20. Guarantee Company 0.94%

**Top 20
represent
84.59% of
market share**



Sources: IBC, MSA

Your Property Insurance Policy includes Fire Department Service Charges!

(ix) Fire Department Service Charges

Key language in this contract:

**“25,000.00 dollar limit...
liability of the Insured
assumed by contract or
agreement prior to the loss”**

Your Property Insurance Policy includes Fire Department Service Charges!

5. Fire Department Charges

The Company agrees to indemnify the insured up to \$1000. for charges for which the insured is legally responsible, if the

Key language in this contract:

“\$1,000.00 limit...for charges for which the insured is legally responsible”



What is Indemnification Technology ®?

Legal Definition

1,478,801. 2010/04/28. Fire Marque Inc., c/o 15th Floor, Bankers Court, 850-2nd Street SW, Calgary, ALBERTA T2P 0R8

Representative
FRASER MILNE
1420, OTTAWA,

INDEMN

SERVICES: Fire
and property insu
billing opportunit
insurance compa
with respect to in
early as March 2

SERVICES: Pro
d'incendie, collec
police d'assuranc

facturation pour le compte des services d'incendie par la
facturation aux sociétés d'assurances des coûts de surveillance
des services d'incendie en ce qui a trait aux risques couverts.
Employée au CANADA depuis au moins aussi tôt que le 22
mars 2010 en liaison avec les services.

AST



Office de la propriété
intellectuelle
du Canada
Un organisme
d'industrie Canada

Canadian
Intellectual Property
Office
An Agency of
Industry Canada

Fire department incident reporting, data collection and
property insurance policy wording interpretation

to maximize billing opportunities
on behalf of fire departments by
invoicing insurance companies

for costs of fire department attendance with respect to
insured perils.

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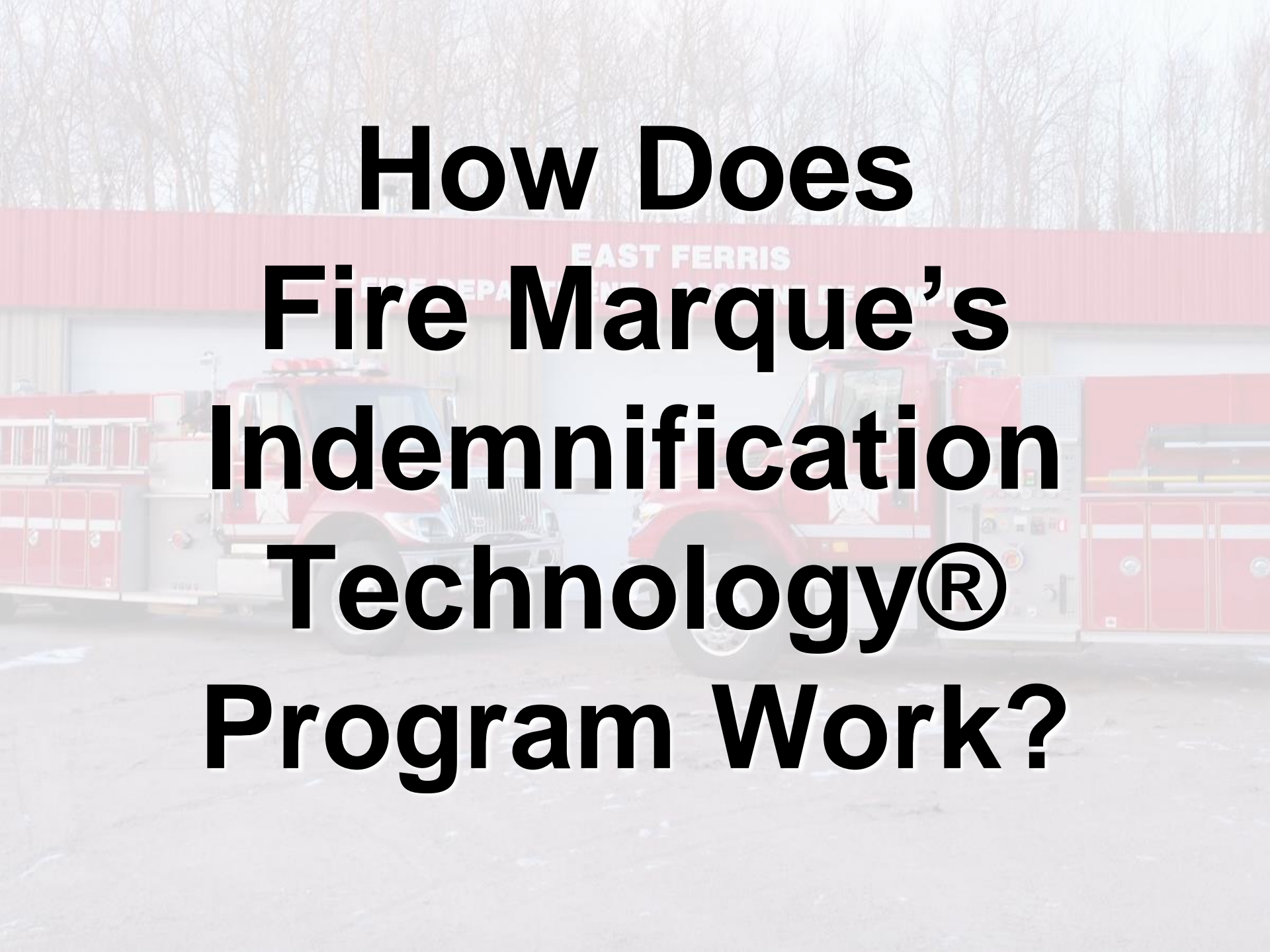
Número d'enregistrement
Registration Number
TMA792,198
Número de dossier
File Number
1478801

