

## Wildfire Prevention Month: A broker guide for client outreach

Wildfire losses are often driven by wind-blown embers and smoke, not only direct flames. May is a good time to check in with clients, share a short prevention checklist, and highlight the added protection available through Wildfire Defense System (WDS) for eligible policies.

Use this to guide wildfire conversations with clients:

- **Set context:** 2025 was the second worst wildfire season in recorded Canadian history by area burned. A total of 6,125 wildfires burned approximately 8.9 million hectares—more than double the 10-year average of 4.1 million hectares.
- **Key loss drivers in 2025:** Drought and extreme heat, lightning ignitions, and human activities, including holdover fires.
- **Next steps:** Share the prevention checklist below to help clients reduce ember risk and remind eligible clients in BC and Alberta of the complimentary support available through WDS.

### Wildfire prevention checklist for clients

Encourage clients to focus on these high-impact steps:

- Create defensible space by clearing flammable vegetation, debris, and materials around buildings
- Keep roofs, gutters, and landscaping clear of debris
- Screen and seal vents and openings to reduce ember entry
- Move combustible materials, equipment, and waste away from buildings and entrances
- Develop an emergency or evacuation plan appropriate for the household or business, including clear roles, routes, and meeting points

### Added protection for BC and Alberta clients: WDS

Eligible residential and commercial building policyholders in British Columbia and Alberta receive added protection through [our partnership with Wildfire Defense Systems \(WDS\)](#), an industry leader in private wildfire services, at no extra cost.

Activation is automatic. No action is required by the broker or policyholder. When an imminent wildfire evacuation event threatens an insured property, we coordinate directly with WDS to activate support.

WDS support may include on-site mitigation measures such as combustible material removal, temporary sprinklers, vent coverage, and securing openings to help reduce ember entry.

### Have questions?

Visit our [Emergency Response page](#) for key emergency contacts and resources for you and your clients. If you have any questions, please contact your business development representative.