

Gore Mutual legal name change: What you need to know

Effective January 1, 2026, Gore Mutual Insurance Company's legal name will officially change to Gore Insurance Company.

This legal name change marks an important step in our integration with Beneva and prepares us for a smooth brand transition starting in 2027. While this change signals progress in our long-term strategy, it is primarily an administrative update with **no impact on your day-to-day business or your customers.**

At a glance

- **Legal name changes to Gore Insurance Company:** January 1, 2026.
- **Impact on brokers:** None—business as usual.
- **Transition to the Beneva brand:** Begins in 2027.
- **Resources:** [Broker FAQs](#) and [Customer FAQs](#).

Why we made this change

The new legal name reflects the movement of Gore's mutual members to Beneva and supports Beneva's vision to unite two strong companies under a people-first approach. This step ensures continuity and stability for brokers and customers while laying the foundation for future brand alignment.

Kingsdale Advisors, the agency managing Gore's member communications, will mail a letter during the first week of January to inform members about their transition from Gore to Beneva membership. Members can expect to receive the letter by mid-January. [Click here](#) to view a copy of the letter.

What brokers need to know

Your work remains unchanged, and there is no operational disruption—business continues as usual. Policies and claims in progress are unaffected, and your usual underwriting and claims contacts remain the same.

Gore Mutual will continue using its current branding—name, logo, and colours—in all broker communications. The brand transition to Beneva will begin in 2027, and we'll keep you informed every step of the way.

How we're communicating with customers

Our priority is to make this transition seamless for customers, with no changes to their coverage or service experience. We are proactively reassuring customers that:

- Coverage, terms, and claims remain unchanged.
- Existing authorizations and pre-authorized debits remain valid.
- Documents will be updated gradually to reflect the new legal name.

How are we doing this?

- We've included a policy package insert explaining the name change. [Download a copy here.](#)
- We've updated our policy cover letters with a notice of the name change.
- We've updated our billing notices, and starting January 1, 2026, the [payment information page](#) will be updated to reflect the new legal name, Gore Insurance Company.

- Starting January 1, 2026, our website will display an updated banner that directs customers to the revised [Customer FAQs](#) and a dedicated merger page at goremutual.ca/merger.
- Members will be mailed a letter during the first week of January to inform them about their transition from Gore to Beneva membership. [Click here](#) to view a copy of the letter.

Resources for you

To support your conversations, we've prepared the following resources:

- [Download Broker FAQs](#)
- [Download a copy of the customer insert.](#)
- [Access Customer FAQs](#)

These resources include unified key messages and talking points to help you communicate confidently.

If you have questions, please reach out to your Business Development Representative.