Date d'enregistrement
Registration Date
7 mars/Mar 2011

Canada

Registraire des marques de commerce
Registrar of Trade-marks
(CIPQ 198)11-10

OPIC CIPO



How Does Fire Marque's Indemnification Technology® Program Work?

Amend your Fees and Charges By-law Schedule for the Fire Department Fees Attached

THE CORPORATION OF THE TOWNSHIP OF NORTH HURON BY-LAW NO. 2-2016

BEING A BY-LAW TO ESTABLISH FEES AND CHARGES FOR
THE TOWNSHIP OF NORTH HURON

WHEREAS Section 391 (1) of the Municipal Act, S.O. 2001, Chapter 25, provides that a Municipality and a local board may pass by-laws imposing fees and charges for services or activities provided, and;

Schedule L: Emergency Services / Non-Emergency Fees

3. For fire department response fees/Indemnification Technology®.

Current MTO rate per hour per vehicle plus personnel costs plus any additional costs for each and every call

Why is a by-law required?

EAST FERRIS FIRE DEPARTMENT CASERNE DE POMPIER Because Insurance Policy Wordings Require It!

Allstate – Elite Homeowner Wordings

Fire Department Charges:

We will reimburse you up to \$5000 for fire department charges you are required to pay when a fire department attends your Dwelling because of an Insured Peril.

We will not pay for charges incurred as a result of a false alarm.

We do not pay for any liability claim arising from the use of the responding fire equipment or caused by the actions of any member or members of the responding fire department.

This protection does not increase the amount of insurance in this policy.

Any deductible specified in the Declaration page does not apply to this coverage.

The Process for the New Cost Recovery Program

1.

Fire Dept.

- Sends already completed Standard Incident Reports (SIR)

2.

Fire Marque

- Reviews
- Indemnity
- Stats
- Subrogation
- Trust Acct.

3.

