

Building resilience together: What brokers need to know from Gore Mutual's Purpose Insights Report

Resilience has always been part of the broker role, and Gore Mutual's 2025 [Purpose Insights Report](#) reinforces how essential that work has become as climate impacts intensify across Canada. Brokers are already leading these important conversations: nearly three-quarters believe climate change policies are important, and most regularly discuss climate resilience with clients.

Yet, as highlighted in [Canadian Underwriter's recent article](#) on our research, many homeowners still approach resilience primarily through a financial lens, which creates a gap between broker guidance and client understanding.

Gaby Polanco Sorto, Vice President of Purpose, Sustainability, and Office of the CEO at Gore Mutual, underscores the opportunity for the industry: "Brokers are already having resilience conversations—our job is to help make those conversations easier, clearer, and more actionable for homeowners."

The Report supports brokers with insights that help explain climate risks in relatable terms, along with tools and messaging that make these discussions more effective. It also outlines practical steps homeowners can take to strengthen their resilience—helping brokers shift the conversation from short-term cost to long-term protection.

With the right information and support, we can help Canadians better prepare for a changing climate while strengthening trust and community resilience.

Download the full 2025 [Purpose Insights Report here](#).