

Strategic enhancements for personal property Homeowner pricing in BC

We're enhancing personal property Homeowner pricing in BC

We are implementing strategic updates to our personal property pricing in BC. This will enable you when quoting to provide even greater value to your customers.

These changes will take effect on June 23, 2025, for new business and on September 6, 2025, for renewals. They are part of our ongoing efforts to grow our Homeowner Personal Property business and support your success in BC.

What's changing?

- 1. Territory-focused pricing updates**

We have refined our pricing in select BC areas where we see growth opportunities. These adjustments are targeted and strategic.

- 2. Refined pricing based on individual risk characteristics**

We've made specific pricing enhancements for Homeowner locations that fall within certain building value ranges and newer construction segments. These changes allow us to rate more accurately and better align with the market.

What this means for you and your customers

These updates are designed to help you grow your Homeowner Personal Property business with Gore Mutual and enhanced value in certain BC segments.

Have questions?

Reach out to Jessica Wilson, Director, Distribution, Western Canada at jwilson@goremutual.ca to discuss how these updates could impact your book. For general inquiries, please contact 1-844-974-GORE (4673).