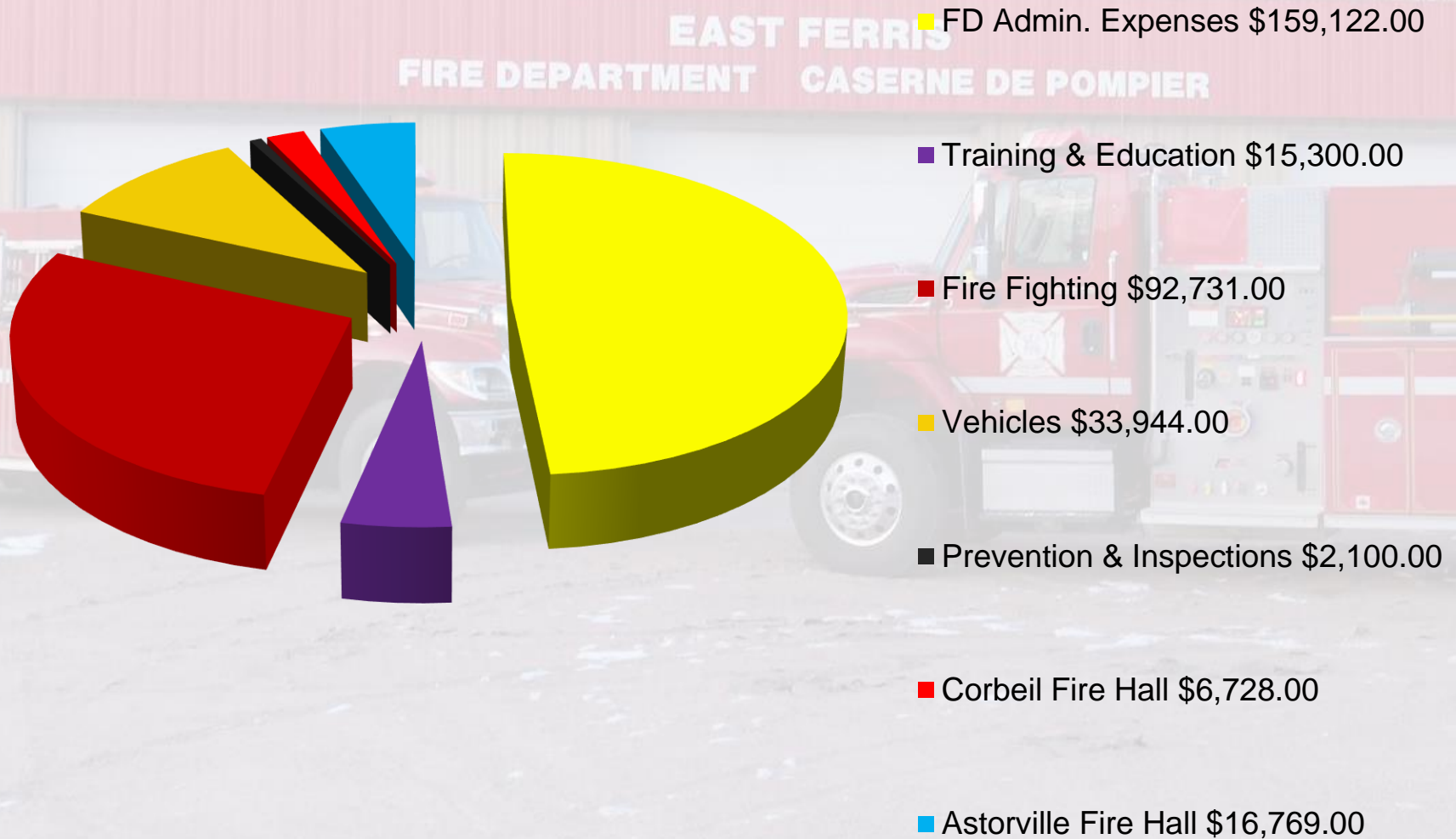
Fire Department

- Allocates funds

NO ADDITIONAL WORK by your staff!

