

Gore Mutual Legal Name Change – Broker FAQs

Document purpose

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.**

The following FAQs are designed to help you understand what's changing, what's not, and how to communicate confidently with customers.

About the change

1. What is changing on January 1, 2026?

On January 1, 2026, our legal name changes from Gore Mutual Insurance Company to Gore Insurance Company. This is a legal name change only—there is no impact on policies, coverages, or claims.

2. Why is the name changing?

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.

3. When and how are mutual members being informed of this change?

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.

4. Does this affect Unica?

No. Unica's name, brand, and operations remain unchanged until at least 2027.

Broker impact

5. Can we still use the Gore Mutual logo after the name changes?

Yes. The Gore Mutual logo, name, and brand remain in use until the Beneva brand transition begins in 2027.

6. How do we refer to Gore when communicating?

Continue using Gore Mutual for all marketing, communications, and branding through 2027. The legal name, Gore Insurance Company, will appear only on legal and financial documents. No changes are required for portals, eDocs, or broker templates at this time.

7. How should we handle references to the old name in historical documents?

Historical documents remain valid. No retroactive changes are required.

8. Will documents show both names for a while?

Yes. Documentation updates will be phased, and customers may see both names temporarily.

Communications

9. How are we communicating this change to customers?

On January 1, 2026, customers will be informed of this change in three ways:

- **Website update:** The banner on goremutual.ca will link to a merger page with more details and an [FAQ](#) about the change.
- **Cover letters:** A paragraph about the name change is included in letters for new customers, renewals, policy changes, and cancellations.
- **Inserts:** For transactions without cover letters, an [insert](#) will be included in policy documents.

10. What resources can I share with customers?

We've created the following resources to support customers:

- [Customer insert](#)
- [Customer FAQ](#)

11. Is there a public resource for customers?

Yes: goremutual.ca/merger.

Supporting customers

12. How should I explain the legal name change to a customer?

Use this talking point:

"Gore Mutual Insurance Company's legal name is becoming Gore Insurance Company as part of their merger with Beneva. Your coverage and service remain the same."

13. Will policies be affected?

Policies will not be affected.

14. How can customers make online banking payments?

Online banking payments include internet banking, phone banking, ATM banking, and teller banking. If the customer has Gore Mutual Insurance saved as a payee, they must delete the old payor and set up a new payee for each policy in their banking system.

The new payee is **Gore Insurance Company**, and the customer should use their new 12-character alpha-numeric Guidewire policy number.

To ensure fast and accurate application of payments, please advise your customer to use their billing notice as a guide and to always use the policy number when making an online payment.

Note: Online banking payments can take 3 business days to reach Gore Mutual. Please advise your customers.

15. What if a customer pays Gore Mutual Insurance Company instead?

The bank will continue to accept cheques payable to Gore Mutual Insurance Company for the next six months. For online banking payments, please advise customers to follow the guidelines outlined above.

16. What if I have a cheque already sent with Gore Mutual Insurance Company as the name?

The bank will continue to accept cheques payable to Gore Mutual Insurance Company for the next six months. For online banking payments, please advise customers to follow the guidelines outlined above.

17. How can I reassure customers about their coverage?

Emphasize that their coverage, claims process, and service remain unchanged. The legal name change does not affect policy terms or benefits.

18. What if a customer insists on using the old name?

Reassure them that both names refer to the same company and their coverage remains unchanged.

19. Who do I contact for questions?

Please reach out to your Business Development Representative for any questions not addressed in the FAQs.

Future transition

1. When is the Beneva transition going to start?

The Beneva brand transition begins in 2027 and will be phased over time.