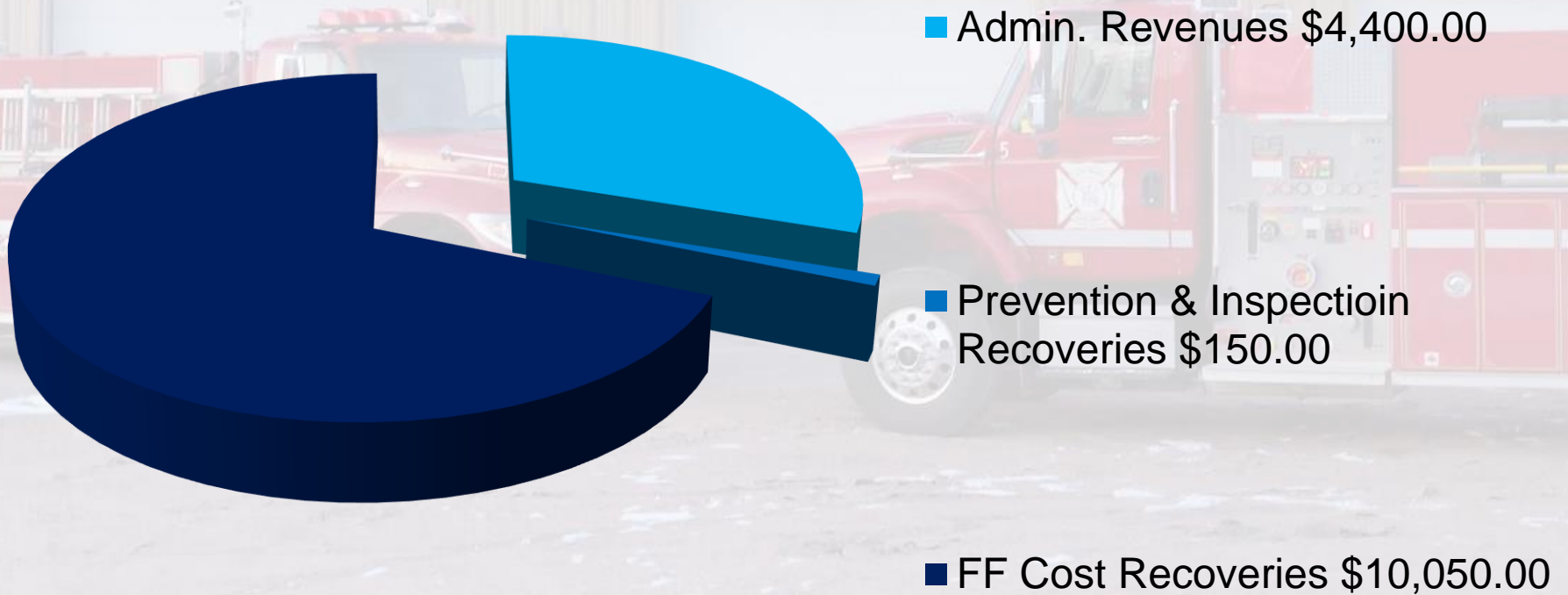
Municipality of East Ferris 2019 Fire Dept. Budget Expenses \$326,694.00

2019 Budget Expense Summary

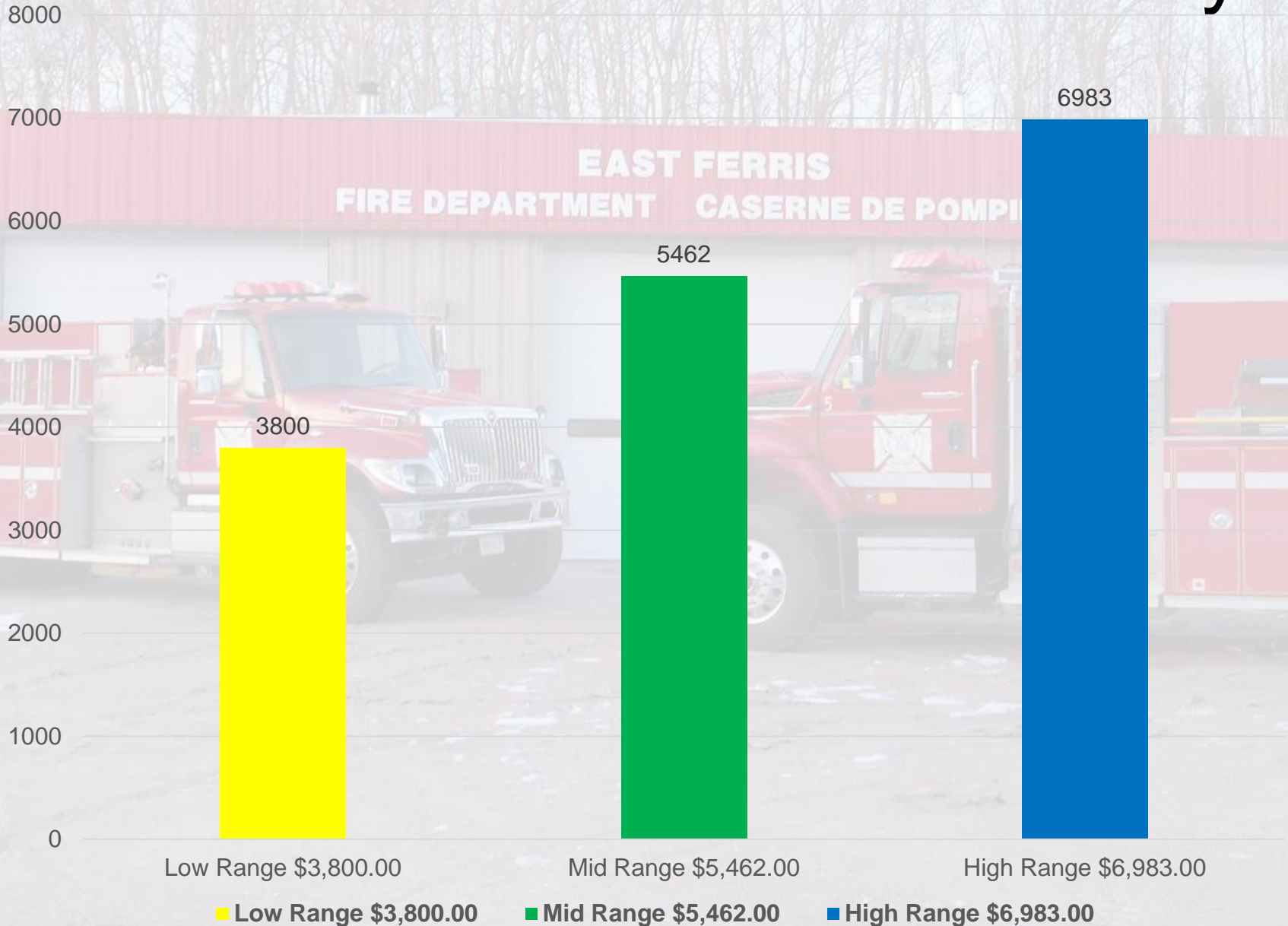


Fire Department 2019 Operating Budget Summary-Revenues \$14,600.00

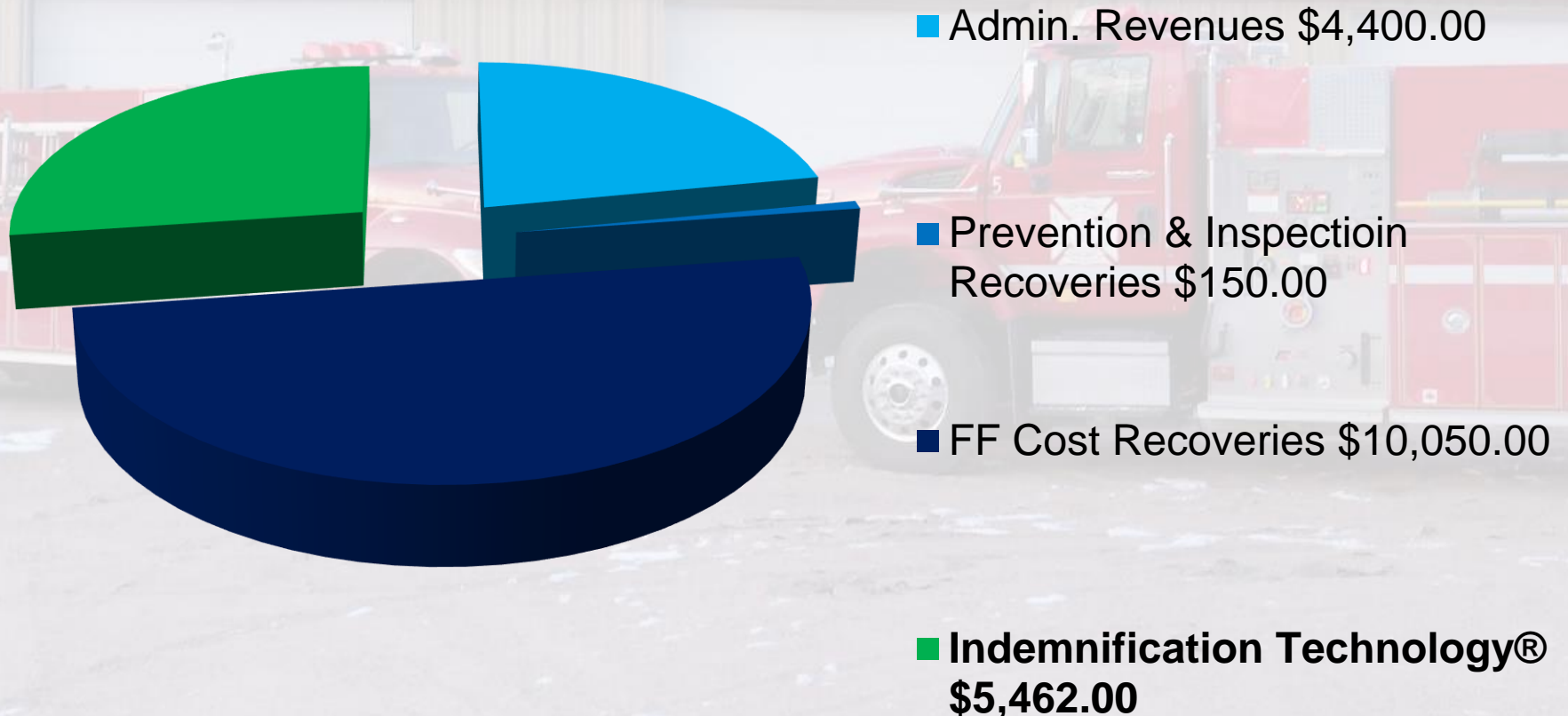
EAST FERRIS
FIRE DEPARTMENT CASERNE DE POMPIER



2019 New Fire Cost Recovery



Alternate Fire Department 2019 Operating Budget Summary-Revenues \$20,062.00



How did you arrive at the cost recovery projection?

EAST FERRIS
FIRE DEPARTMENT CASERNE DE POMPIER

The average recovery
(residential, farm,
commercial) per
thousand population
occurring annually

X

The number of insured
peril call outs (SIR's)
per thousand
population occurring
annually

= COST
RECOVERY
PROJECTION

- “Rural areas” cost recovery is less
- “Built up” areas cost recovery is more
- Disasters (e.g. tornados) average recovery per population much higher

Revenues Stay Within the Fire Budget in 3 Areas!

Public Education!



Revenues Stay Within the Fire Budget in 3 Areas!

Personnel Training!



Revenues Stay Within the Fire Budget in 3 Areas!

Capital Purchases!



The Municipal Act and User Fees

Section XII Sub-section 394 (1) Restriction, fees and charges-No fee or charge by-law **shall** impose a fee or charge that is based on, is in respect of or is computed by reference to,

A) The income of a person, however it is earned or received, **except that a municipality or local board may exempt, in whole or in part, any class of person from all or part of a fee or charge on the basis of inability to pay;**

Legislatures have reversed the way in which cities exercise their jurisdiction:

Under the old scheme, any bylaw or resolution had to be expressly allowed by the governing statute.

With the **natural person powers**, councils are no longer restricted to the words of the statute, but **are allowed to do what logically flows** from the general powers granted by the Act (except where to do so would conflict with the express wording of the statute).

Insurance Rates will not go up as a result of the Fire Marque Program

- ☑ **Property insurance underwrites the building and contents. Buildings Incident Rates have remained constant.**
- ☑ **What an insurance company considers for risk includes:**
 - Is there a Municipal Water Source (Fire Hydrant) nearby?
 - Is the Fire Department, Full-time, Composite or Volunteer (Part-time)?
 - Does the building have a sprinkler system?
 - What materials have been used in the building construction? – wood vs. brick
 - Is there an alarm system?
- ☑ **Consumers are spending more on home insurance--buying bigger policies to cover recent rapid rise of home values and have more possessions to insure.**
 - Basements, once used to store old clothes and hockey equipment now finished and filled with expensive electronic equipment.
 - Garages used to be for our cars, now hold “stuff”!



Insurance Rates will not go up as a result of the Fire Marque Program

- ☑ **Lloyds of London Warns of More Pain after Rate Squeezes – March 30th 2017** “extremely challenging markets because of plunging insurance rates”... “The pressure on premium rates is extraordinarily tough.”
- ☑ **Cottage Country Now.ca** Town of Huntsville is considering a way to make insurance companies pick up part of the bill for fire **response... Coun. Tim Withey, who is an insurance broker, said homeowners’ insurance rates would not go up** because insurance companies incorporate such costs into their policies.
- ☑ **Insurance companies have been calculating premiums to include charges for Fire Department services even though they haven’t had to pay out on the coverage. Fire Marque recovers these funds.**
- ☑ **Property insurance is very different than auto insurance.**



Will Property Owners be required to pay a Deductible?

No. Homeowner Property policies state that no deductible is applied to this coverage.



If Property Owners pay taxes, which include Fire Department Services, why should the Fire Department charge fees?

EAST FERRIS
FIRE DEPARTMENT CASERNE DE POMPIER

The Indemnification Technology® program is not a typical fee. It is a cost recovery mechanism to comply with insurance policy language.

Just as property owners have paid taxes for fire services, they have also bought and paid for fire service expense coverage in their property insurance policies.

By requesting insurance companies pay those expenses, the insurance companies are being asked to honour the contractual agreement of the policy they issued.



Why do we need Fire Marque to do it-- can't we just do it ourselves?

“Fire Marque Incorporated has the **knowledge, staff and infrastructure** to perform cost recovery from insurance companies through an agency agreement. They are former insurance professionals who are experienced in insurance policy wording interpretation, data collection, policy review with respect to insured perils, invoicing and recordkeeping.”

- **Town of Bradford West Gwillimbury Staff Report, October 2nd 2012**

“Council could consider submitting claims and collecting funds using City Staff. This alternative is also **NOT recommended** as the **City does not have the staff resources and expertise necessary for the submission of the claims and the follow-up required with various insurance companies.**”

- **City of North Bay Staff Report, July 18th 2013**



Why do we need Fire Marque to do it-- can't we just do it ourselves?

Angus Tornado in Essa Township June 2014



103 separate property incidents/claims

41 different insurance companies, 103 insurance adjusters working on the various claims



Fire Marque's Technical Team received the files 11 months after the incident. Our Team took an additional 10 months to recover the Fire Department Expenses for Essa Township and 4 responding neighbouring Departments.

On June 14th 2014, disaster struck in our municipality in the form of an F2 tornado. With Fire Marque's Indemnification Technology® the expenses for the Fire Department's emergency services were recovered.

Based on our success, I have no hesitation in recommending the Fire Marque Program.

Sincerely,

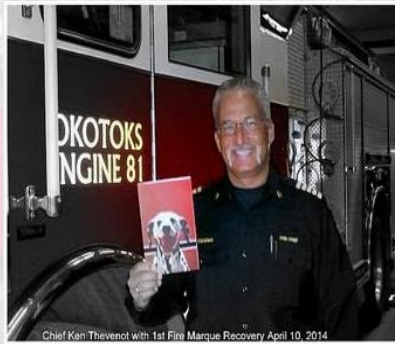


Terry Dowdall
Mayor



Why Fire Marque?

Experts in INDEMNIFICATION TECHNOLOGY®



Chief Kan Thievenot with 1st Fire Marque Recovery April 10, 2014

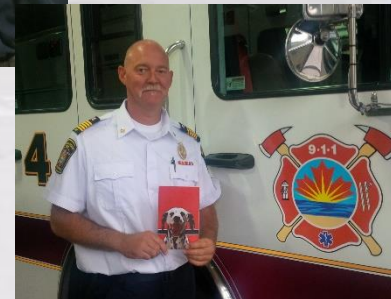
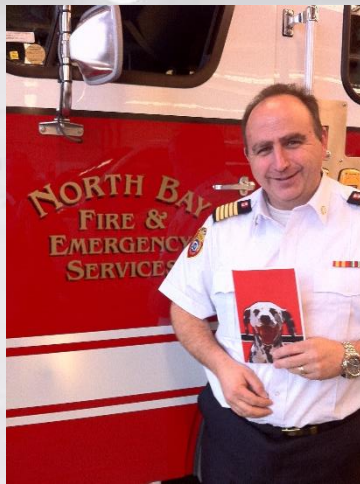
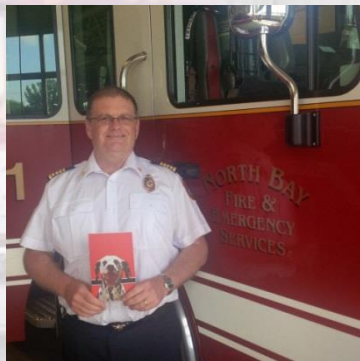
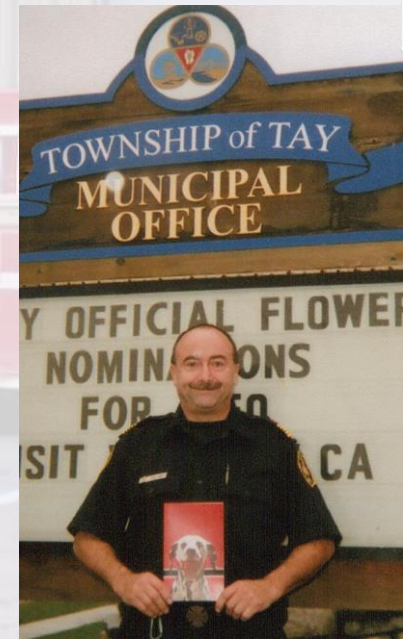


Brad Patton @CWFireChief · 16 Jun 2014

P3. CW Fire received a cheque for almost \$20,000 from Fire Marque to cover our cost to extinguish a structure fire.



[View photo](#)



EAST FERRIS
FIRE DEPARTMENT CASERNE DE POMPIER

**Questions,
comments,
concerns?**





www.firemarque.com

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chris@firemarque.com

1-705-888-7230